

“Financial Performance Analysis: Western countries Case Study”

**Discovering Sales Stories Hidden in Western
Market Trends.**

SUMMARY OF DATASET

- **Dataset Overview**
- **Total Records:** 700 rows
- **Number of Columns:** 16
- **Time Period Covered:** 2013 to 2014
- **Geographic Scope:** Various Western countries
- **Industry Focus:** Bicycle manufacturing and sales
- **Key Data Fields:**
Includes details on customer segment, country, product, discount bands, units sold, pricing, gross and net sales, discounts applied, cost of goods sold (COGS), profit, and date-related fields.
- **Objective:**
To analyze sales and profit trends, identify top and bottom-performing products, evaluate segment-wise performance, and assess the impact of discounting strategies.

PERFORM DATA CLEANING IF REQUIRED AND THEN DO STATISTICAL ANALYSIS ON DATA USING STATISTICAL TOOLS.

S4

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
1	Segment	Country	Product	Discount_Band	Units_Sold	Manufacturing_Price	Sale_Price	Gross_Sales	Discounts	Sales	Corrected_COGS	Corrected_Profit	Date	Profit or Loss
2	Government	Canada	Carretera	None	1619	3	20	32370	0	32370	4856	27515	01-01-2014	Profit
3	Government	Germany	Carretera	None	1321	3	20	26420	0	26420	3963	22457	01-01-2014	Profit
4	Midmarket	France	Carretera	None	2178	3	15	32670	0	32670	6534	26136	01-06-2014	Profit
5	Midmarket	Germany	Carretera	None	888	3	15	13320	0	13320	2664	10656	01-06-2014	Profit
6	Midmarket	Mexico	Carretera	None	2470	3	15	37050	0	37050	7410	29640	01-06-2014	Profit
7	Government	Germany	Carretera	None	1513	3	350	529550	0	529550	4539	525011	01-12-2014	Profit
8	Midmarket	Germany	Montana	None	921	5	15	13815	0	13815	4605	9210	01-03-2014	Profit
9	Channel Partners	Canada	Montana	None	2518	5	12	30216	0	30216	12590	17626	01-06-2014	Profit
10	Government	France	Montana	None	1899	5	20	37980	0	37980	9495	28485	01-06-2014	Profit
11	Channel Partners	Germany	Montana	None	1545	5	12	18540	0	18540	7725	10815	01-06-2014	Profit
12	Midmarket	Mexico	Montana	None	2470	5	15	37050	0	37050	12350	24700	01-06-2014	Profit
13	Enterprise	Canada	Montana	None	2666	5	125	333188	0	333188	13328	319860	01-07-2014	Profit
14	Small Business	Mexico	Montana	None	958	5	300	287400	0	287400	4790	282610	01-08-2014	Profit
15	Government	Germany	Montana	None	2146	5	7	15022	0	15022	10730	4292	01-09-2014	Profit
16	Enterprise	Canada	Montana	None	345	5	125	43125	0	43125	1725	41400	01-10-2013	Profit
17	Midmarket	United States of America	Montana	None	615	5	15	9225	0	9225	3075	6150	01-12-2014	Profit
18	Government	Canada	Paseo	None	292	10	20	5840	0	5840	2920	2920	01-02-2014	Profit
19	Midmarket	Mexico	Paseo	None	974	10	15	14610	0	14610	9740	4870	01-02-2014	Profit
20	Channel Partners	Canada	Paseo	None	2518	10	12	30216	0	30216	25180	5036	01-06-2014	Profit
21	Government	Germany	Paseo	None	1006	10	350	352100	0	352100	10060	342040	01-06-2014	Profit
22	Channel Partners	Germany	Paseo	None	367	10	12	4404	0	4404	3670	734	01-07-2014	Profit
23	Government	Mexico	Paseo	None	883	10	7	6181	0	6181	8830	-2649	01-08-2014	Loss
24	Midmarket	France	Paseo	None	549	10	15	8235	0	8235	5490	2745	01-09-2013	Profit
25	Small Business	Mexico	Paseo	None	788	10	300	236400	0	236400	7880	228520	01-09-2013	Profit
26	Midmarket	Mexico	Paseo	None	2472	10	15	37080	0	37080	24720	12360	01-09-2014	Profit
27	Government	United States of America	Paseo	None	1143	10	7	8001	0	8001	11430	-3429	01-10-2014	Loss
28	Government	Canada	Paseo	None	1725	10	350	603750	0	603750	17250	586500	01-11-2013	Profit
29	Channel Partners	United States of America	Paseo	None	912	10	12	10944	0	10944	9120	1824	01-11-2013	Profit
30	Midmarket	Canada	Paseo	None	2152	10	15	32280	0	32280	21520	10760	01-12-2013	Profit

The screenshot shows a Microsoft Excel spreadsheet titled "Western Countries Financial Data... • Saved". The ribbon menu is visible at the top, and the "Home" tab is selected. The main content area displays a grid of statistical summary data across several columns (A, B, C, D, E, F, G, H, I, J, K, L) and rows (1 through 35). The data is organized into sections such as "Units_Sold", "Manufacturing_Price", "Sale_Price", "Gross_Sales", "Discounts", "Sales", "COGS", and "Profit". Each section contains various statistical measures like Mean, Standard Error, Median, Mode, Range, Minimum, Maximum, Sum, and Count.

	A	B	C	D	E	F	G	H	I	J	K	L
1	Units_Sold			Manufacturing_Price			Sale_Price			Gross_Sales		
2												
3	Mean	1608.294286		Mean	96.47714286		Mean	118.4285714		Mean	182759.426	
4	Standard Error	32.78569136		Standard Error	4.104792908		Standard Error	5.169628528		Standard Error	9610.21103	
5	Median	1542.5		Median	10		Median	20		Median	37980	
6	Mode	727		Mode	10		Mode	20		Mode	37050	
7	Standard Deviation	867.4278591		Standard Deviation	108.6026122		Standard Deviation	136.7755146		Standard Deviation	254262.284	
8	Sample Variance	752431.0907		Sample Variance	11794.52737		Sample Variance	18707.54139		Sample Variance	6.4649E+10	
9	Kurtosis	-0.315318		Kurtosis	-1.42896268		Kurtosis	-1.17678901		Kurtosis	2.05430058	
10	Skewness	0.436153562		Skewness	0.592583952		Skewness	0.771281871		Skewness	1.67392166	
11	Range	4292.5		Range	257		Range	343		Range	1205701	
12	Minimum	200		Minimum	3		Minimum	7		Minimum	1799	
13	Maximum	4492.5		Maximum	260		Maximum	350		Maximum	1207500	
14	Sum	1125806		Sum	67534		Sum	82900		Sum	127931599	
15	Count	700		Count	700		Count	700		Count	700	
16												
17												
18	Discounts			Sales			COGS			Profit		
19												
20	Mean	13150.35463		Mean	169609.0718		Mean	152375.0186		Mean	17234.0532	
21	Standard Error	867.9171273		Standard Error	8947.414896		Standard Error	8077.714648		Standard Error	10841.3473	
22	Median	2585.25		Median	35540.2		Median	24377.5		Median	8827.875	
23	Mode	0		Mode	32670		Mode	79560		Mode	18170	
24	Standard Deviation	22962.92877		Standard Deviation	236726.3469		Standard Deviation	213716.2412		Standard Deviation	286835.087	
25	Sample Variance	527296097.9		Sample Variance	56039363321		Sample Variance	45674631752		Sample Variance	8.2274E+10	
26	Kurtosis	7.905712444		Kurtosis	2.188633088		Kurtosis	1.641939498		Kurtosis	1.61167187	
27	Skewness	2.685038938		Skewness	1.696295217		Skewness	1.557466737		Skewness	0.13852957	
28	Range	149677.5		Range	1157544.92		Range	1096428		Range	2042181.6	
29	Minimum	0		Minimum	1655.08		Minimum	642		Minimum	-917481.6	
30	Maximum	149677.5		Maximum	1159200		Maximum	1097070		Maximum	1124700	
31	Sum	9205248.24		Sum	118726350.3		Sum	106662513		Sum	12063837.3	
32	Count	700		Count	700		Count	700		Count	700	
33												
34												
35												

PERFORM DATA CLEANING IF REQUIRED AND THEN DO STATISTICAL ANALYSIS ON DATA USING STATISTICAL TOOLS.

