

Sales Analysis

Time Interval

1/1/2015

1/31/2018



Order Country

All

Market

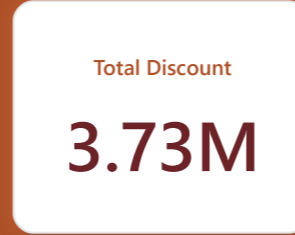
- Africa
- Europe
- LATAM
- Pacific Asia
- USCA

Payment Type

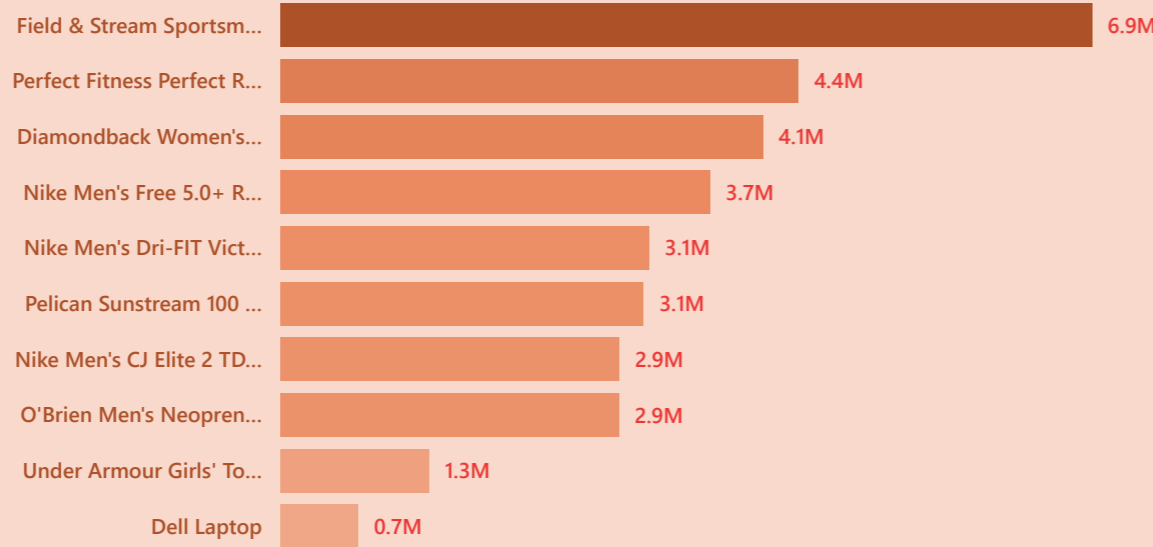
- CASH
- CREDIT
- DEBIT
- TRANSFER

Shipping Mode

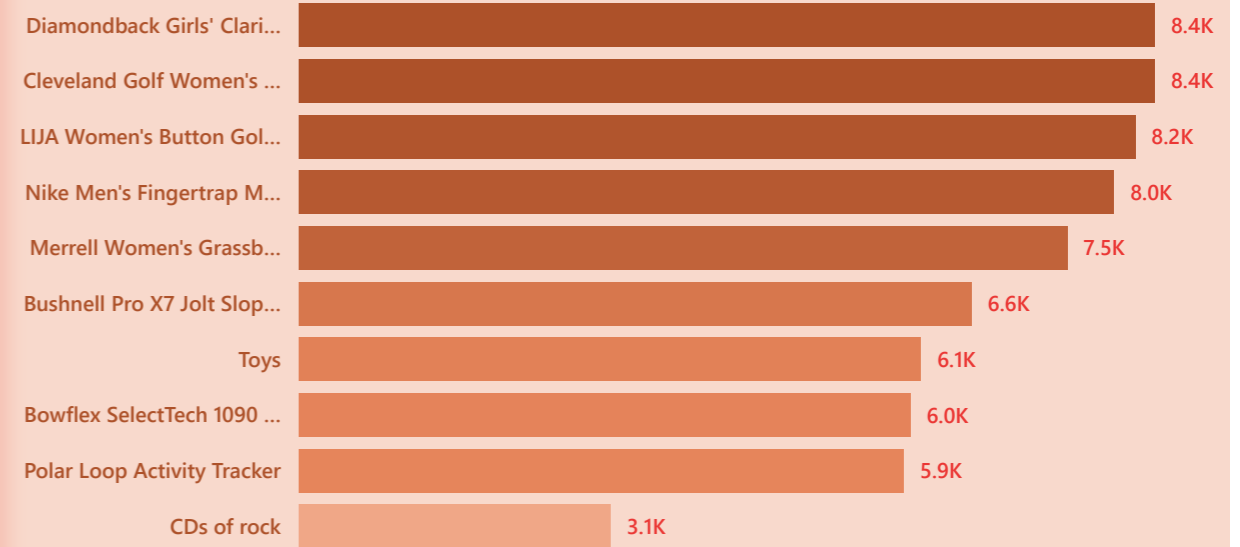
- First Class
- Same Day
- Second Class
- Standard Class



