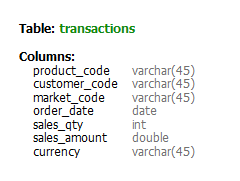
**[Sales Insights - Data Analysis using Power Bi & SQL](https://github.com/mrankitgupta/Sales-Insights-Data-Analysis-using-Tableau-and-SQL" \l "sales-insights---data-analysis-using-tableau--sql----)**

### About Project

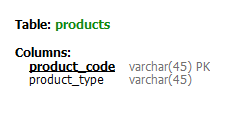
* Performed India based company sales insights - A Data Analysis project.
* Raw data loaded into Mysql server then done some basic level of data analysis. After that I have created star schema on power bi to proceed further.
* Developed multiple power bi report to perform analysis, producing quantitative visualizations in power bi to draw valuable insights based on different parameters affecting the company.

**Used Tables:**

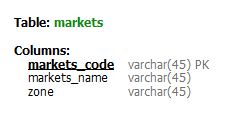
**Trnsactions:**

****

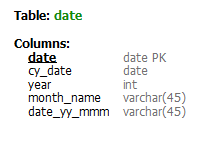
**Products:**

****

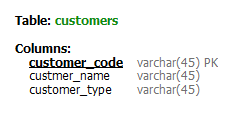
**Markets:**

****

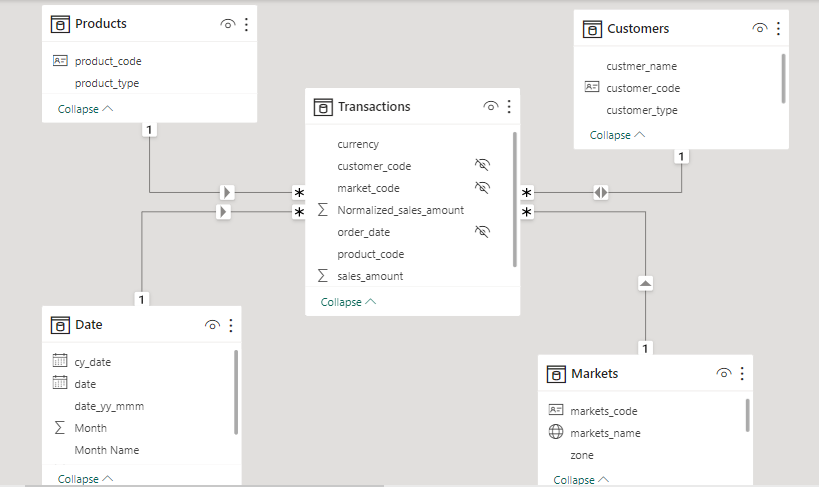
**Date:**

****

**Customers:**

****

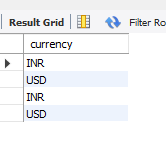
**Data Model**

****

**Basic level analysis using sql:**

1. Distinct currency

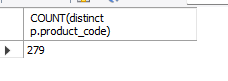
select distinct t.currency from transactions t;



We are selecting currency as INR and USD as there are some bad characters hidden.

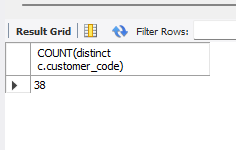
2.Total Products

select COUNT(distinct p.product\_code) from products p;



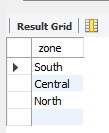
1. Total Customers

select COUNT(distinct c.customer\_code) from customers c;

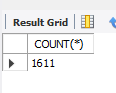


1. Different business zone

select distinct m.zone from markets m;



1. Sales amount <= 0 (Data quality issue)



**Sql Quries:**

1. Normalised amount for USD

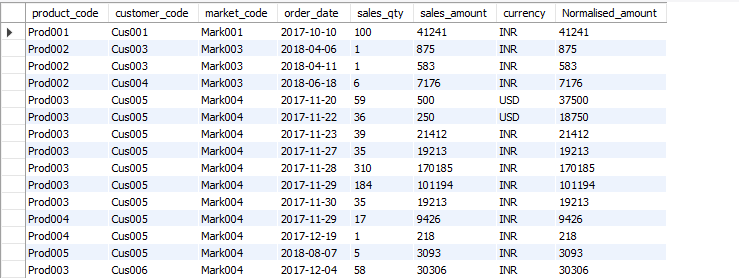
With trans as(

select t.\* , case when t.currency='USD' then

t.sales\_amount\*75 else t.sales\_amount end AS 'Normalised\_amount' from transactions t

where t.sales\_amount > 0)

select \* from trans;



1. Total Revenue

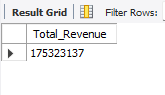
With trans as(

select t.\* , case when t.currency='USD' then

t.sales\_amount\*75 else t.sales\_amount end AS 'Normalised\_amount' from transactions t

where t.sales\_amount > 0 and t.currency in ('USD','INR'))

select SUM(a.Normalised\_amount\*a.sales\_qty) as 'Total\_Revenue' from trans a;



3.Total sales Quantity

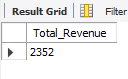
With trans as(

select t.\* , case when t.currency='USD' then

t.sales\_amount\*75 else t.sales\_amount end AS 'Normalised\_amount' from transactions t

where t.sales\_amount > 0 and t.currency in ('USD','INR'))

select SUM(a.sales\_qty) as 'Total\_Revenue' from trans a;



4.Zone wise revenue

With trans as(

select t.\* , case when t.currency='USD' then

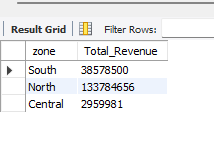
t.sales\_amount\*75 else t.sales\_amount end AS 'Normalised\_amount' from transactions t

where t.sales\_amount > 0 and t.currency in ('USD','INR'))

select m.zone,SUM(a.Normalised\_amount\*a.sales\_qty) as 'Total\_Revenue' from trans a,

markets m where m.markets\_code=a.market\_code

group by m.zone;



5. Top 50 product by revenue

With trans as(

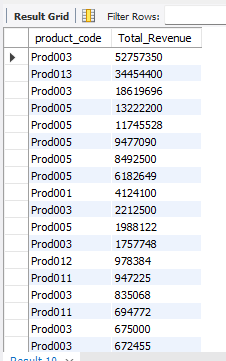
select t.\* , case when t.currency='USD' then

t.sales\_amount\*75 else t.sales\_amount end AS 'Normalised\_amount' from transactions t

where t.sales\_amount > 0 and t.currency in ('USD','INR'))

select a.product\_code,a.Normalised\_amount\*a.sales\_qty as 'Total\_Revenue' from trans a

order by Total\_revenue desc limit 50;



6.