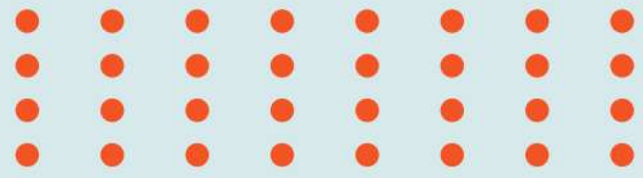Samsung Group

SALES REPORT

24 Dec , 2024

Introduction

The company is best known for its smartphones, televisions, home appliances, and semiconductors. Samsung's Galaxy series has made it one of the top smartphone manufacturers worldwide.

With a strong focus on research and development, Samsung continues to shape the future of technology through advancements in AI, 5G, and IoT. It operates in over 74 countries and employs more than 270,000 people globally.

Its mission is to create innovative technologies that enrich lives and build a better future.
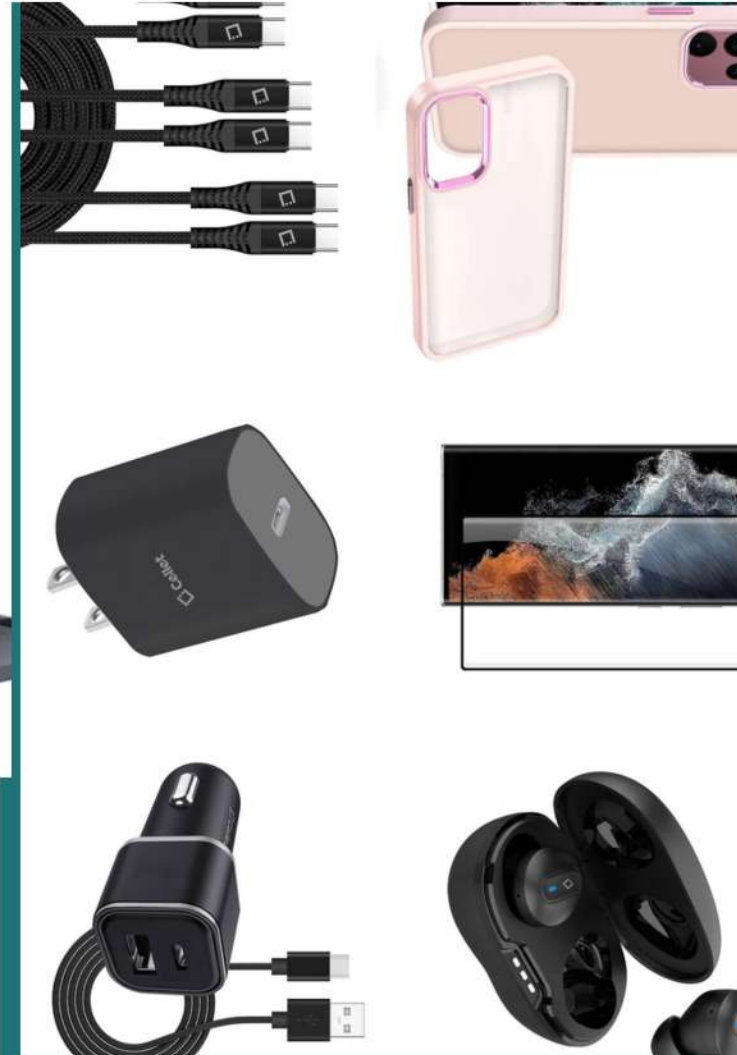
Samsung
Company

Samsung Products Categories

Smartphones
76037

Laptops
35988

Assessories
26458

Tablets
42489

Find the total revenue generated in each region.

Region	total_revenue
Asia	113986
U.K.	44927
U.S.A.	22059

**SELECT Region, SUM(`Revenue (USD)`) AS total_revenue
FROM dataset GROUP BY Region;**
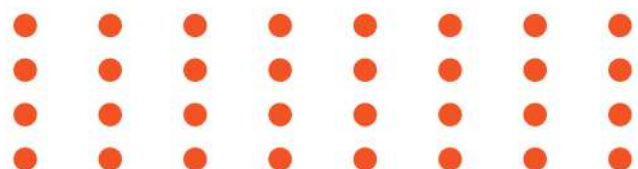
Find the top 5 sales transactions with the highest revenue.

Region	Country	Sales Reps	First Name	Last Name	Gender	Age	Rank Levels	Rank	Products	Years	Quarter	Month	Revenue (USD)
Asia	Hong Kong	Louis N.	Louis	Ng	Male	44	A1	A1 Store 1	Smartphones	2019	QTR 1	1	700,694
Asia	Hong Kong	Louis N.	Louis	Ng	Male	44	A1	Store 1	Laptops	2019	QTR 1	1	161,814
Asia	Hong Kong	Louis N.	Louis	Ng	Male	44	A1	Store 1	Assessories	2019	QTR 1	1	110,696
Asia	Hong Kong	Louis N.	Louis	Ng	Male	44	A1	Store 1	Tablets	2019	QTR 1	1	114,058
Asia	Hong Kong	Winnie C.	Winnie	Cheung	Female	35	C3	Store 2	Smartphones	2019	QTR 1	1	188,220

select *from dataset
order by 'Revenue(USD)' desc
limit 5 ;

Calculate the total revenue generated by each country.