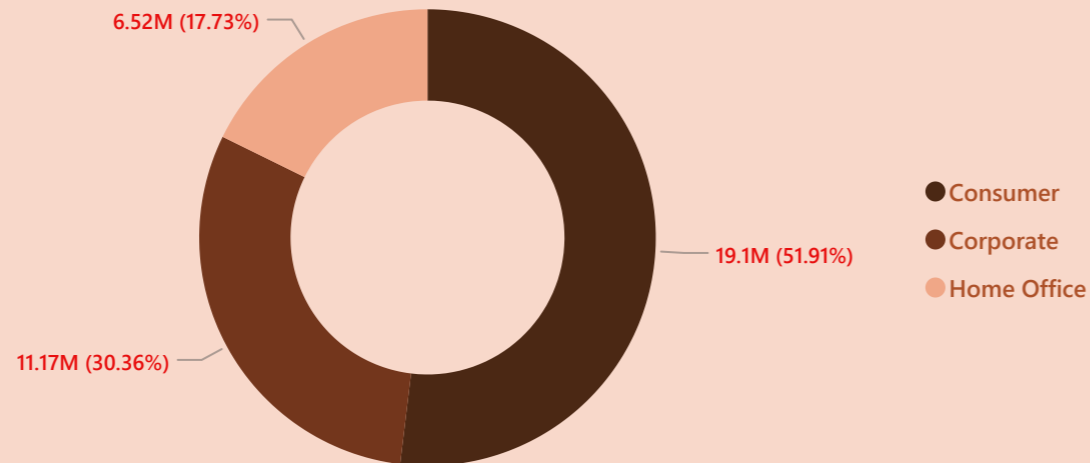
Top 10 Products By Sales



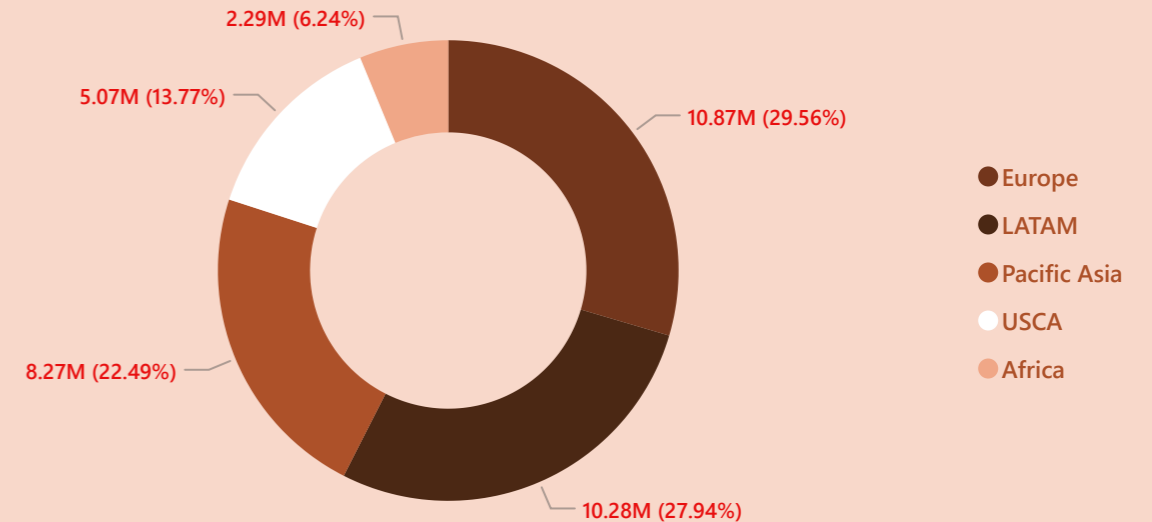
Bottom10 Products By Sales



Sales By Customer Segment



Sales By Market



Sales analysis 2

Time Interval

1/1/2015

1/31/2018



Order_Country

All

Market

- Africa
- Europe
- LATAM
- Pacific Asia
- USCA

Payment Type

- CASH
- CREDIT
- DEBIT
- TRANSFER

Shipping Mode

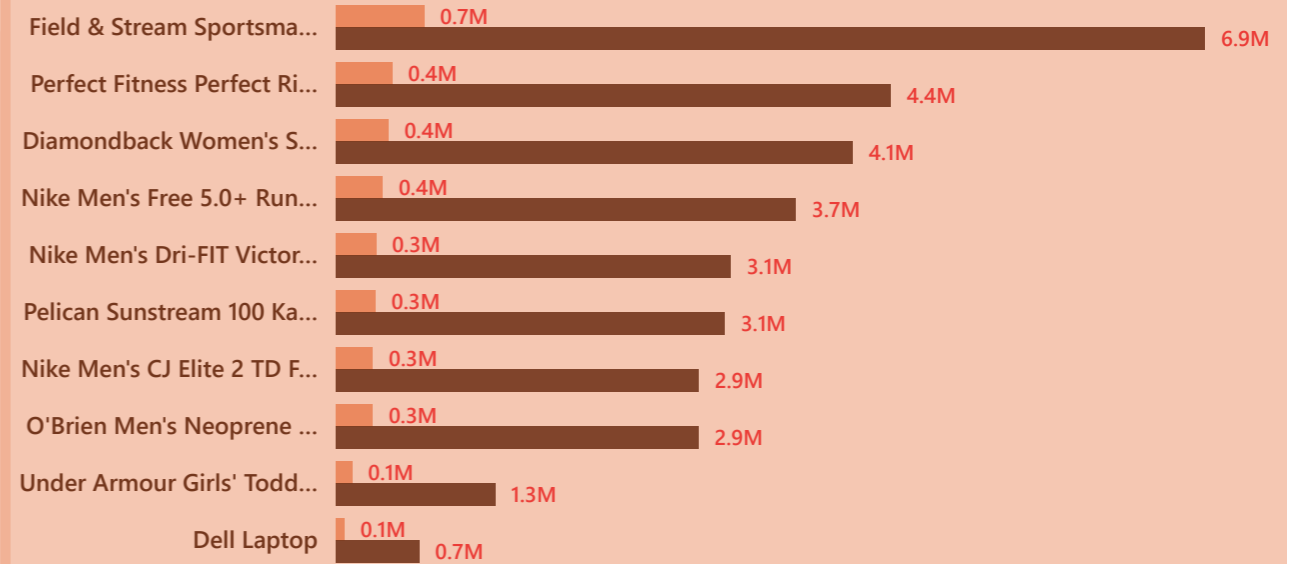
- First Class
- Same Day
- Second Class
- Standard Class

Total Sales 36.78M	Total Orders 65.75K	Total Discount 3.73M	Total Qty Discounted 170K	AV Sales Order 559.45	Av Sales Per Customer 1.78K	Av sales per disc. item 203.78
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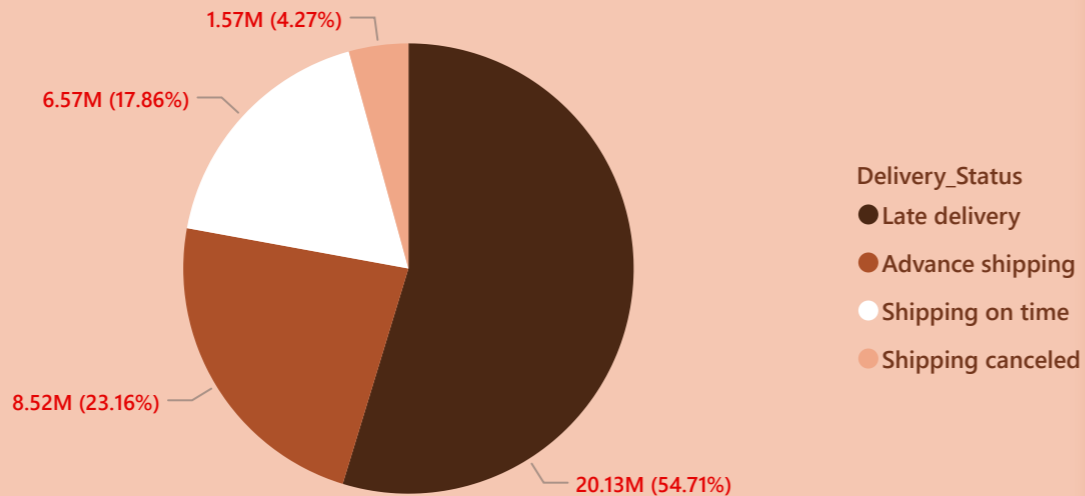
Sales, Orders, Discounts & Discounted item count by Region

Order_Region	Order_Country	Total Sales	Total Orders	Total Discount	Disc Item Count
Western Europe	Francia	2,879,942.36	4866.00	289,622.01	12476
Central America	México	2,633,195.29	4395.00	264,772.55	12426
Western Europe	Alemania	2,074,171.82	3518.00	211,596.41	8998
Oceania	Australia	1,694,621.67	3798.00	173,213.78	8031
Northern Europe	Reino Unido	1,612,094.85	2785.00	162,049.44	6904
South America	Brasil	1,594,319.95	2650.00	161,220.72	7527
West of USA	Estados Unidos	1,571,415.96	2667.00	159,164.32	7540
East of USA	Estados Unidos	1,371,111.99	2323.00	139,158.45	6525
Eastern Asia	China	1,172,902.11	2616.00	120,151.34	5410
US Center	Estados Unidos	1,151,355.77	1935.00	117,227.71	5579
Total		36,784,735.01	65752.00	3,730,378.40	170491

