Mobile Sales Analytics Project: SQL Query Collection

1-Top 5 Selling Brands by Quantity:

```sql
SELECT Brand, SUM(Quantity) AS Total_Quantity
FROM Mobile_Sales
GROUP BY Brand
ORDER BY Total_Quantity DESC
LIMIT 5;
```

2-Total Revenue per City:

```sql
SELECT City, SUM(Price * Quantity) AS Total_Revenue
FROM Mobile_Sales
GROUP BY City;
```

3-Average Order Value (AOV) per Customer:

```sql
SELECT Customer_ID, AVG(Price * Quantity) AS AOV
FROM Mobile_Sales
GROUP BY Customer_ID;
```

4-Monthly Revenue Trend:

```sql
SELECT MONTH(Order_Date) AS Month, SUM(Price * Quantity) AS Revenue
FROM Mobile_Sales
GROUP BY MONTH(Order_Date)
ORDER BY Month;
```

5-Highest Rated Products:

```sql
SELECT Product_Name, AVG(Rating) AS Avg_Rating
FROM Mobile_Sales
GROUP BY Product_Name
ORDER BY Avg_Rating DESC
LIMIT 10;
```

6-Repeat Customers Count:

```sql
SELECT COUNT(*)
FROM (
  SELECT Customer_ID
  FROM Mobile_Sales
  GROUP BY Customer_ID
  HAVING COUNT(Order_ID) > 1
) AS Repeat_Customers;
```

7-Total Sales per Age Group:

```sql
SELECT Age_Group, SUM(Price * Quantity) AS Total_Sales
FROM Mobile_Sales
GROUP BY Age_Group;
```

8-Most Popular Product Categories:

```sql
SELECT Category, COUNT(*) AS Total_Orders
FROM Mobile_Sales
GROUP BY Category
ORDER BY Total_Orders DESC;
```

9-Sales Distribution by Gender:

```sql
SELECT Gender, SUM(Price * Quantity) AS Revenue
FROM Mobile_Sales
GROUP BY Gender;
```

10-Top Cities with High Return Rate:

```sql
SELECT City, COUNT(*) AS Return_Count
FROM Mobile_Sales
WHERE Status = 'Returned'
GROUP BY City
ORDER BY Return_Count DESC;
```

11-Orders with Discounts Applied:

```sql
SELECT *
FROM Mobile_Sales
WHERE Discount > 0;
```

12-Brand-wise Profit Margin Calculation:

```sql
SELECT Brand, SUM(Selling_Price - Cost_Price) AS Profit
FROM Mobile_Sales
GROUP BY Brand;
```

13-Sales per Channel (Offline vs Online):

```sql
SELECT Sales_Channel, SUM(Price * Quantity) AS Revenue
FROM Mobile_Sales
GROUP BY Sales_Channel;
```

14-Revenue Comparison (Current vs Previous Month):

```sql
SELECT MONTH(Order_Date) AS Month, SUM(Price * Quantity) AS Revenue
FROM Mobile_Sales
WHERE YEAR(Order_Date) = 2025
GROUP BY MONTH(Order_Date)
ORDER BY Month;
```

15-Product with Maximum Revenue in Each City:

```sql
SELECT City, Product_Name, SUM(Price * Quantity) AS Revenue
FROM Mobile_Sales
GROUP BY City, Product_Name
ORDER BY City, Revenue DESC;
```

16-Average Delivery Time per Region:

```sql
SELECT Region, AVG(DATEDIFF(Delivery_Date, Order_Date)) AS Avg_Delivery_Days
FROM Mobile_Sales
GROUP BY Region;
```

17-Customers Who Bought More Than 3 Times:

```sql
SELECT Customer_ID, COUNT(Order_ID) AS Orders
FROM Mobile_Sales
```

```
GROUP BY Customer_ID
HAVING COUNT(Order_ID) > 3;
```

18-City and Gender-wise Sales Breakdown:

```
SELECT City, Gender, SUM(Price * Quantity) AS Total_Sales
FROM Mobile_Sales
GROUP BY City, Gender
ORDER BY City, Total_Sales DESC;
```

19-Average Discount Given per Product:

```
SELECT Product_Name, AVG(Discount) AS Avg_Discount
FROM Mobile_Sales
GROUP BY Product_Name
ORDER BY Avg_Discount DESC;
```

20-Day of Week with Maximum Orders:

```
SELECT DAYNAME(Order_Date) AS Day, COUNT(*) AS Order_Count
FROM Mobile_Sales
GROUP BY Day
ORDER BY Order_Count DESC;
```

21-Top 3 Products by Revenue in Each Category:

```
SELECT Category, Product_Name, SUM(Price * Quantity) AS Revenue
FROM Mobile_Sales
GROUP BY Category, Product_Name
QUALIFY ROW_NUMBER() OVER (PARTITION BY Category ORDER BY SUM(Price * Quantity) DESC)
<= 3;
```