**RETAIL SALES REPORT**

**--Data Analysis and Business key problems and answers**

**--(1) Retrieve all columns for sales made for '2022-11-05'**

select\*from retail\_sales

where sale\_date='2022-11-05'



**--(2) Retrieve all transactions where the category is clothing and the quantity sold is more than 4 in the month of nov-2022**

select\*from retail\_sales

where

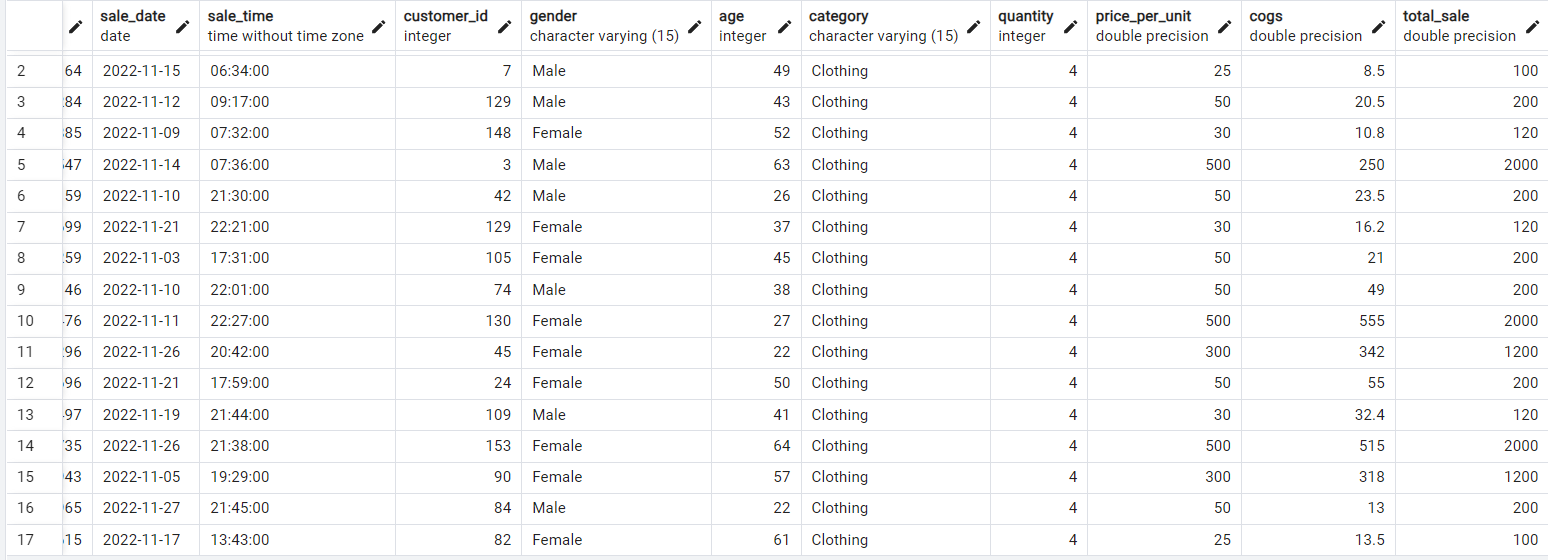
category='Clothing'

and

to\_char(sale\_date,'yyyy-mm')='2022-11'

and

quantity>=4



**--(3) calculate total sale for each category?**

select

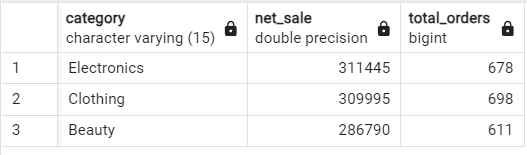
category,

sum(total\_sale)as net\_sale,

count(\*) as total\_orders

from retail\_sales

group by 1



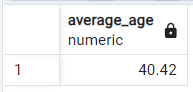
**--(4) calculate the average age of customers who purchased items from the beauty category?**

select

round(avg(age),2)as average\_age

from retail\_sales

where category='Beauty'