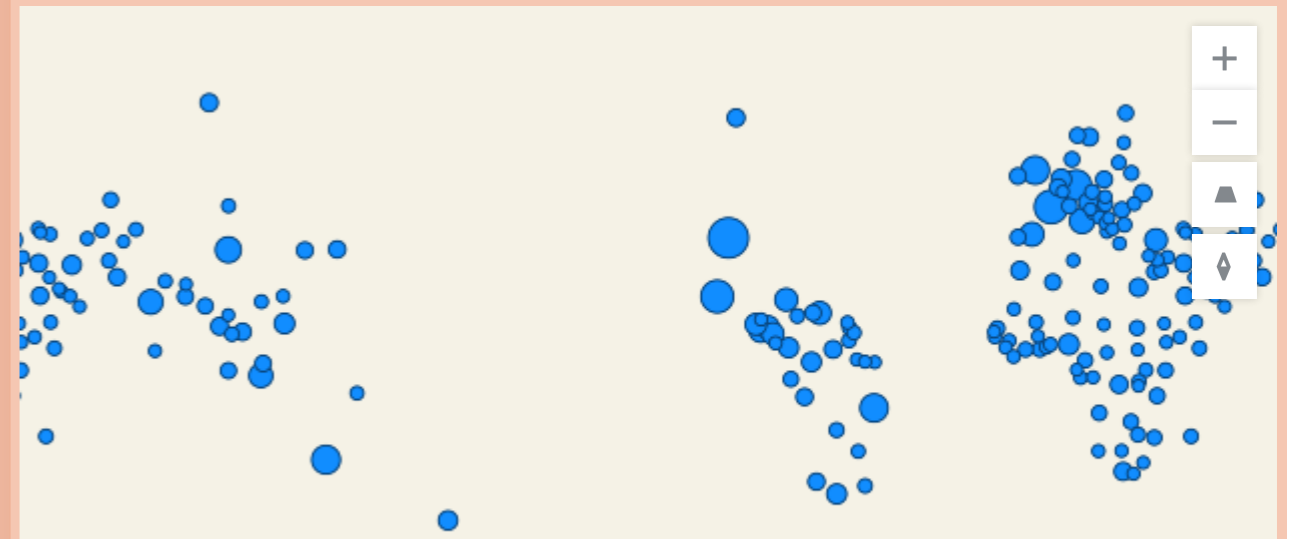
Top 10 products by Sales & Discount



Sales by Delivery_Status



Sales by Country



DATA CO.

KPIS and Requirements

1. Total sales

```
SELECT CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_sales  
FROM DataCo;
```

	Total_sales
1	36784735.01

2. Total_orders

```
SELECT COUNT(DISTINCT order_id) AS Total_order  
FROM DataCo;
```

	Total_order
1	65752

3. Average_sales_order

```
SELECT CAST((CAST(SUM(Sales) AS DECIMAL(10,2)) / NULLIF(COUNT(DISTINCT order_id),  
0)) AS DECIMAL(10,2)) AS Average_sales_order  
FROM DataCo;
```

	Average_sales_order
1	559.45

4. Total_discount

```
SELECT CAST(SUM(order_item_discount) AS DECIMAL(10,2)) AS Total_discount  
FROM DataCo;
```

	Total_discount
1	3730378.40

5. Average_sales_per_discounted_item

```

SELECT
  CAST(
    SUM(CASE WHEN order_item_discount > 0 THEN Sales ELSE 0 END) /
    NULLIF(COUNT(CASE WHEN order_item_discount > 0 THEN order_item_id
END), 0)
    AS DECIMAL(10,2)
  ) AS Average_sales_per_discounted_item
FROM DataCo;

```

	Average_sales_per_discounted_item
1	203.78

6. Discounted_Item_Count

```

SELECT COUNT(*) AS Discounted_Item_Count
FROM DataCo
WHERE order_item_discount > 0;

```

	Discounted_Item_Count
1	170491

7. Average_sales_per_customer

```

SELECT
  CAST(
    (CAST(SUM(Sales) AS DECIMAL(10,2)) / NULLIF(COUNT(DISTINCT
Customer_Id), 0))
    AS DECIMAL(10,2)
  ) AS Average_sales_per_customer
FROM DataCo;