PERFORM GRAPHICAL ANALYSIS ON THE DATA USING EXCEL AND DERIVE INSIGHTS FROM IT.

AutoSave On Western Countries Financial Data... • Saved Search

File Home Insert Page Layout Formulas Data Review View Automate Developer Help Acrobat Power Pivot eScan D

Paste Clipboard Font Alignment Number Styles Cells

Chart 1

Segment wise Sum of Sales

Row Labels	Sum of Sales
Channel Partners	1800594
Enterprise	19611694
Government	52504261
Midmarket	2381883
Small Business	42427919
Grand Total	118726350

Grand Total: 118726350

Small Business: 42427919

Midmarket: 2381883

Enterprise: 19611694

Government: 52504261

Channel Partners: 1800594

Sum of Sales: 118726350

Segment wise Sum of Corrected Profit

Row Labels	Sum of Corrected Profit
Channel Partners	-15089724.36
Enterprise	4371006.375
Government	8172441.17
Midmarket	-11663091.93
Small Business	26273206
Grand Total	12063837.26

Grand Total: 12063837.26

Small Business: 26273206

Midmarket: -11663091.93

Enterprise: 4371006.375

Government: 8172441.17

Channel..: -15089724.36

Sum of Corrected Profit: 12063837.26

Country wise Sum of Sales

Row Labels	Sum of Sales
Canada	24887654.89
France	24354172.28
Germany	23505340.82
Mexico	20949352.11
United States of A	25029830.17
Grand Total	118726350.3

Grand Total: 118726350.3

United States of America: 25029830.17

Mexico: 20949352.11

Germany: 23505340.82

France: 24354172.28

Canada: 24887654.89

Sum of Sales: 118726350.3

Country wise Sum of Corrected Profit

Row Labels	Sum of Corrected Profit
Canada	2035760.385
France	1825989.28
Germany	3264748.82
Mexico	2976080.11
United States of A	1961258.665
Grand Total	12063837.26

Grand Total: 12063837.26

United States of America: 1961258.665

Mexico: 2976080.11

Germany: 3264748.82

France: 1825989.28

Canada: 2035760.385

Sum of Corrected Profit: 12063837.26

Product wise Sum of Sales

Row Labels	Sum of Sales
Amarilla	17747116.06
Carretera	13815307.89
Montaña	15390801.88
Paseo	33011143.95
Velo	18250059.47
VTT	20511921.02
Grand Total	118726350.3

Grand Total: 118726350.3

VTT: 20511921.02

Paseo: 33011143.95

Carretera: 13815307.89

Montaña: 15390801.88

Amarilla: 17747116.06

Sum of Sales: 118726350.3

Product wise sum of corrected profit

Row Labels	Sum of Corrected Profit
Amarilla	-22634783.94
Carretera	13374769.89
Montaña	14619811.88
Paseo	29628748.95
Velo	-1240880.535
VTT	-21683828.98
Grand Total	12063837.26

Grand Total: 12063837.26

Paseo: 29628748.95

Carretera: 13374769.89

Montaña: 14619811.88

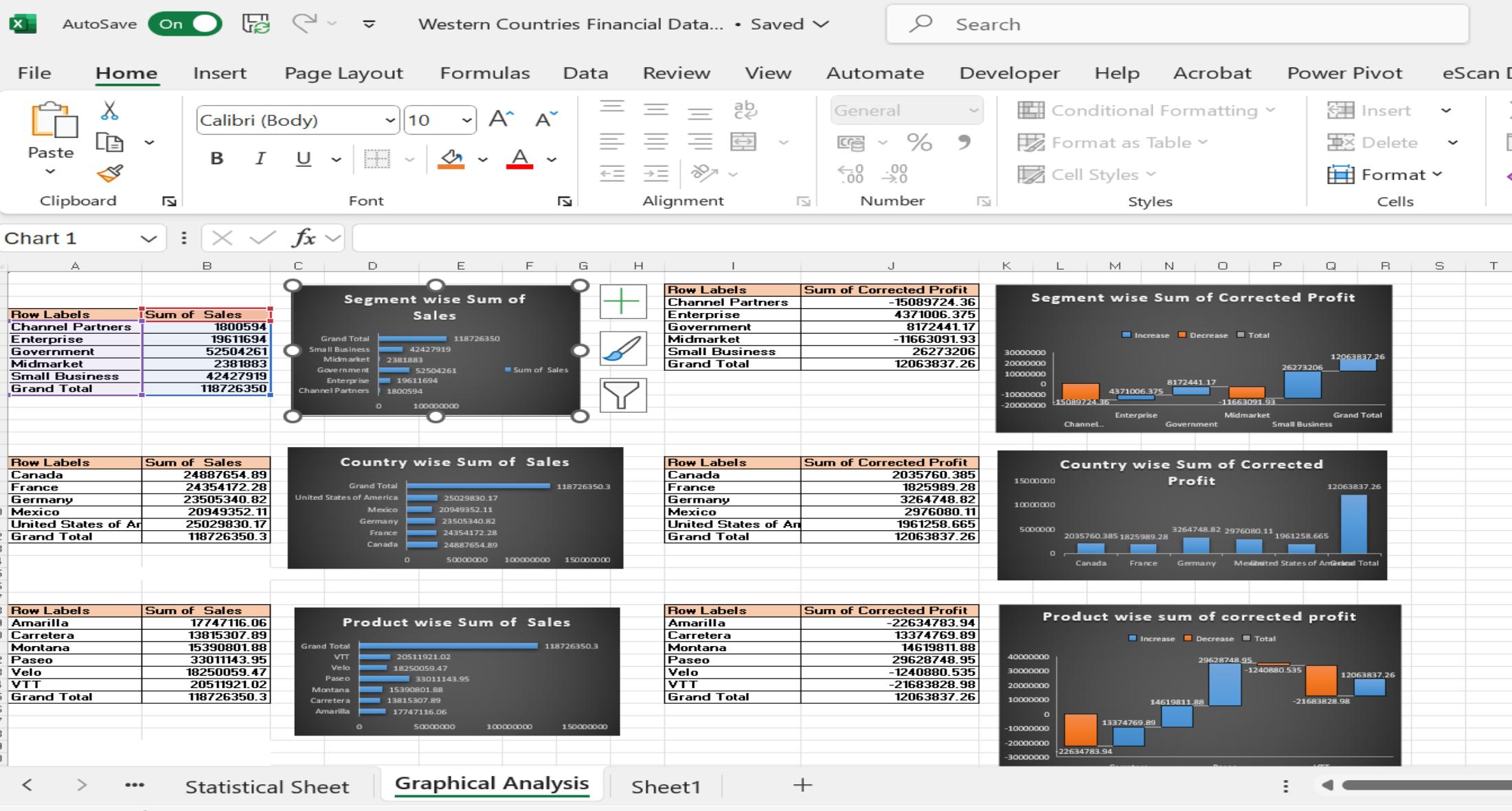
VTT: -21683828.98

Velo: -1240880.535

Amarilla: -22634783.94

Sum of Corrected Profit: 12063837.26

Statistical Sheet Graphical Analysis Sheet1 +



Key Business Insights: Segments, Countries, and Products

- The Enterprise segment leads in both sales and profitability, whereas the Government segment has the lowest sales but still maintains high profit margins.
- Partners and Midmarket segments incur significant losses, indicating potential strategic or cost-related challenges. The USA achieves the highest sales but with lower profit margins, likely due to high operational costs or heavy discounting.
- France demonstrates the strongest profitability despite lower sales, reflecting effective cost control. Mexico and Germany also show solid performance with healthy margins.
- Paseo stands out as the top-selling and most profitable product, making a major contribution to overall profits. Montana earns a small profit, while Amarilla, Carretera, Velo, and VTT operate at a loss.
- Among products, Amarilla and VTT experience the most substantial losses, calling for immediate corrective measures.
- The presence of high sales but low profits in certain areas highlights the need for strategies to improve margins.
- In conclusion, prioritizing profitable segments, countries, and products while addressing losses in underperforming areas can help maximize overall profitability.

