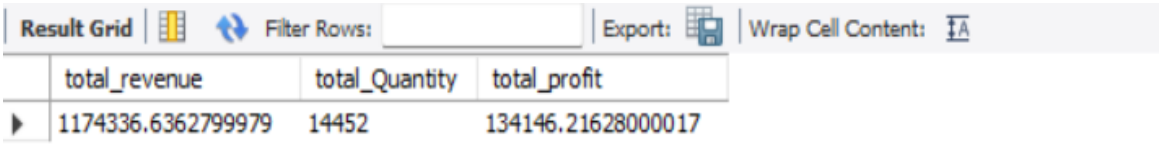
Global Superstore Data Analysis Using SQL

1. FIND TOTAL REVENUE, QUANTITIES AND PROFIT GENERATED.

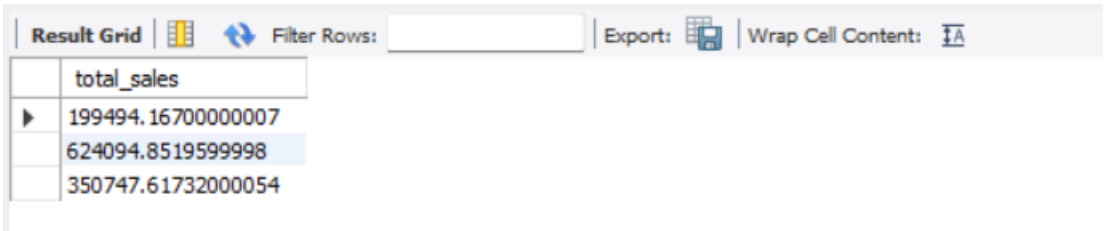
```
SELECT
 sum(sales) as total_revenue,
 sum(Quantity) as total_Quantity,
 sum(profit) as total_profit
FROM SUPERSTORE;
```



total_revenue	total_Quantity	total_profit
1174336.6362799979	14452	134146.21628000017

2. FIND THE SEGMENT WISE DISTRIBUTION OF THE SALES.

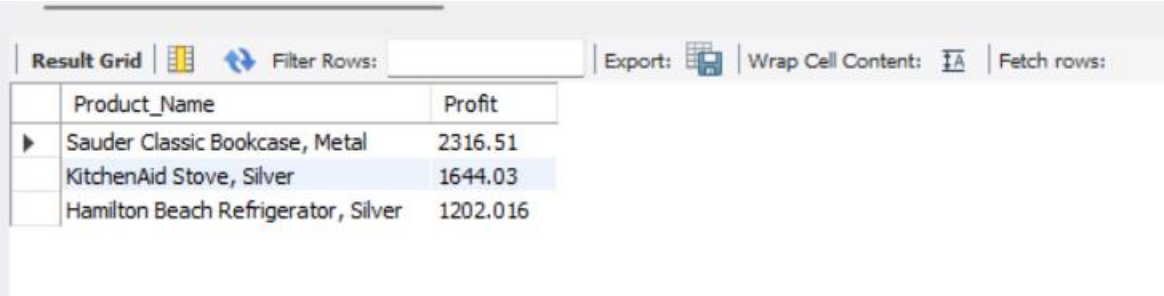
```
SELECT
 sum(sales) as total_sales
FROM SUPERSTORE
GROUP BY segment;
```



total_sales
199494.16700000007
624094.8519599998
350747.61732000054

3. FIND THE TOP 3 MOST PROFITABLE PRODUCTS.

```
SELECT `Product Name` AS Product_Name, Profit
FROM `superstore`
ORDER BY profit DESC
limit 3;
```

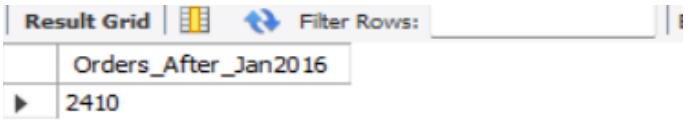


Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Product_Name	Profit
Sauder Classic Bookcase, Metal	2316.51
KitchenAid Stove, Silver	1644.03
Hamilton Beach Refrigerator, Silver	1202.016