```

	Average_sales_per_customer
1	1781.17

OTHER METRICS

1. Top 10 Products by Sales

```

SELECT TOP 10

```

```

  Product_Name,

```

```

  CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales

```

```

FROM DataCo

```

```

GROUP BY Product_Name

```

```

ORDER BY Total_Sales DESC;

```

	Product_Name	Total_Sales
1	Field & Stream Sportsman 16 Gun Fire Safe	6929653.69
2	Perfect Fitness Perfect Rip Deck	4421143.14
3	Diamondback Women's Serene Classic Comfort Bi	4118425.57
4	Nike Men's Free 5.0+ Running Shoe	3667633.20
5	Nike Men's Dri-FIT Victory Golf Polo	3147800.00
6	Pelican Sunstream 100 Kayak	3099845.09
7	Nike Men's C.J Elite 2 TD Football Cleat	2891757.66
8	O'Brien Men's Neoprene Life Vest	2888993.91
9	Under Armour Girls' Toddler Spine Surge Runni	1269082.67
10	Dell Laptop	663000.00

2. Bottom 10 Products by Sales

SELECT TOP 10

Product_Name,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales

FROM DataCo

GROUP BY Product_Name

ORDER BY Total_Sales ASC;

	Product_Name	Total_Sales
1	CDs of rock	3059.59
2	Polar Loop Activity Tracker	5937.30
3	Bowflex SelectTech 1090 Dumbbells	5999.90
4	Toys	6104.66
5	Bushnell Pro X7 Jolt Slope Rangefinder	6599.89
6	Merrell Women's Grassbow Sport Waterproof Hik	7539.42
7	Nike Men's Fingertrap Max Training Shoe	7999.36
8	LIJA Women's Button Golf Dress	8208.00
9	Cleveland Golf Women's 588 RTX CB Satin Chrom	8399.30
10	Diamondback Girls' Clarity 24 Hybrid Bike 201	8399.72

3. Sales by Segment

SELECT

Customer_Segment,

```

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales

FROM DataCo

GROUP BY Customer_Segment

ORDER BY Total_Sales DESC;

```

	Customer_Segment	Total_Sales
1	Consumer	19095790.16
2	Corporate	11168406.84
3	Home Office	6520538.02

4. Sales by Country

```

SELECT

Order_country,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales

FROM DataCo

GROUP BY Order_country

ORDER BY Total_Sales DESC;

```

Order_country	Total_Sales
Estados Unidos	4879668
Francia	2879942
México	2633195
Alemania	2074172
Australia	1694622
Reino Unido	1612095
Brasil	1594320
China	1172902
Italia	1072182
India	962396.7
España	851526.7
Indonesia	847605.9
El Salvador	747720.2
Honduras	734959.7
República Dominicana	726613.1
Cuba	709339.4
Turquía	667863.4

Nicaragua	605055.1
Guatemala	550517.1
Nigeria	455321.3
Países Bajos	423197.1
Filipinas	420269.8
Panamá	385822.7
Argentina	378746.2
Colombia	344901.3
Nueva Zelanda	310038.8
Austria	296302.3
Irán	285869.2
Egipto	232570.2
Marruecos	223420
SudAfrica	217192.8
Suecia	204599.5
Rusia	200161.5
República Democrática del Congo	198713.3
Venezuela	194201.3
Irak	193168.2
Tailandia	189513.6
Ucrania	189131.5
Canada	186861
Vietnam	166364.3
Arabia Saudí	163149.7
Japón	154352.1
Perú	151777.3
Bélgica	151641.3
Pakistán	151022.7
Chile	145544.2
Polonia	123901.8
Corea del Sur	123235
Irlanda	116683.2
Malasia	105694.2
Argelia	101095.5
Haití	99849.76
Bangladés	94686.18
Singapur	93789.42
Rumania	90480.96
Myanmar (Birmania)	80748.77
Portugal	75991.16
Tanzania	75470.2
Noruega	73162.69

Suiza	67361.24
Finlandia	61129.22
Ecuador	59389.69
Dinamarca	58605.8
Angola	57666.02
Zambia	55521.24
Israel	54023.76
Camerún	53905.74
Kazajistán	53742.19
Ghana	53062.87
Senegal	50717.07
Kenia	50662.48
Sudán	50190.06
Costa de Marfil	48247.97
Mozambique	48060.4
Bolivia	42269.38
Bielorrusia	41264.14
Zimbabue	39099.52
Afganistán	38568.86
República Checa	38135.87
Hungría	36030.44
Bulgaria	34949.68
Jamaica	33063.83
Madagascar	28570.55
Somalia	28501.9
Trinidad y Tobago	28330.55
Camboya	27826.49
Uruguay	27062.91
Uzbekistán	24152.29
Martinica	24137.01
Lituania	23951.94
Togo	23693.49
Níger	23443.35
Barbados	23291.43
Libia	21217.98
Jordania	20006.61
Mali	19942.6
Uganda	19516.92
Kirguistán	18991.2
Ruanda	18913.02
Georgia	18498.05
Nepal	17733.02
Croacia	17216.28