Insert the given data into the SQL server by making a Database and defining the required parameters for the construction of Database and Database tables.

The screenshot shows the MySQL Workbench interface with the following details:

- Navigator:** Shows the schema tree under the "capstone_project" database, which contains a single table named "financial_data".
- SQL Editor:** Displays the following SQL script:
 - **CREATE DATABASE Capstone_project;**
 - **USE Capstone_project;**
 - 3
 - 4 • **ALTER TABLE `western countries financial data`**
5 **RENAME TO financial_data;**
 - 6
 - 7 • **ALTER TABLE financial_data**
8 **RENAME COLUMN `segment` TO segment;**
 - 9
 - 10
 - 11
 - 12
 - 13
- Output:** Shows the execution log with four successful queries (rows 15-18) and their details:

#	Time	Action	Message	Duration / Fetch
15	21:57:44	SELECT Country, DENSE_RANK() OVER (ORDER BY SUM(Gross_Sales) DESC) AS RANK, SUM(Gross_Sales) AS Total_Gross_Sales FROM financial_data GROUP BY Country	5 row(s) returned	0.016 sec / 0.000 sec
16	21:58:39	SELECT Country, SUM(Gross_Sales) AS Total_Gross_Sales, DENSE_RANK() OVER (ORDER BY SUM(Gross_Sales) DESC) AS RANK FROM financial_data GROUP BY Country	5 row(s) returned	0.000 sec / 0.000 sec
17	22:04:10	SELECT Country, SUM(Gross_Sales) AS Total_Gross_Sales, DENSE_RANK() OVER (ORDER BY SUM(Gross_Sales) DESC) AS RANK FROM financial_data GROUP BY Country	5 row(s) returned	0.000 sec / 0.000 sec
18	22:07:25	SELECT Country, SUM(Units_Sold) AS Total_Units_Sold FROM financial_data GROUP BY Country	3 row(s) returned	0.000 sec / 0.000 sec

Verify if the data is properly imported into the SQL database (Try running few Queries)

MySQL Workbench

Preeti x

File Edit View Query Database Server Tools Scripting Help

Navigator: nkdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... x

Limit to 1000 rows

Filter objects

SCHEMAS

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Result Grid Filter Rows: Export: Wrap Cell Content: □

country

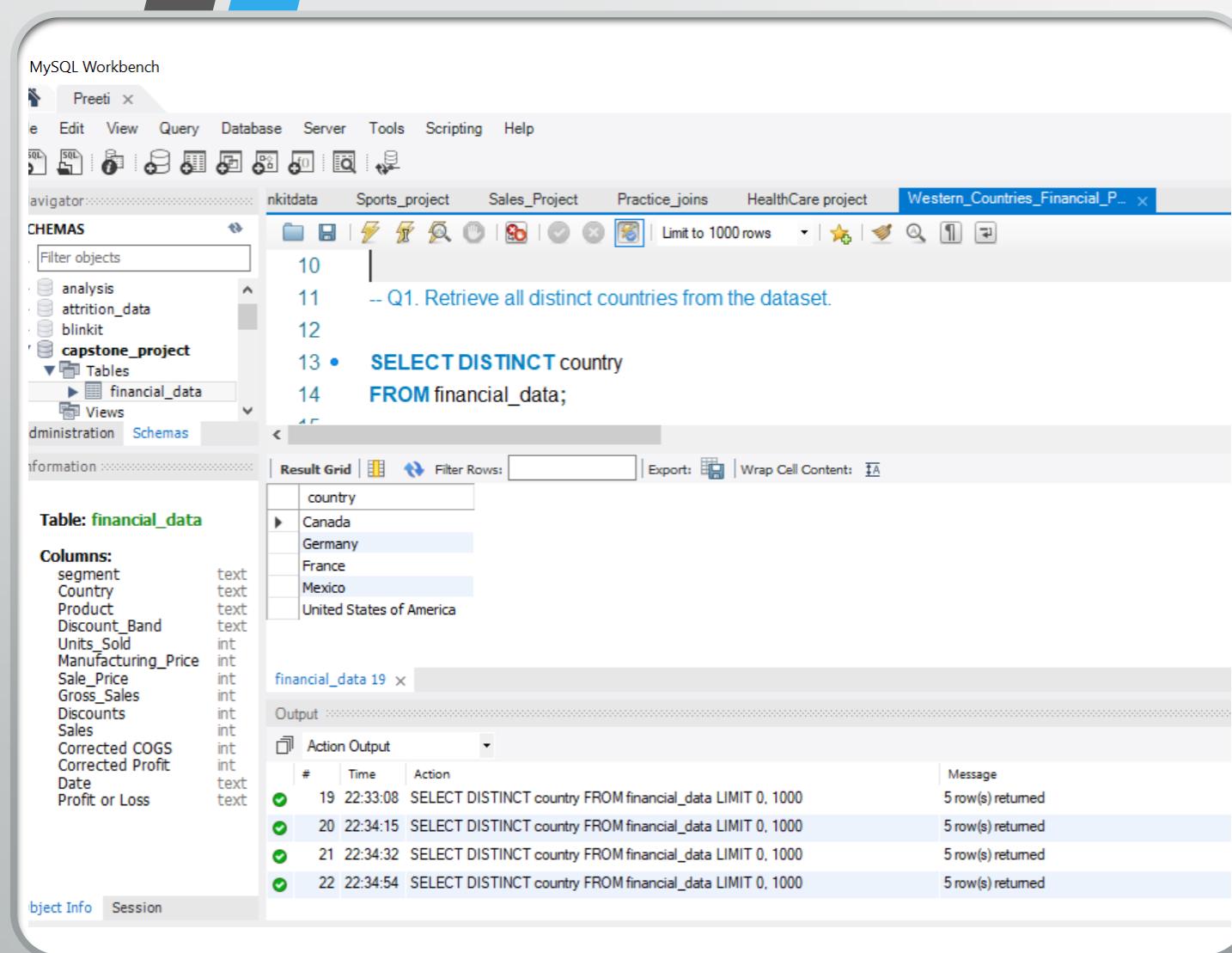
- Canada
- Germany
- France
- Mexico
- United States of America

financial_data 19 x

Action Output

#	Time	Action	Message
19	22:33:08	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned
20	22:34:15	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned
21	22:34:32	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned
22	22:34:54	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned

Object Info Session



MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: nkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS

Filter objects

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Result Grid | Filter Rows: Export: Wrap Cell Content: Result Grid Form Editor

total_units_sold
1125824

Result 20 x

Output

Action Output

#	Time	Action	Message	Duration / Fetch
20	22:34:15	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned	0.015 sec / 0.000 sec
21	22:34:32	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned	0.000 sec / 0.000 sec
22	22:34:54	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned	0.016 sec / 0.000 sec
23	22:36:28	SELECT SUM(Units_Sold) AS total_units_sold FROM financial_data LIMIT 0, 1000	1 row(s) returned	0.000 sec / 0.000 sec

Object Info Session

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: nkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS Filter objects

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

product

- Carretera
- Montana
- Paseo
- Velo
- VTT
- Amarilla

financial_data 21

Action Output

#	Time	Action	Message	Duration / Fetch
21	22:34:32	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned	0.000 sec / 0.000 sec
22	22:34:54	SELECT DISTINCT country FROM financial_data LIMIT 0, 1000	5 row(s) returned	0.016 sec / 0.000 sec
23	22:36:28	SELECT SUM(Units_Sold) AS total_units_sold FROM financial_data LIMIT 0, 1000	1 row(s) returned	0.000 sec / 0.000 sec
24	22:37:57	SELECT DISTINCT product FROM financial_data LIMIT 0, 1000	6 row(s) returned	0.000 sec / 0.000 sec

Result Grid Form Editor

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: nkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS Filter objects analysis attrition_data blinkit capstone_project Tables financial_data Views Administration Schemas

31 -- Q4. Show the top 10 rows ordered by highest sales.