Country	total_Revenue
▶ Hong Kong	36739
Japan	14752
Singapore	34813
Taiwan	27682
England	35695
Wales	9232
Ohio	6054
Las Vegas	7825
New York	8180

```
select Country, sum(`Revenue (USD)`)
as total_Revenue from dataset
group by Country ;
```

Top Products by Region: Identify the top 3 products by total revenue in each region.

sum(`Revenue (USD)`)	Region	Products
46440	Asia	Smartphones
23711	Asia	Laptops
17328	Asia	Assessories
26507	Asia	Tablets
19382	U.K.	Smartphones
8371	U.K.	Laptops
5733	U.K.	Assessories
11441	U.K.	Tablets
10215	U.S.A.	Smartphones
3906	U.S.A.	Laptops
3397	U.S.A.	Assessories
4541	U.S.A.	Tablets

**select sum(`Revenue (USD)`) , Region , Products from dataset
group by Region , Products ;**

Country	Products	Total_Revenue
Japan	Assessories	2164
Japan	Tablets	2404
Singapore	Tablets	4876
Taiwan	Assessories	4158
England	Assessories	4486
Wales	Laptops	974
Wales	Assessories	1247
Wales	Tablets	1857
Ohio	Smartphones	3599
Ohio	Laptops	709
Ohio	Assessories	1074
Ohio	Tablets	672
Las Vegas	Smartphones	1268
Las Vegas	Laptops	2405
Las Vegas	Assessories	1029
Las Vegas	Tablets	3123
New York	Laptops	792
New York	Assessories	1294
New York	Tablets	746

Identify countries where the total revenue for any product category is below the global average for that category.

```
SELECT Country, Products, SUM(`Revenue (USD)`) AS
Total_Revenue
FROM dataset
GROUP BY Products, Country
HAVING SUM(`Revenue (USD)`) < (
    SELECT AVG(total_revenue)
    FROM ( SELECT SUM(`Revenue (USD)`) AS total_revenue
 FROM dataset
 GROUP BY Products, Country) AS avg_table )
LIMIT 2, 50000;
```

Change the months from number to words and check Monthly Revenue Trends by Region:

Region	Month	Month_Name
Asia	1	January
Asia	1	10817
Asia	2	February
Asia	2	10293
Asia	3	March
Asia	3	10321
Asia	4	8383
Asia	4	April
Asia	5	9709
Asia	5	May
Asia	6	8555
Asia	6	June
Asia	7	5270
Asia	7	July
Asia	8	August
Asia	8	11254
Asia	9	September

Region	Month	Month_Nam
U.K.	1	January
U.K.	1	5048
U.K.	2	February
U.K.	2	4367
U.K.	3	March
U.K.	3	4131
U.K.	4	April
U.K.	4	3592
U.K.	5	May
U.K.	5	3451
U.K.	6	4416
U.K.	6	June
U.K.	7	July
U.K.	7	2303
U.K.	8	3623
U.K.	8	August

Region	Month	Month_Nam
U.S.A.	1	2934
U.S.A.	1	January
U.S.A.	2	2125
U.S.A.	2	February
U.S.A.	3	2120
U.S.A.	3	March
U.S.A.	4	April
U.S.A.	4	1792
U.S.A.	5	May
U.S.A.	5	1544
U.S.A.	6	1671
U.S.A.	6	June
U.S.A.	7	699
U.S.A.	7	July
U.S.A.	8	2514
U.S.A.	8	August

```
SELECT
    Region , Month,
    CASE
        WHEN month = 1 THEN 'January'
        WHEN month =  2 THEN 'February'
        WHEN month =  3 THEN 'March'
        WHEN month =  4 THEN 'April'
        WHEN month = 5 THEN 'May'
        WHEN month =  6 THEN 'June'
        WHEN month = 7 THEN 'July'
        WHEN month = 8 THEN 'August'
        WHEN month = 9 THEN 'September'
        WHEN month= 10 THEN 'October'
        WHEN month = 11 THEN 'November'
        WHEN month = 12 THEN 'December'
        ELSE null
    END as Month_Name
    from dataset
    union
    SELECT Region, Month, SUM(`Revenue (USD)`) AS
Monthly_Revenue
FROM dataset
GROUP BY Region, Month
ORDER BY Region, Month;
```

Find the Top 5 Sales Representatives Based on Revenue

select Sales_Reps , sum(`Revenue (USD)`) as
Total_sales_Resp from dataset
group by Sales_Reps
order by sum(`Revenue (USD)`) desc
limit 5;

Sales_Reps	Total_sales_Resp
Louis N.	18916
Andrew T.	17375
Aaron C.	16726
Jansen B.	13656
Simon W.	11972