Benín	16430.2
Paraguay	15595.09
Mongolia	15481.74
Moldavia	15351.1
Hong Kong	14034.02
Azerbaiyán	13369.54
Yemen	13106.28
Siria	12408.74
Turkmenistán	12108.34
Papúa Nueva Guinea	11993.74
Guinea	9464.58
Gabón	9253.98
Bosnia y Herzegovina	8869.09
Albania	8299.13
Qatar	7724.09
Sierra Leona	7429.04
Liberia	6974.28
Grecia	6605.52
Yibuti	6569.37
Taiwán	6396.33
Guadalupe	6394.27
Túnez	6258.47
Costa Rica	5947.17
Emiratos Árabes Unidos	5690.39
Estonia	5603.42
Guinea-Bissau	5169.41
República Centroafricana	4829.37
Eslovaquia	4739.5
Mauritania	4601.45
Guyana	4029.55
Etiopía	3859.44
Namibia	3789.6
Lesoto	3149.62
Líbano	2967.65
Botsuana	2859.64
Sri Lanka	2634.72
Belice	2494.81
Montenegro	2389.72
Chipre	2099.77
República del Congo	1974.72
Luxemburgo	1764.72
Guayana Francesa	1704.75
Macedonia	1549.88

República de Gambia	1449.86
Burkina Faso	1403.76
Omán	1374.7
Surinam	1339.84
Suazilandia	1259.91
Eslovenia	1189.86
Sudán del Sur	879.94
Tayikistán	845.91
Bután	769.6
Laos	683.01
Chad	599.96
Sáhara Occidental	599.96
Baréin	529.89
Armenia	455.9
Kuwait	334.96
Guinea Ecuatorial	319.96
Eritrea	309.96
Burundi	299.95
Serbia	120

5. Region with the Highest Sales Given the Discount

SELECT

Order_Region,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales,

CAST(SUM(order_item_discount) AS DECIMAL(10,2)) AS Total_Discount,

CAST((SUM(order_item_discount) / NULLIF(SUM([Order Item Total]), 0) * 100) AS
DECIMAL(10,2)) AS Discount_Percentage

FROM DataCo

GROUP BY Order_Region

ORDER BY Total_Sales DESC;

Order_Region	Total_Sales	Total_Discount	Discount_Percentage
Western Europe	5894381	598384.3	11.3
Central America	5665712	571869.4	11.23
South America	2960881	300641.2	11.3
Northern Europe	2155831	216470.7	11.16
Southern Europe	2047919	210395.4	11.45
Oceania	2016654	206660.6	11.42
Southeast Asia	1932496	193945.4	11.16
Caribbean	1651019	169352.6	11.43
West of USA	1571416	159164.3	11.27
South Asia	1553681	156318.7	11.19
Eastern Asia	1486401	152090.2	11.4
East of USA	1371112	139158.5	11.3
West Asia	1174672	118592.1	11.23
US Center	1151356	117227.7	11.34
South of USA	785784	78880.52	11.16
Eastern Europe	774266.6	77960.36	11.2
West Africa	727951.2	73784.05	11.28
North Africa	634752.2	62510.96	10.92
East Africa	376234.9	38181.02	11.29
Central Africa	327263	34350.95	11.73
Southern Africa	228251.6	23949.39	11.72
Canada	186861	18603.82	11.06
Central Asia	109839.9	11886.36	12.13

6. Markets by Orders

SELECT

Market,

COUNT(DISTINCT order_id) AS Total_Orders

FROM DataCo

GROUP BY Market

ORDER BY Total_Orders DESC;

	Market	Total_Orders
1	Europe	18561
2	Pacific Asia	17577
3	LATAM	17181
4	USCA	8579
5	Africa	3854

7. Top 10 Products with the Highest Sales and Discount by Country, Segment, and Region

```

SELECT TOP 10
    Product_Name,
    Order_Country,
    Order_Region,
    CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales,
    CAST(SUM(order_item_discount) AS DECIMAL(10,2)) AS Total_Discount,
    CAST((SUM(order_item_discount) / NULLIF(SUM([Order_item_Total]), 0) *
100) AS DECIMAL(10,2)) AS Discount_Percentage
FROM DataCo
GROUP BY Order_Region
ORDER BY Total_Sales DESC;