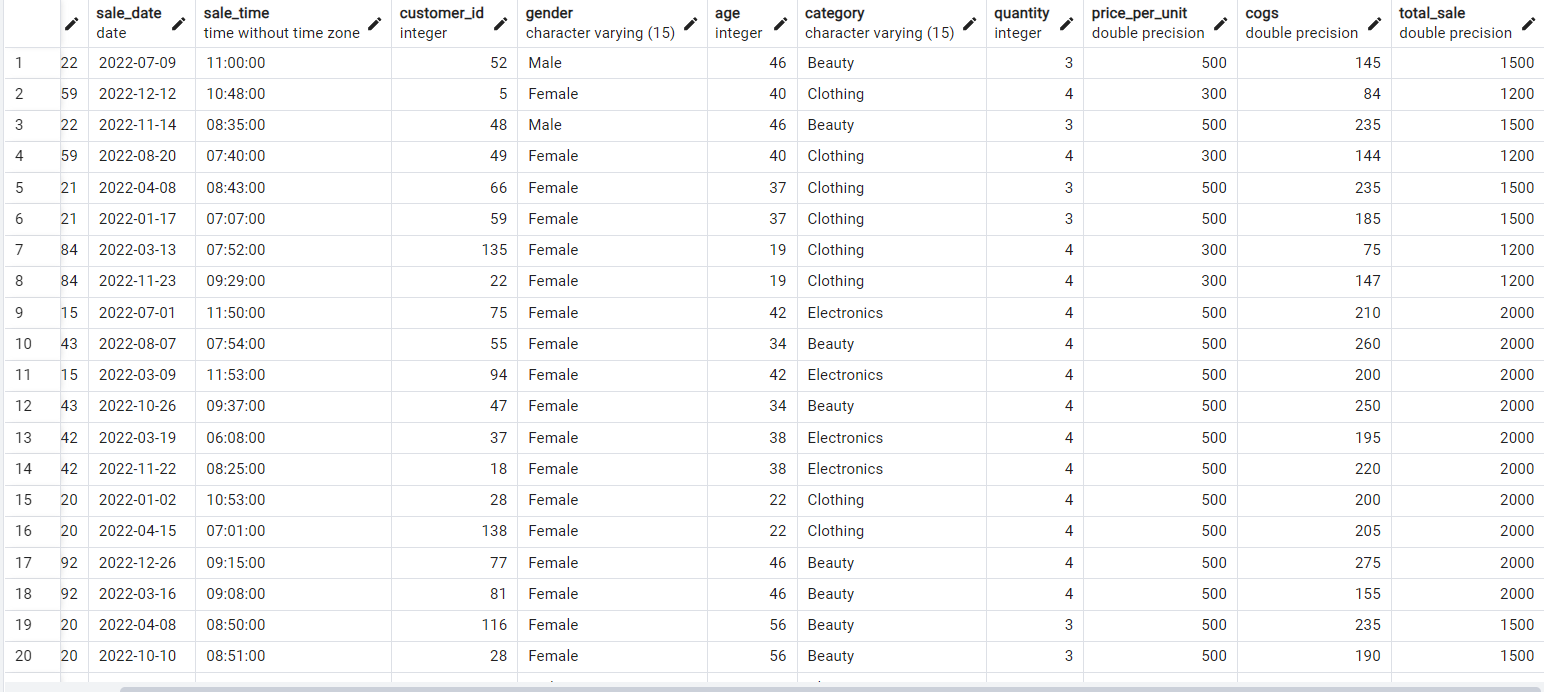
**--(5) find all transactions where the total sale is greater than 1000?**

select

\*

from retail\_sales

where total\_sale>1000



**--(6) find the total no of transactions(transaction\_id) made by each gender in each category?**

select

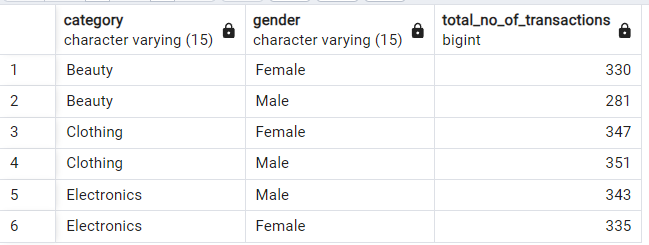
category,gender,

count(\*)as total\_no\_of\_transactions

from retail\_sales

group by category,gender

order by 1



**--(7) calculate the average sale for each month.Find out best selling month in each year?**

select

year,

month,

avg\_sale

from

(

select

extract(year from sale\_date)as year,

extract(month from sale\_date)as month,

avg(total\_sale)as avg\_sale,

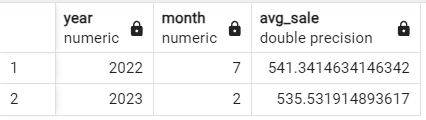
rank()over(partition by extract(year from sale\_date) order by avg(total\_sale)desc)as rank

from retail\_sales

group by 1,2

)as t1

where rank=1



**--(8) find the top 5 customers based on the highest total sales**

select

customer\_id,

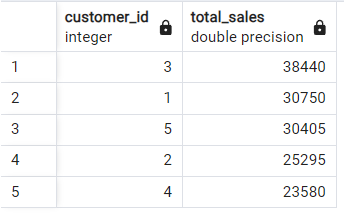
sum(total\_sale)as total\_sale

from retail\_sales

group by 1

order by 2 desc

limit



**--(9) find the no. of unique customers who purchased items from each category?**

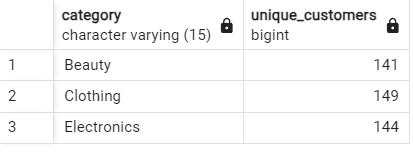
select

category,

count(distinct customer\_id)as unique\_customers

from retail\_sales

group by 1



**--(10) create each shift and no of orders (eg morning<=12,afternoon between 12 and 17,evening>17)**

with hourly\_sale

as

(

select \*,

case

when extract(hour from sale\_time)<=12 then 'Morning'

when extract(hour from sale\_time)between 12 and 17 then'Afternoon'

else'Evening'

end as shift

from retail\_sales

)

select

shift,

count(\*)as total\_orders

from hourly\_sale

group by 1