32

33 • SELECT *
34 FROM financial_data
35 ORDER BY Sales DESC
36 LIMIT 10;

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Result Grid | Filter Rows: Export: Wrap Cell Content: Fetch rows: Result Grid Form Editor Read Only Context Help Snippets

Table: financial_data

Columns:

	segment	Country	Product	Discount_Band	Units_Sold	Manufacturing_Price	Sale_Price	Gross_Sales	Discount
1	Government	United States of America	Paseo	Low	3450	10	350	1207500	48300
2	Small Business	Canada	Montana	Medium	3803	5	300	1140750	102661
3	Small Business	Canada	Velo	Medium	3794	120	300	1138050	10242
4	Government	Germany	Amarilla	Low	2966	260	350	1038100	20762
5	Government	Germany	Velo	Low	2966	120	350	1038100	20762
6	Small Business	Canada	LTTT	Low	2677	260	350	1038050	20762
7	Small Business	Canada	LTTT	Low	2677	260	350	1038050	20762
8	Small Business	Canada	LTTT	Low	2677	260	350	1038050	20762
9	Small Business	Canada	LTTT	Low	2677	260	350	1038050	20762
10	Small Business	Canada	LTTT	Low	2677	260	350	1038050	20762

Action Output

#	Time	Action	Message	Duration / Fetch
25	22:39:14	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.000 sec / 0.000 sec
26	22:39:58	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.000 sec / 0.000 sec
27	22:41:26	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.016 sec / 0.000 sec
28	22:42:02	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	meet.google.com is sharing your screen.	0.016 sec / 0.000 sec

Stop sharing Hide

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: nkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS Filter objects analysis attrition_data blinkit capstone_project Tables financial_data Views Administration Schemas

39 -- Q5. Calculate total sales per country.

40

41 • SELECT Country, SUM(Sales) AS Total_Sales

42 FROM financial_data

43 GROUP BY Country

44 ORDER BY Total_Sales DESC;

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Result Grid | Filter Rows: Export: Wrap Cell Content: Result Grid Form Editor

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Result 26 x Read Only Context Help Snippets

Output

Action Output

#	Time	Action	Message	Duration / Fetch
26	22:39:58	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.000 sec / 0.000 sec
27	22:41:26	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.016 sec / 0.000 sec
28	22:42:02	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.016 sec / 0.000 sec
29	22:43:40	SELECT Country, SUM(Sales) AS Total_Sales FROM financial_data GROUP BY Co...	5 row(s) returned	0.000 sec / 0.000 sec

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: nkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS: Filter objects analysis attrition_data blinkit capstone_project financial_data

Information: Table: financial_data Columns: segment Country Product Discount_Band Units_Sold Manufacturing_Price Sale_Price Gross_Sales Discounts Sales Corrected_COGS Corrected_Profit Date Profit or Loss

Result Grid: Limit to 1000 rows

-- Q6. Find the average units sold per segment.

48
49
50 • SELECT segment, ROUND(AVG(Units_sold),2) AS Avg_Units_sold
51 FROM financial_data
52 GROUP BY segment
53 ORDER BY Avg_Units_sold DESC;

Result Grid: Result 27 x Read Only Context Help Snippets

segment	Avg_Units_sold
Midmarket	1721.80
Enterprise	1685.55
Channel Partners	1612.66
Government	1568.94
Small Business	1531.41

Action Output:

#	Time	Action	Message	Duration / Fetch
27	22:41:26	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.016 sec / 0.000 sec
28	22:42:02	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.016 sec / 0.000 sec
29	22:43:40	SELECT Country, SUM(Sales) AS Total_Sales FROM financial_data GROUP BY Co...	5 row(s) returned	0.000 sec / 0.000 sec
30	22:45:51	SELECT segment, ROUND(AVG(Units_sold),2) AS Avg_Units_sold FROM financial_...	5 row(s) returned	0.000 sec / 0.000 sec

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: nkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS Filter objects analysis attrition_data blinkit capstone_project Tables financial_data Views Administration Schemas

57 -- Q7. Get the sum of gross sales for each product.

58

59 • SELECT Product, SUM(Gross_Sales) AS Total_Gross_Sales

60 FROM financial_data

61 GROUP BY Product

62 ORDER BY Total_Gross_Sales DESC;

Result Grid | Filter Rows: Export: Wrap Cell Content: Result Grid Form Editor

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Paseo 35611663
VTT 21968534
Velo 19826769
Amarilla 19037282
Montana 16549835
Carretera 14937522

Result 28 x Read Only Context Help Snippets

Action Output

#	Time	Action	Message	Duration / Fetch
28	22:42:02	SELECT * FROM financial_data ORDER BY Sales DESC LIMIT 10	10 row(s) returned	0.016 sec / 0.000 sec
29	22:43:40	SELECT Country, SUM(Sales) AS Total_Sales FROM financial_data GROUP BY Co...	5 row(s) returned	0.000 sec / 0.000 sec
30	22:45:51	SELECT segment, ROUND(AVG(Units_sold),2) AS Avg_Units_sold FROM financial_...	5 row(s) returned	0.000 sec / 0.000 sec
31	22:46:45	SELECT Product, SUM(Gross_Sales) AS Total_Gross_Sales FROM financial_data ...	6 row(s) returned	0.000 sec / 0.000 sec

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

Filter objects

SCHEMAS

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Object Info Session

65 -- Q8. Show the maximum and minimum sale price of each product.

66

67 • SELECT Product,

68 MAX(Sale_Price) AS Max_Sale_Price,

69 MIN(Sale_Price) AS Min_Sale_Price

70 FROM financial_data

71 GROUP BY Product

72 ORDER BY Product DESC;

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

Result Grid | Filter Rows: Export: Wrap Cell Content: □

Product	Max_Sale_Price	Min_Sale_Price
VTT	350	7
Velo	350	7
Paseo	350	7
Montana	350	7
Carretera	350	7
Amarilla	350	7

Result 29 x

Output

Action Output

#	Time	Action	Message	Duration / Fetch
29	22:43:40	SELECT Country, SUM(Sales) AS Total_Sales FROM financial_data GROUP BY Co...	5 row(s) returned	0.000 sec / 0.000 sec
30	22:45:51	SELECT segment, ROUND(AVG(Units_sold),2) AS Avg_Units_sold FROM financial_d...	5 row(s) returned	0.000 sec / 0.000 sec
31	22:46:15	SELECT Product, SUM(Gross_Sales) AS Total_Gross_Sales FROM financial_data ...	6 row(s) returned	0.000 sec / 0.000 sec

Result Grid Form Editor

Read Only Context Help Snippets

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS

Filter objects

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Result Grid | Filter Rows: Export: Wrap Cell Content: Result Grid Form Editor

Segment	Transaction_Count
Government	300
Midmarket	100
Channel Partners	100
Enterprise	100
Small Business	100

Result 30 x Read Only Context Help Snippets

Action Output

#	Time	Action	Message	Duration / Fetch
32	22:47:59	SELECT Product, MAX(Sale_Price) AS Max_Sale_Price, MIN(Sale_Price) AS Min_Sale_Price, AVG(Sale_Price) AS Avg_Sale_Price, SUM(Gross_Sales) AS Total_Gross_Sales, COUNT(*) AS Transaction_Count FROM financial_data GROUP BY Product ORDER BY Total_Gross_Sales DESC;	6 row(s) returned	0.015 sec / 0.000 sec
33	22:49:51	SELECT Segment, COUNT(*) AS Transaction_Count FROM financial_data GROUP BY Segment ORDER BY Transaction_Count DESC;	5 row(s) returned	0.000 sec / 0.000 sec

