

Dodo Payments SQL Queries

- 1.Revenue Breakdown
 - Find total sales and profit by country and segment. Sort descending by total sales.

```
select segment, country, Round(sum(sales),2) as total_sales, Round(sum(profit),2) As total_profit
from dodo
group by segment, country
order by sum(sales) desc
```

Output:

	segment	country	total_sales	total_profit
1	SMB	United States	229636.08	38374.04
2	SMB	United Kingdom	177346.84	40520.88
3	Strategic	United States	147174.73	24367.84
4	SMB	Japan	95976.38	-20596.38
5	Enterprise	United States	80876.82	13639.5
6	Strategic	United Kingdom	78107.11	16594.73
7	SMB	Canada	73866.52	19817.31
8	SMB	France	66899.29	-7291.47
9	Enterprise	United Kingdom	57715.00	17070.40

✓ Query executed successfully.

2. Growth Trend

- Write a query to calculate **monthly revenue trend** for the past 12 months.

```
select MAX(year(order_date)) as latest_year from dodo
```

```
Select distinct month(order_date) month, Round(sum(sales * quantity),2) as r
venue
from dodo
where year(order_date) = 2023
group by month(order_date)
order by month(order_date)
```

Result:

	month	revenue
1	1	206866.83
2	2	87735.52
3	3	227292.55
4	4	163767.5
5	5	223147.78
6	6	247064.91
7	7	227633.39
8	8	386703.43
9	9	430194.77
10	10	396706.5
11	11	567724.66
12	12	423015.95

✓ Query executed successfully.

3. Top Performers

- Identify the **top 5 products by total revenue**.

-- Identify the top 5 products by total revenue.

```
select top 5 product, Round(sum(sales * quantity),2) as total_revenue
from dodo
group by product
order by sum(sales * quantity) desc
```

Output:

	product	total_revenue
1	ContactMatcher	2157968.46
2	FinanceHub	1733392.72
3	Site Analytics	1628827.96
4	Marketing Suite - Gold	1099229.48
5	Big Ol Database	914789.88

✔ Query executed successfully.

3.2 For each product, show total quantity sold and average discount.

```
-- For each product, show total quantity sold and average discount.
```

```
select product, sum(quantity) total_quantity, round(avg(discount),2) avg_disc
from dodo
group by product
```

Output:

	product	total_quantity	avg_disc
1	FinanceHub	3756	0.13
2	Storage	914	0.08
3	ContactMatcher	7215	0.35
4	Big Ol Database	440	0.31
5	SaaS Connector Pack	3563	0.14
6	ChatBot Plugin	3000	0.07
7	OneView	1729	0.17
8	Marketing Suite	868	0.21
9	Alchemy	234	0.16
10	Data Smasher	2976	0.08
11	Support	5825	0.08
12	Site Analytics	3289	0.15
13	Marketing Suite - Gold	3158	0.07
14	SaaS Connector Pa...	906	0.08

✓ Query executed successfully.

4. Profitability Analysis

- Find which **country-segment combination** yields the **highest profit margin**.

```
SELECT
  Country,
  Segment,
  Round(SUM(Profit),2) AS TotalProfit,
  Round(SUM(Sales),2) AS TotalSales,
  Round((SUM(Profit) / SUM(Sales)) * 100,2) AS ProfitMargin
FROM dodo
GROUP BY Country, Segment
ORDER BY ProfitMargin DESC;
```

Output:

	Country	Segment	TotalProfit	TotalSales	ProfitMargin
1	Iceland	Enterprise	262.88	536.48	49
2	Colombia	Enterprise	12.44	25.92	48
3	Qatar	Enterprise	13.56	28.38	47.78
4	Greece	SMB	406.45	908.64	44.73
5	Austria	Enterprise	48.29	111.68	43.24
6	Portugal	Enterprise	427.35	1003.72	42.58
7	Ukraine	Enterprise	731.91	1720.04	42.55
8	Ukraine	Strategic	556.52	1362.72	40.84

✓ Query executed successfully.

5. Revenue Contribution

- Find each product's **revenue contribution %** to the overall total revenue.

```
SELECT
    Product,
    Round(SUM(Quantity * Sales),2) AS product_revenue,
    Round((SUM(Quantity * Sales) / SUM(SUM(Quantity * Sales)) OVER ())) * 10
    0,2) AS revenue_contribution_percentage
FROM
    dodo
GROUP BY Product
ORDER BY revenue_contribution_percentage DESC;
```

Output:

	Product	product_revenue	revenue_contribution_percentage
1	ContactMatcher	2157968.46	18.78
2	FinanceHub	1733392.72	15.09
3	Site Analytics	1628827.96	14.18
4	Marketing Suite - Gold	1099229.48	9.57
5	Big Ol Database	914789.88	7.96
6	Data Smasher	878922.52	7.65
7	Alchemy	657721.16	5.73
8	Marketing Suite	597826.12	5.2

✔ Query executed successfully.