4. HOW MANY ORDERS ARE PLACED AFTER JANUARY 2016.

```
SELECT
   COUNT(`Order ID`) AS Orders_After_Jan2016
FROM Superstore
WHERE STR_TO_DATE(`Order Date`, '%d-%m-%Y') > '2016-01-31';
```

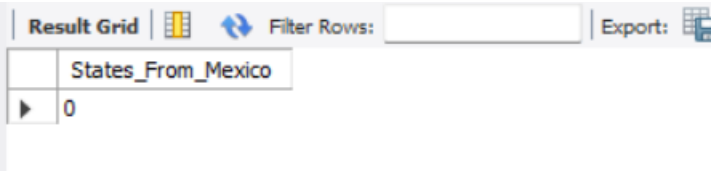


Result Grid | Filter Rows:

Orders_After_Jan2016
2410

5. How many states from Mexico are under the roof of business.

```
SELECT
   COUNT(DISTINCT State) AS States_From_Mexico
FROM SUPERSTORE
WHERE Country = 'Mexico';
```



Result Grid | Filter Rows: | Export:

States_From_Mexico
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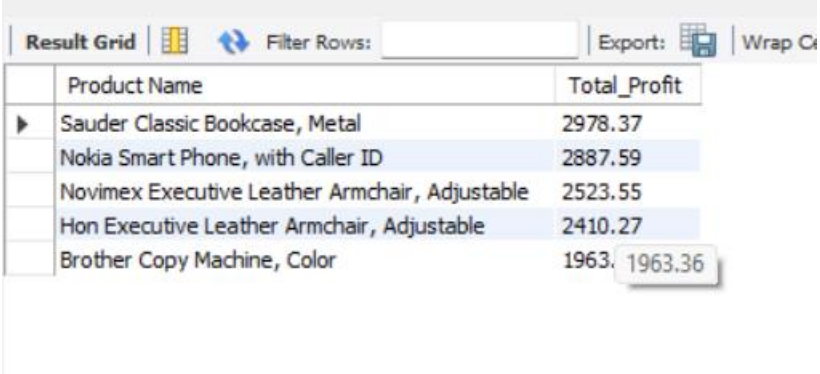
6. which products and subcategories are most and least profitable ?

A) Most Profitable Product

```
SELECT `Product Name`, ROUND(SUM(Profit), 2) AS Total_Profit
FROM superstore
GROUP BY `Product Name`
ORDER BY Total_Profit DESC
LIMIT 5;
```

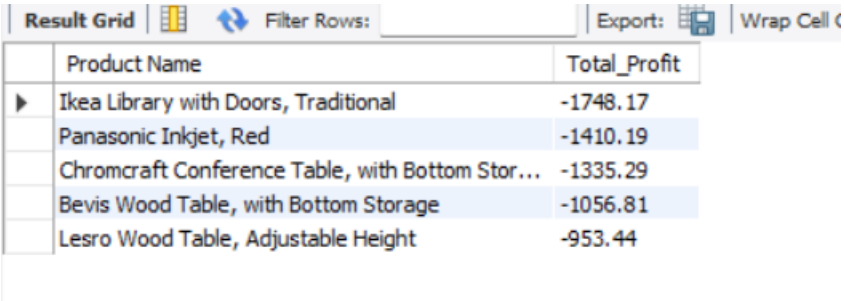


Result Grid | Filter Rows: | Export: | Wrap Cell

Product Name	Total_Profit
Sauder Classic Bookcase, Metal	2978.37
Nokia Smart Phone, with Caller ID	2887.59
Novimex Executive Leather Armchair, Adjustable	2523.55
Hon Executive Leather Armchair, Adjustable	2410.27
Brother Copy Machine, Color	1963. 1963.36