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

Preeti x

File Edit View Query Database Server Tools Scripting Help



Navigator

SCHEMAS

Filter objects

- ▶ analysis
- ▶ attrition_data
- ▶ blinkit
- ▼ capstone_project
 - ▶ Tables
 - ▶ financial_data
 - ▶ Views

Administration Schemas

Information

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Object Info Session

```
83
84      -- Q10. Find all records where sales are greater than 50,000.
85
86 •   SELECT *
87     FROM financial_data
88     WHERE Sales > 50000
89     ORDER BY Sales DESC;
```

Result Grid | Filter Rows: Export: Wrap Cell Content: □

segment	Country	Product	Discount_Band	Units_Sold	Manufacturing_Price	Sale_Price	Gross_Sales	Discounts
Government	United States of America	Paseo	Low	3450	10	350	1207500	48300
Small Business	Canada	Montana	Medium	3803	5	300	1140750	102661
Small Business	Canada	Velo	Medium	3794	120	300	1138050	10242
Government	Germany	Velo	Low	2966	120	350	1038100	20762
Government	Germany	Amarilla	Low	2966	260	350	1038100	20762
Government	Germany	Velo	Low	2877	120	350	1006950	20139
Government	Germany	VTT	Low	2877	250	350	1006950	20139

Result Grid

Form Editor

Read Only Context Help Snippets

financial_data 31 x

Output

Action Output

#	Time	Action	Message	Duration / Fetch
33	22:49:51	SELECT Segment, COUNT(*) AS Transaction_Count FROM financial_data GROUP ...	5 row(s) returned	0.000 sec / 0.000 sec
34	22:50:30	SELECT * FROM financial_data WHERE Sales > 50000 ORDER BY Sales DESC LI...	311 row(s) returned	0.000 sec / 0.000 sec

28°C ENG 22:50:47
17-08-2025

Type here to search



Automatic context help is disabled. Use the toolbar t manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

Filter objects

SCHEMAS

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information

Table: financial_data

Columns:

	Country	Sales
1	France	962500
2	France	936138
3	France	746708
4	France	746708
5	France	731472
6	France	731472
7	France	708440
8	France	683004
9	France	683004

financial_data 32 x

Result Grid | Filter Rows: Export: Wrap Cell Content: □

Read Only Context Help Snippets

Output

Action Output

#	Time	Action	Message	Duration / Fetch
34	22:50:30	SELECT * FROM financial_data WHERE Sales > 50000 ORDER BY Sales DESC LI...	311 row(s) returned	0.000 sec / 0.000 sec
35	22:54:03	SELECT Country, Sales FROM financial_data WHERE Country IN ('Germany', 'Fran...	280 row(s) returned	0.000 sec / 0.000 sec

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

```
92
93 -- Q11. Retrieve sales records only for Germany and France.
94
95 • SELECT Country, Sales
96   FROM financial_data
97   WHERE Country IN ('Germany', 'France')
98   ORDER BY Country, Sales DESC;
```

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS: analysis attrition_data blinkit capstone_project financial_data

Table: financial_data

Columns:

segment	Country	Product	Discount_Band	Units_Sold	Manufacturing_Price	Sale_Price	Gross_Sales	Discount
Government	Mexico	Paseo	High	2851	10	350	997850	149678
Small Business	United States of America	Paseo	High	3495	10	300	1048500	125820
Government	Canada	Paseo	High	2632	10	350	921200	119756
Government	Canada	Velo	High	2632	120	350	921200	119756
Small Business	United States of America	Velo	High	2574	120	300	772200	115830
Government	Mexico	Paseo	High	2151	10	350	752850	112928
Small Business	France	Amarilla	High	2475	260	300	742500	111375

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Read Only | Context Help | Snippets

Action Output

#	Time	Action	Message	Duration / Fetch
35	22:54:03	SELECT Country, Sales FROM financial_data WHERE Country IN ('Germany', 'France')	280 row(s) returned	0.000 sec / 0.000 sec
36	22:55:03	SELECT * FROM financial_data WHERE Discounts <> 0 ORDER BY Discounts DESC	647 row(s) returned	0.000 sec / 0.000 sec

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS: Filter objects

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information: Table: financial_data

Columns:

	Product	text
segment	text	text
Country	text	text
Product	text	text
Discount_Band	text	text
Units_Sold	int	int
Manufacturing_Price	int	int
Sale_Price	int	int
Gross_Sales	int	int
Discounts	int	int
Sales	int	int
Corrected_COGS	int	int
Corrected_Profit	int	int
Date	text	text
Profit or Loss	text	text

-- Q13. List all products sold in the "Government" segment.

```
109
110 -- Q13. List all products sold in the "Government" segment.
111
112 • SELECT Product
113   FROM financial_data
114   WHERE Segment = 'Government'
115   ORDER BY Product;
```

Result Grid: Product

Product
Amarilla

financial_data 34 x

Object Info Session

Output: Action Output

#	Time	Action	Message	Duration / Fetch
36	22:55:03	SELECT * FROM financial_data WHERE Discounts > 0 ORDER BY Discounts DE...	647 row(s) returned	0.000 sec / 0.000 sec
37	22:55:53	SELECT Product FROM financial_data WHERE Segment = 'Government' ORDER ...	300 row(s) returned	0.000 sec / 0.000 sec

SQLAdditions: Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

Filter objects

SCHEMAS

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information

Table: financial_data

Columns:

segment	Country	Product	Discount_Band	Units_Sold	Manufacturing_Price	Sale_Price	Gross_Sales	Discounts
Enterprise	Germany	Amarilla	None	4220	260	125	527438	0
Midmarket	France	VTT	High	3875	250	15	58118	6974
Channel Partners	Canada	Amarilla	High	3521	260	12	42246	4225
Government	France	Amarilla	High	3422	260	7	23951	2874
Midmarket	United States of America	Amarilla	High	3200	260	15	47993	5279
Enterprise	Germany	Amarilla	High	3165	260	125	395625	4351!
Channel	Enterprise Canada	VTT	Medium	3245	250	12	38934	2725

Result Grid | Filter Rows: Export: Wrap Cell Content: □

Read Only Context Help Snippets

Action Output

#	Time	Action	Message	Duration / Fetch
37	22:55:53	SELECT Product FROM financial_data WHERE Segment = 'Government' ORDER ...	300 row(s) returned	0.000 sec / 0.000 sec
38	22:57:15	SELECT * FROM financial_data WHERE 'Corrected COGS' > 20000 ORDER BY 'C...' ...	384 row(s) returned	0.000 sec / 0.015 sec

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... SQLAdditions

SCHEMAS

Filter objects

- analysis
- attrition_data
- blinkit
- capstone_project
 - Tables
 - financial_data
 - Views

Administration Schemas

Information

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Result Grid | Filter Rows: Export: Wrap Cell Content: Result Grid Form Editor

Result 36 x

Action Output

#	Time	Action	Message	Duration / Fetch
36	22:55:03	SELECT * FROM financial_data WHERE Discounts <> 0 ORDER BY Discounts DESC LIMIT 0, 1000	647 row(s) returned	0.000 sec / 0.000 sec
37	22:55:53	SELECT Product FROM financial_data WHERE Discounts <> 0 ORDER BY Discounts DESC LIMIT 0, 1000	300 row(s) returned	0.000 sec / 0.000 sec
38	22:57:15	SPLIT SELECT * FROM financial_data WHERE Discounts <> 0 ORDER BY Discounts DESC LIMIT 0, 1000	384 row(s) returned	0.000 sec / 0.015 sec

Object Info Session

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

```
-- Q15. Calculate profit (Sales - COGS) per country.

SELECT Country, SUM(Sales - 'Corrected COGS') AS Total_Profit
FROM financial_data
GROUP BY Country
ORDER BY Total_Profit DESC;
```

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... X

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

137 -- Q16. Find the product with the highest total profit.