```

Product_Name	Order_Country	Order_Region	Total_Sales	Total_Discount	Discount_Percentage
Field & Stream Sportsman 16 Gun Fire Safe	México	Central America	529173.6	52004	10.9
Field & Stream Sportsman 16 Gun Fire Safe	Francia	Western Europe	507574.6	50042	10.94
Field & Stream Sportsman 16 Gun Fire Safe	Alemania	Western Europe	364381.8	37000	11.3
Perfect Fitness Perfect Rip Deck	México	Central America	337503.8	34465.26	11.37
Diamondback Women's Serene Classic Comfort Bi	México	Central America	326378.3	33315	11.37
Field & Stream Sportsman 16 Gun Fire Safe	Estados Unidos	West of USA	325583.7	32918	11.25
Perfect Fitness Perfect Rip Deck	Francia	Western Europe	322926.2	31859.42	10.95
Field & Stream Sportsman 16 Gun Fire Safe	Brasil	South America	320384	32470	11.28
Field & Stream Sportsman 16 Gun Fire Safe	Australia	Oceania	296785.2	30298	11.37
Diamondback Women's Serene Classic Comfort Bi	Francia	Western Europe	288580.8	29148	11.24

8 Top 10 Product Names by Customer Segment

```
SELECT TOP 10
Customer_Segment,
Product_Name,
CAS(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM DataCo
GROUP BY Customer_Segment, Product_Name
ORDER BY Customer_Segment, Total_Sales DESC;
```

Customer_Segment	Product_Name	Total_Sales
Consumer	Field & Stream Sportsman 16 Gun Fire Safe	3609020
Consumer	Perfect Fitness Perfect Rip Deck	2288259
Consumer	Diamondback Women's Serene Classic Comfort Bi	2112759
Consumer	Nike Men's Free 5.0+ Running Shoe	1923508
Consumer	Nike Men's Dri-FIT Victory Golf Polo	1623900
Consumer	Pelican Sunstream 100 Kayak	1618319
Consumer	Nike Men's CJ Elite 2 TD Football Cleat	1491245
Consumer	O'Brien Men's Neoprene Life Vest	1490604
Consumer	Under Armour Girls' Toddler Spine Surge Runni	667233.2
Consumer	Dell Laptop	349500

8. Bottom 10 Product Names by Customer Segment

```
SELECT TOP 10
Customer_Segment,
Product_Name,
CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales
FROM DataCo
```

GROUP BY Customer_Segment, Product_Name

ORDER BY Customer_Segment, Total_Sales ASC;

Customer_Segment	Product_Name	Total_Sales
Consumer	CDs of rock	1693.5
Consumer	Bowflex SelectTech 1090 Dumbbells	2399.96
Consumer	Polar Loop Activity Tracker	2748.75
Consumer	Toys	3058.1
Consumer	Diamondback Boys' Insight 24 Performance Hybr	3299.89
Consumer	Merrell Women's Grassbow Sport Waterproof Hik	3509.73
Consumer	Bushnell Pro X7 Jolt Slope Rangefinder	3599.94
Consumer	Stiga Master Series ST3100 Competition Indoor	3959.88
Consumer	Nike Men's Fingertrap Max Training Shoe	3999.68
Consumer	LIIA Women's Button Golf Dress	4104

10. Top 10 Order Countries by Product and Sales

SELECT TOP 10

Order_Country,

Product_Name,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales

FROM DataCo

GROUP BY Order_Country, Product_Name

ORDER BY Total_Sales DESC;

Order_Country	Product_Name	Total_Sales
Estados Unidos	Field & Stream Sportsman 16 Gun Fire Safe	999550.1
Estados Unidos	Perfect Fitness Perfect Rip Deck	648971.8

Estados Unidos	Diamondback Women's Serene Classic Comfort Bi	591860.6
México	Field & Stream Sportsman 16 Gun Fire Safe	529173.6
Francia	Field & Stream Sportsman 16 Gun Fire Safe	507574.6
Estados Unidos	Nike Men's Free 5.0+ Running Shoe	505949.4
Estados Unidos	Nike Men's Dri-FIT Victory Golf Polo	460500
Estados Unidos	Pelican Sunstream 100 Kayak	445577.7
Estados Unidos	Nike Men's CJ Elite 2 TD Football Cleat	424677.4
Estados Unidos	O'Brien Men's Neoprene Life Vest	402738.8

11. Bottom 10 Order Countries by Product and Sales

SELECT TOP 10

Order_Country,

Product_Name,

CAST(SUM(Sales) AS DECIMAL(10,2)) AS Total_Sales

FROM DataCo

GROUP BY Order_Country, Product_Name

ORDER BY Total_Sales ASC;

