

Analysis and generates business insights

For Sales Dashboard Project

1. Sales Revenue & Profit By country

```
SELECT
    Country,
    SUM(Total_Amount) AS Total_Revenue,
    SUM(Profit) AS Total_Profit
FROM Sales_Data
WHERE DATE BETWEEN '2025-02-10' and '2025-02-14'
GROUP BY Country
ORDER BY Total_Revenue DESC;
```

Result:

	country character varying (50) 🔒	total_revenue numeric 🔒	total_profit numeric 🔒
1	India	14849.73	13172.47
2	US	14469.44	12913.81
3	UK	12838.86	11530.02
4	China	11409.04	9391.92
5	Canada	7365.62	6549.17
6	Nigeria	5162.28	4124.41
Total rows: 6		Query complete 00:00:00.239	

2.Top 5 Best Selling Products in last 7 Months

```
SELECT
    Product_Name,
    SUM(Quantity_Purchased) AS Total_Unit_Sold
FROM Sales_Data
```

WHERE Date BETWEEN '2025-01-27' and '2025-07-27'

GROUP BY Product_Name

ORDER BY Total_Unit_Sold DESC

LIMIT 5;

Result:

	product_name character varying (50) 🔒	total_unit_sold bigint 🔒
1	Agree	31
2	Civil	30
3	Interest	28
4	Usually	27
5	Item	27

3. Best Sales Representative in last 7 months?

SELECT

Sales_Rep,

SUM(Total_Amount) AS Total_Sales

FROM Sales_Data

WHERE DATE BETWEEN '2025-01-27' and '2025-07-27'

GROUP BY Sales_Rep

ORDER BY Total_Sales

LIMIT 5;

Result:

	sales_rep character varying (50) 🔒	total_sales numeric 🔒
1	Mary Wilson	13.54
2	Jodi Graham	19.46
3	Sarah Hawkins	20.92
4	Mr. John Mahoney	32.14
5	Joseph Ramirez	32.20

4. Which Store Locations generated the highest sales in last 7 months

```

SELECT
    Store_Location,
    SUM(Total_Amount) AS Total_Sales,
    SUM(Profit) AS Total_Profit
FROM Sales_Data
WHERE DATE BETWEEN '2025-01-27' and '2025-07-27'
GROUP BY Store_Location
ORDER BY Total_Sales
LIMIT 5;

```

Result:

	store_location character varying (50) 🔒	total_sales numeric 🔒	total_profit numeric 🔒
1	Manchester	34101.40	28379.76
2	Los Angeles	39888.98	33496.36
3	Chicago	40841.64	34188.55
4	Shanghai	45669.27	39127.83
5	Mumbai	53103.35	46290.58

Total rows: 5 Query complete 00:00:00.128

5. What are the Key sales and profit insights for the selected period?

SELECT

MIN(Total_Amount) AS Min_Sales_value,

MAX(Total_Amount) AS Max_Sales_value,

AVG(Total_Amount) AS Avg_Sales_value,

SUM(Total_Amount) AS Total_Sales,

MIN(Profit) AS Min_Profit,

Max(Profit) AS Max_Profit,

AVG(Profit) AS Avg_Profit,

SUM(Profit) AS Sum_Profit

FROM Sales_Data

WHERE DATE BETWEEN '2025-01-27' and '2025-07-27'

Result:

	min_sales_value numeric	max_sales_value numeric	avg_sales_value numeric	total_sales numeric	min_profit numeric	max_profit numeric	avg_profit numeric	sum_profit numeric
1	13.54	4868.38	1366.5203881278538813	1197071.86	-12.46	4532.87	1170.2152968036529680	1025108.60