138

139 • SELECT Product, SUM('Corrected Profit') AS Total_Profit

140 FROM financial_data

141 GROUP BY Product

142 ORDER BY Total_Profit DESC

143 LIMIT 1;

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected COGS	int
Corrected Profit	int
Date	text
Profit or Loss	text

Result Grid | Filter Rows: Export: Wrap Cell Content: Fetch rows: Result Grid Form Editor

Product	Total_Profit
Paseo	29628758

Result 37 x Read Only Context Help Snippets

Action Output

#	Time	Action	Message	Duration / Fetch
39	22:58:33	SELECT Country, SUM(Sales - 'Corrected COGS') AS Total_Profit FROM financial_d...	5 row(s) returned	0.000 sec / 0.000 sec
40	23:01:25	SELECT Product, SUM('Corrected Profit') AS Total_Profit FROM financial_data GR...	1 row(s) returned	0.000 sec / 0.000 sec

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... X

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

146
147 -- Q17. Show average sales per product in each segment.
148
149 • SELECT segment, Product, AVG(sales) AS Avg_Sales
150 FROM financial_data
151 GROUP BY segment, Product
152 ORDER BY Avg_Sales DESC;

Table: financial_data

Columns:

	segment	Product	Avg_Sales
1	Small Business	Velo	457712.7143
2	Small Business	Montana	444995.9333
3	Small Business	VTT	444828.5714
4	Small Business	Paseo	442261.9231
5	Small Business	Amarilla	382856.7500
6	Small Business	Amarilla	325876.0000
7	Government	Amarilla	236735.7381
8	Enterprise	Amarilla	220300.6667
9	Enterprise	Montana	217903.7500

Result Grid | Filter Rows: Export: Wrap Cell Content: Result Grid Form Editor Read Only Context Help Snippets

Action Output

#	Time	Action	Message	Duration / Fetch
40	23:01:25	SELECT Product, SUM('Corrected Profit') AS Total_Profit FROM financial_data GR...	1 row(s) returned	0.000 sec / 0.000 sec
41	23:03:03	SELECT segment, Product, AVG(sales) AS Avg_Sales FROM financial_data GROU...	30 row(s) returned	0.000 sec / 0.000 sec

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... X

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

156 -- Q18. Rank countries by their total gross sales (use RANK() or DENSE_RANK()).

157

158 • SELECT Country,

159 SUM(Gross_Sales) AS Total_Gross_Sales,

160 DENSE_RANK() OVER (ORDER BY SUM(Gross_Sales) DESC) AS Sales_Rank

161 FROM financial_data

162 GROUP BY Country

163 ORDER BY Sales_Rank;

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Result Grid | Filter Rows: Export: Wrap Cell Content: □

Country	Total_Gross_Sales	Sales_Rank
United States of America	27269360	1
Canada	26932165	2
France	26081677	3
Germany	24921468	4
Mexico	22726935	5

Result 40 x

Output

Action Output

#	Time	Action	Message	Duration / Fetch
42	23:05:15	SELECT Country, SUM(Gross_Sales) AS Total_Gross_Sales, DENSE_RANK()...	5 row(s) returned	0.000 sec / 0.000 sec
43	23:07:15	SELECT Country, SUM(Gross_Sales) AS Total_Gross_Sales, DENSE_RANK()...	5 row(s) returned	0.000 sec / 0.000 sec

Object Info Session

MySQL Workbench

Preeti

File Edit View Query Database Server Tools Scripting Help

Navigator: db practice_blinkitdata Sports_project Sales_Project Practice_joins HealthCare project Western_Countries_Financial_P... X

SQLAdditions: Jump to

Automatic context help is disabled. Use the toolbar to manually get help for the current caret position or to toggle automatic help.

167
168 -- Q19. Find the top 3 countries with the highest units sold.
169
170 • SELECT Country, SUM(Units_Sold) AS Total_Units_Sold
171 FROM financial_data
172 GROUP BY Country
173 ORDER BY Total_Units_Sold DESC
174 LIMIT 3;

Result Grid | Filter Rows: Export: Wrap Cell Content: Fetch rows: Result Grid Form Editor

Table: financial_data

Columns:

segment	text
Country	text
Product	text
Discount_Band	text
Units_Sold	int
Manufacturing_Price	int
Sale_Price	int
Gross_Sales	int
Discounts	int
Sales	int
Corrected_COGS	int
Corrected_Profit	int
Date	text
Profit or Loss	text

Result 41 x Read Only Context Help Snippets

Action Output

#	Time	Action	Message	Duration / Fetch
43	23:07:15	SELECT Country, SUM(Gross_Sales) AS Total_Gross_Sales, DENSE_RANK()...	5 row(s) returned	0.000 sec / 0.000 sec
44	23:08:04	SELECT Country, SUM(Units_Sold) AS Total_Units_Sold FROM financial_data GRO...	3 row(s) returned	0.000 sec / 0.000 sec

Object Info Session

Import the Data from the SQL Database into PowerBI , verify if the data is properly imported or not.

The screenshot shows the Power Query Editor interface with the following details:

- Home Tab:** Selected tab.
- Queries [1]:** Shows a table named "Cleaned_Data" with 14 columns and 700 rows.
- Columns:** The columns are labeled: Segment, Country, Product, Discount Band, Units Sold, Manufacturing Price, and Sale Price.
- Data Preview:** The preview pane shows the first 20 rows of the data.
- Transform Tools:** The ribbon includes sections for Home, Transform, Add Column, View, Tools, and Help.
- Transform ribbon:** Includes Close & Apply, New Source, Recent Sources, Enter Data, Data source settings, Manage Parameters, Refresh Preview, Advanced Editor, Manage, Choose Columns, Remove Columns, Keep Rows, Remove Rows, Sort, Split Column, Group By, Replace Values, Data Type: Text, Merge Queries, Append Queries, Combine Files, Text Analytics, Vision, Azure Machine Learning, and AI Insights.
- Query Settings:** A panel on the right shows the query name is "Cleaned_Data" and lists applied steps: Source, Navigation, Promoted Headers, and Changed Type.

	Segment	Country	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price
1	Government	Canada	Carretera	None	1628.5	3	
2	Government	Germany	Carretera	None	1321	3	
3	Midmarket	France	Carretera	None	2178	3	
4	Midmarket	Germany	Carretera	None	888	3	
5	Midmarket	Mexico	Carretera	None	2470	3	
6	Government	Germany	Carretera	None	1513	3	
7	Midmarket	Germany	Montana	None	921	5	
8	Channel Partners	Canada	Montana	None	2518	5	
9	Government	France	Montana	None	1899	5	
10	Channel Partners	Germany	Montana	None	1545	5	
11	Midmarket	Mexico	Montana	None	2470	5	
12	Enterprise	Canada	Montana	None	2665.5	5	
13	Small Business	Mexico	Montana	None	958	5	
14	Government	Germany	Montana	None	2146	5	
15	Enterprise	Canada	Montana	None	345	5	
16	Midmarket	United States of America	Montana	None	615	5	
17	Government	Canada	Paseo	None	292	10	
18	Midmarket	Mexico	Paseo	None	974	10	
19	Channel Partners	Canada	Paseo	None	2518	10	
20	Government	Germany	Paseo	None	1006	10	
21	Channel Partners	Germany	Paseo	None	367	10	
22	Government	Mexico	Paseo	None	883	10	
23	Midmarket	France	Paseo	None	549	10	
24	Small Business	Mexico	Paseo	None	788	10	
25	Midmarket	Mexico	Paseo	None	2472	10	
26	Government	United States of America	Paseo	None	1143	10	
27	Government	Canada	Paseo	None	1725	10	
28	Channel Partners	United States of America	Paseo	None	912	10	
29	Midmarket	Canada	Paseo	None	2152	10	

PERFORM DATA CLEANING AND OTHER POSSIBLE OPERATIONS ON DATA USING QUERY EDITOR, CREATE MEASURES IF NECESSARY AND USE THEM TO VISUALIZE THE DATA AND MAKE AN INTERACTIVE VISUALIZATION.