Order_Country	Product_Name	Total_Sales
Somalia	Clicgear 8.0 Shoe Brush	9.99
Países Bajos	Clicgear 8.0 Shoe Brush	9.99
Emiratos Árabes Unidos	Clicgear 8.0 Shoe Brush	9.99
Mozambique	Clicgear 8.0 Shoe Brush	9.99
Suecia	Clicgear 8.0 Shoe Brush	9.99
Barbados	Clicgear 8.0 Shoe Brush	9.99
Afganistán	Clicgear 8.0 Shoe Brush	9.99
Pakistán	Clicgear 8.0 Shoe Brush	9.99
Noruega	Clicgear 8.0 Shoe Brush	9.99
Bangladés	CDs of rock	11.29

12. On-Time Delivery Rate

```
SELECT
    CAST(
        (COUNT(CASE WHEN Delivery_Status = 'Shipping on time' THEN 1 END) * 100.0 /
        NULLIF(COUNT(*), 0))
        AS DECIMAL(10,2)
    ) AS On_Time_Delivery_Rate
FROM DataCo;
```

	On_Time_Delivery_Rate
1	17.84

Delivery Rate

```
WITH DeliveryCounts AS (
    SELECT
        COUNT(CASE WHEN Delivery_Status = 'Shipping on time' THEN 1 END) AS
        On_Time_Count,
        COUNT(CASE WHEN Delivery_Status = 'Late delivery' THEN 1 END) AS Late_Count,
        COUNT(CASE WHEN Delivery_Status = 'Advance shipping' THEN 1 END) AS
        Advance_Count,
        COUNT(CASE WHEN Delivery_Status = 'Shipping cancelled' THEN 1 END) AS
        Cancelled_Count,
        COUNT(*) AS Total_Count
    FROM DataCo
)
SELECT
```

```

CAST((On_Time_Count * 100.0 / NULLIF(Total_Count, 0)) AS DECIMAL(10,2)) AS
On_Time_Delivery_Rate,

CAST((Late_Count * 100.0 / NULLIF(Total_Count, 0)) AS DECIMAL(10,2)) AS
Late_Delivery_Rate,

CAST((Advance_Count * 100.0 / NULLIF(Total_Count, 0)) AS DECIMAL(10,2)) AS
Advance_Shipping_Rate,

CAST((Cancelled_Count * 100.0 / NULLIF(Total_Count, 0)) AS DECIMAL(10,2)) AS
Cancelled_Shipping_Rate

FROM DeliveryCounts;

```

	On_Time_Delivery_Rate	Late_Delivery_Rate	Advance_Shipping_Rate	Cancelled_Shipping_Rate
1	17.84	54.83	23.04	0.00

Others

```

WITH TopRegionsCountries AS (
    SELECT DISTINCT
        Order_Region,
        Order_Country
    FROM DataCo
    WHERE [Order_Item_Total] > 0 AND order_item_discount IS NOT NULL
    GROUP BY Order_Region, Order_Country, Product_Name
    HAVING SUM(Sales) IN (
        SELECT TOP 10 SUM(Sales)
        FROM DataCo

```

```

GROUP BY Order_Region, Order_Country, Product_Name
ORDER BY SUM(Sales) DESC
)
),
SalesWithNoDiscount AS (
SELECT
    dc.Order_Region,
    dc.Order_Country,
    CAST(SUM(dc.Sales) AS DECIMAL(10,2)) AS Total_Sales_No_Discount
FROM DataCo dc
INNER JOIN TopRegionsCountries trc ON dc.Order_Region = trc.Order_Region AND
dc.Order_Country = trc.Order_Country
WHERE dc.order_item_discount = 0 AND dc.[Order_Item_Total]> 0
GROUP BY dc.Order_Region, dc.Order_Country
)
SELECT
    trc.Order_Region,
    trc.Order_Country,
    CAST(SUM(dc.Sales) AS DECIMAL(10,2)) AS Total_Sales_With_Discount,
    snd.Total_Sales_No_Discount
FROM DataCo dc
INNER JOIN TopRegionsCountries trc ON dc.Order_Region = trc.Order_Region AND
dc.Order_Country = trc.Order_Country
LEFT JOIN SalesWithNoDiscount snd ON dc.Order_Region = snd.Order_Region AND
dc.Order_Country = snd.Order_Country

WHERE dc.[Order_Item_Total]> 0 AND dc.order_item_discount IS NOT NULL

```

GROUP BY trc.Order_Region, trc.Order_Country, snd.Total_Sales_No_Discount

ORDER BY Total_Sales_With_Discount DESC;

Order_Region	Order_Country	Total_Sales_With_Discount	Total_Sales_No_Discount
Western Europe	Francia	2879942	164145.9
Central America	México	2633195	150700.4
Western Europe	Alemania	2074172	117251.9
Oceania	Australia	1694622	94389.85
South America	Brasil	1594320	90520.49
West of USA	Estados Unidos	1571416	90231.92