Screenshot of Microsoft Power BI Query Editor showing a cleaned dataset named "Cleaned_Data".

The table contains 700 rows of data with the following columns:

Segment	Country	Product	Discount Band	Units Sold	Manufacturing Price	Sale Price	Gross Sales	Discounts	Sales	COGS	Profit	Date	Profit or Loss
Government	Germany	Carretera	None	1513	3	350	529550	0	529550	4539	525011	Monday, 1 December, 2014	Profit
Government	Germany	Paseo	None	1006	10	350	352100	0	352100	10060	342040	Sunday, 1 June, 2014	Profit
Government	Canada	Paseo	None	1725	10	350	603750	0	603750	17250	586500	Friday, 1 November, 2013	Profit
Government	Germany	Paseo	None	1513	10	350	529550	0	529550	15130	514420	Monday, 1 December, 2014	Profit
Government	Germany	Velo	None	1006	120	350	352100	0	352100	120720	231380	Sunday, 1 June, 2014	Profit
Government	France	VTT	None	1527	250	350	534450	0	534450	381750	152700	Sunday, 1 September, 2013	Profit
Government	France	Amarilla	None	2750	260	350	962500	0	962500	715000	247500	Saturday, 1 February, 2014	Profit
Government	Mexico	Carretera	Low	1210	3	350	423500	4235	419265	3630	415635	Saturday, 1 March, 2014	Profit
Government	Mexico	Carretera	Low	1397	3	350	488950	4889.5	484060.5	4191	479869.5	Wednesday, 1 October, 2014	Profit
Government	France	Carretera	Low	2155	3	350	754250	7542.5	746707.5	6465	740242.5	Monday, 1 December, 2014	Profit
Government	France	Paseo	Low	2155	10	350	754250	7542.5	746707.5	21550	725157.5	Monday, 1 December, 2014	Profit
Government	Canada	VTT	Low	943.5	250	350	330225	3269227.5	235875	91047.75	Tuesday, 1 April, 2014	Profit	
Government	Mexico	VTT	Low	1397	250	350	488950	4889.5	484060.5	349250	134810.5	Wednesday, 1 October, 2014	Profit
Government	Canada	Carretera	Low	2852	3	350	998200	19964	978236	8556	969680	Monday, 1 December, 2014	Profit
Government	Canada	Paseo	Low	2852	10	350	998200	19964	978236	28520	949716	Monday, 1 December, 2014	Profit
Government	Germany	Velo	Low	2966	120	350	1038100	20762	1017338	355920	661418	Tuesday, 1 October, 2013	Profit
Government	Germany	Velo	Low	2877	120	350	1006950	20139	986811	345240	641571	Wednesday, 1 October, 2014	Profit
Government	Germany	VTT	Low	2877	250	350	1006950	20139	986811	719250	267561	Wednesday, 1 October, 2014	Profit
Government	United States of America	VTT	Low	266	250	350	93100	1862	91238	66500	24738	Sunday, 1 December, 2013	Profit
Government	Mexico	VTT	Low	1940	250	350	679000	13580	665420	485000	180420	Sunday, 1 December, 2013	Profit
Government	Germany	Amarilla	Low	2966	260	350	1038100	20762	1017338	271160	246178	Tuesday, 1 October, 2013	Profit
Government	Germany	Montana	Low	1797	5	350	628950	18868.5	610081.5	8985	601096.5	Sunday, 1 September, 2013	Profit
Government	Mexico	VTT	Low	1642	250	350	574700	17241	557459	410500	146959	Friday, 1 August, 2014	Profit
Government	United States of America	Carretera	Low	274	3	350	95900	3836	92064	822	91242	Monday, 1 December, 2014	Profit
Government	United States of America	Paseo	Low	3450	10	350	1207500	48300	1159200	34500	1124700	Tuesday, 1 July, 2014	Profit
Government	United States of America	Paseo	Low	274	10	350	95900	3836	92064	2740	89324	Monday, 1 December, 2014	Profit
Government	France	Velo	Low	2177	120	350	761950	30478	731472	261240	470232	Wednesday, 1 October, 2014	Profit
Government	United States of America	VTT	Low	349	250	350	122150	4886	117264	87250	30014	Sunday, 1 September, 2013	Profit
Government	France	VTT	Low	2177	250	350	761950	30478	731472	544250	187222	Wednesday, 1 October, 2014	Profit
Government	Mexico	Amarilla	Low	1865	260	350	652750	26110	626640	484900	141740	Saturday, 1 February, 2014	Profit
Government	Germany	Amarilla	Low	1907	260	350	667450	26698	640752	495820	144932	Monday, 1 September, 2014	Profit
Government	Canada	Amarilla	Low	1778	260	350	622300	24892	597408	462280	135128	Sunday, 1 December, 2013	Profit



**Create a Visually pleasing Dashboard report
by following the rules
of making the Dashboard.**

Western Countries Financial Dataset • Last saved: Today at 1:00 AM ▾

Search

Sign in

Home

File Insert Modeling View Optimize Help

Cut Copy Format painter Paste Get data Excel OneLake Server Enter data Dataverse Recent sources

Clipboard Data Queries Insert Calculations

New visual Refresh data Text box More visuals New visual calculation Quick measure Sensitivity Publish Prep data for Copilot AI Copilot

WESTERN COUNTRIES FINANCIAL PERFORMANCE DASHBOARD

Total Sales **118.7M** Total Profit **12.1M** Unit Sold **1.1M** Avg Discount **13.2K**

Year: 2013, 2014
Country: All
Segment: All

Product-Wise Sales

Product	Sales
Paseo	33M
VTT	21M
Velo	18M
Amarilla	18M
Montana	15M
Carretera	14M

Product-Wise Average Discount

Product	Discount
Velo	14K
Amarilla	14K
VTT	13K
Paseo	13K
Montana	12K
Carretera	12K

Country-wise Sales

Country	Sales
United States of America	25.03M
Canada	24.89M
France	24.35M
Germany	23.51M
Mexico	20.95M

Yearly Sales

2013: 26.42M (22.25%)
2014: 92.31M (77.75%)

Unit Sold- Year Over Year

2013: 264.67K (23.51%)
2014: 861.13K (76.49%)

Yearly Profit

2013: 10.64M (88.18%)
2014: 1.43M (11.82%)

Segment-wise Profit

Segment	Profit
Small Business	26M
Government	8M
Enterprise	4M
Midmarket	-12M
Channel Partners	-15M

Sum of Corrected Profit: -20M, 0M, 20M, 40M

Visualizations

Build visual

Data

Search

Sheet1

- ∑ Sales
- ∑ Corrected COGS
- ∑ Corrected Profit
- Country
- Date
- Discount_Band
- Discounts
- ∑ Gross_Sales
- ∑ Manufacturing_...
- Product
- Profit or Loss
- ∑ Sale_Price
- Segment
- ∑ Units_Sold

Values

Add data fields here

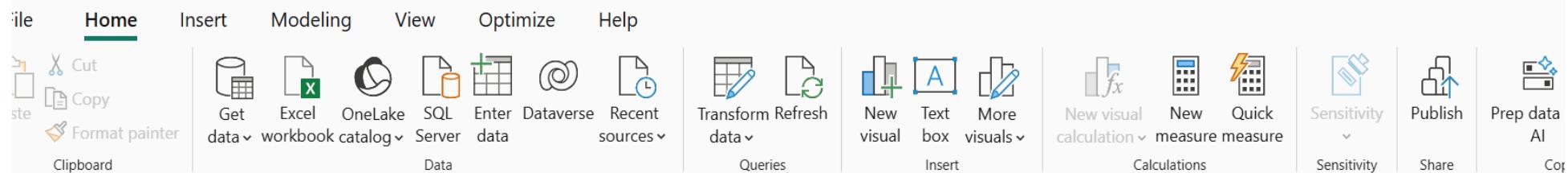
Drill through

Cross-report

Keep all filters

Page 1 of 3

64% Update available (click to download)



WESTERN COUNTRIES FINANCIAL PERFORMANCE DASHBOARD

Filters

- Year: 2013, 2014
- Country: All
- Segment: All

Top 2 Countries by Sales

Country	Sales
United States of America	25M
Canada	25M

Top 2 Countries by Profit

Country	Profit
Germany	3.3M
Mexico	3.0M

Top 2 Countries by Unit Sold

Country	Units Sold
Canada	0.25M
France	0.24M

Profit and Sales by Quarter

Quarter	Sum of Sales	Sum of Corrected Profit
Qtr 3 2013	21.9M	19.5M
Qtr 4 2013	22.7M	20.4M
Qtr 1 2014	4.1M	-0.4M
Qtr 2 2014	1.8M	1.8M
Qtr 3 2014	2.6M	0.2M
Qtr 4 2014	6.0M	2.6M

Bottom 3 Products by Sales

Product	Sales
Amarilla	17.7M
Montana	15.4M
Carretera	13.8M

Bottom 3 Products by Profit

Product	Profit
Velo	-1.2M
VTT	-21.7M
Amarilla	-22.6M

Bottom 3 Products by Unit Sold

Product	Units Sold
Amarilla	155K
Montana	154K
Carretera	147K

Visualizations

Build visual

Filters

Values

Add data fields here

Drill through

Cross-report

Keep all filters

On

Dashboard 1 Dashboard 2 Dashboard 3 +

2 of 3 64% Update available

Western Countries Financial Dataset • Last saved: Today at 10:48 PM ▾

Search

Sign in

File Home Insert Modeling View Optimize Help

Cut Copy Format painter Paste Get data Excel OneLake Server Enter data Refresh Data Transform data New visual Text box More visuals New visual calculation New measure Quick Sensitivity Publish Prep data for Copilot AI Copilot

Clipboard Data Queries Insert Calculations Sensitivity Share

1. WESTERN COUNTRIES FINANCIAL PERFORMANCE DASHBOARD

Year: 2013 2014 Country: All Segment: All

Segment Wise Product Sales

Segment: Channel Partners, Enterprise, Government, Midmarket, Small Business

Region	Channel Partners	Enterprise	Government	Midmarket	Small Business	Total
Paseo	5.3M	2.3M	14.9M	1.1M	11.5M	39.8M
VTT	8.2M	2.3M	7.8M	1.1M	9.3M	23.7M
Velo	3.6M	2.6M	7.8M	1.1M	6.4M	25.1M
Amarilla	2.6M	2.6M	9.9M	1.1M	4.6M	25.2M
Montana	2.6M	2.6M	5.5M	1.1M	6.7M	20.8M
Carretera	3.2M	2.6M	6.1M	1.1M	3.9M	20.8M

Segment Wise Product Profit

Segment: Channel Partners, Enterprise, Government, Midmarket, Small Business

Region	Channel Partners	Enterprise	Government	Midmarket	Small Business	Total
Paseo	11M	5M	13M	3M	4M	37M
Montana	7M	3M	5M	2M	2M	20M
Carretera	4M	3M	6M	2M	1M	16M
Velo	4M	2M	3M	1M	1M	10M
VTT	-2M	-3M	-6M	-2M	-2M	-13M
Amarilla	-7M	-5M	-8M	-3M	-3M	-28M

Dashboard 1 Dashboard 2 Dashboard 3 +

Page 3 of 3

Visualizations

Build visual

Filters

Data

Sheet1

- Σ Sales
- Σ Corrected COGS
- Σ Corrected Profit
- Country
- Date
- Discount_Band
- Σ Discounts
- Σ Gross_Sales
- Σ Manufacturing_...
- Product
- Profit or Loss
- Σ Sale_Price
- Segment
- Σ Units_Sold

Values
Add data fields here

Drill through

Cross-report

Keep all filters

English (United States)
English (India) keyboard

To switch input methods, press Windows key+Space. to download)

Derive Conclusion and Inferences from the Dashboard.

- **Executive Snapshot**
- Scale: **1.13M units → \$118.7M sales → \$12.1M profit**, delivering a **10.2% margin** ($\approx \$105$ revenue and $\$10.7$ profit per unit).
- Momentum: From **2013 to 2014**, sales surged **+249%** (**26.4M → 92.3M**) and profit jumped **+644%** (**1.4M → 10.6M**). Margins nearly doubled (**5.4% → 11.5%**).
- Profitability drivers: **Germany (3.3M)** and **Mexico (3.0M)** top the profit list, despite not being the largest revenue contributors. Margins in **USA/Canada** look under pressure.
- Key issue: **Amarilla (-23M)** and **VTT (-22M)** are eroding profits significantly, even though they generate strong sales.

Derive Conclusion and Inferences from the Dashboard.

- **Growth & Seasonality**
- Peak quarter: **Q4-2014** with **\$29.8M sales and \$6.0M profit**.
- Weakest: **Q3-2013**, posting a **loss of ~\$0.4M**.
- Risk zone: **Q2-2014** delivered **\$22.7M sales** but almost **no profit (~\$0.2M)** → suggests excessive discounting or cost spikes.

Derive Conclusion and Inferences from the Dashboard.

- **Geographic Insights**
- Revenue is evenly distributed across the top five markets: **USA (25.0M)**, **Canada (24.9M)**, **France (24.4M)**, **Germany (23.5M)**, **Mexico (21.0M)**.
- Profit, however, is concentrated in **Germany and Mexico**. The **USA and Canada** lead in sales and units but contribute weaker margins → likely pricing or discount-related issues.
- **Units sold:** Canada (~250K) and France (~240K) lead volumes, yet don't rank high in profit → pointing to thin margins.

Derive Conclusion and Inferences from the Dashboard.

- **Segment Profitability – The Big Lever**
- **Small Business** is the core profit engine (+26M).
- **Government (+8M)** and **Enterprise (+4M)** are healthy contributors.
- **Midmarket (-12M)** and **Channel Partners (-15M)** are major value destroyers.
 - 👉 If these two segments merely broke even, overall profit would jump from ~12M to ~39M — a transformative shift.

Derive Conclusion and Inferences from the Dashboard.

- Product Performance & Discounting
- Top revenue driver: **Paseo (\$33M, ~28% of sales)**, followed by **VTT (21M)**, **Velo/Amarilla (18M each)**, **Montana (15M)**, **Carretera (14M)**.
- But profitability tells a different story: **Amarilla (-23M)**, **VTT (-22M)**, and **Velo (-1M)** are destroying value despite high sales.
- Discount effect: The **highest-discounted SKUs (Velo, Amarilla, VTT)** are also the least profitable. **Carretera**, with the lowest discount (~12.1K), avoids losses.
- Within segments, profitability swings sharply — some products deliver strong profits in **Government/Small Business**, but incur heavy losses in **Midmarket/Channel Partners**. Aligning product-segment strategy is critical.

Derive Conclusion and Inferences from the Dashboard.

- **Unit Economics & Mix**
- **2014 contributes ~76% of units (861K/1.13M)**, showing growth was **volume-led but also margin-accretive** — a positive sign.
- Bottom-3 by units: **Amarilla (155K), Montana (154K), Carretera (147K)**. However, **low volume ≠ poor performance** — Carretera earns healthier margins due to lower discounting.

Derive Conclusion and Inferences from the Dashboard.

- **Likely Root Causes**
- **Over-discounting** on Amarilla, VTT, and Velo, amplified in Midmarket and Channel Partners.
- **Geographic mix issues** — USA/Canada deliver scale but weaker margins vs Germany/Mexico (pricing, logistics, or product mix).
- **Segment misalignment** — wrong SKUs being pushed into Midmarket/Channel Partners, where they are unprofitable.