B) Least Profitable Product

```
SELECT `Product Name`, ROUND(SUM(Profit), 2) AS Total_Profit
FROM superstore
GROUP BY `Product Name`
ORDER BY Total_Profit  ASC
LIMIT 5;
```



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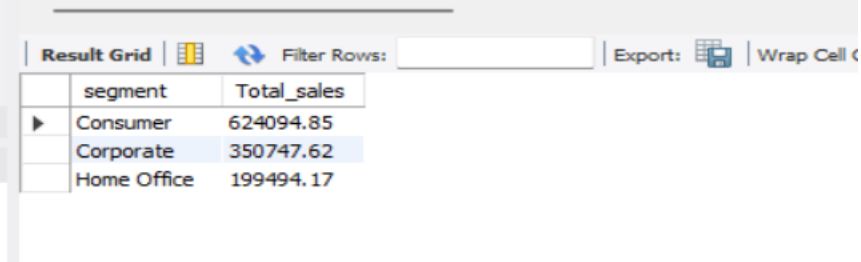
Product Name	Total_Profit
Ikea Library with Doors, Traditional	-1748.17
Panasonic Inkjet, Red	-1410.19
Chromcraft Conference Table, with Bottom Stor...	-1335.29
Bevis Wood Table, with Bottom Storage	-1056.81
Lesro Wood Table, Adjustable Height	-953.44

7. Which customer segment contributes the most to the total revenue?

```
SELECT segment,ROUND(SUM(sales), 2) AS Total_sales
FROM SUPERSTORE
GROUP BY segment
ORDER BY Total_sales desc;
```



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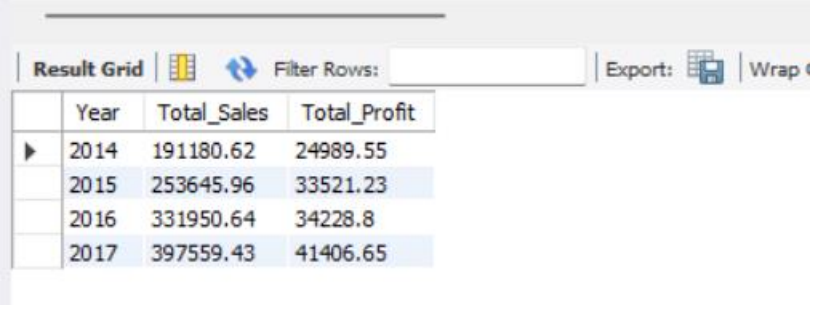
segment	Total_sales
Consumer	624094.85
Corporate	350747.62
Home Office	199494.17

8. What is the year-over-year growth in sales and Profit?

```
SELECT YEAR(STR_TO_DATE(`Order Date`, '%d-%m-%Y')) AS Year,
ROUND(SUM(Sales), 2) AS Total_Sales,
ROUND(SUM(Profit), 2) AS Total_Profit
FROM SUPERSTORE
GROUP BY Year
ORDER BY Year;
```



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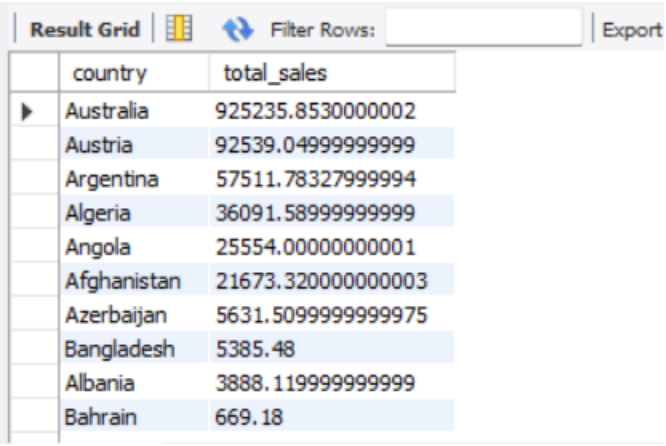
Year	Total_Sales	Total_Profit
2014	191180.62	24989.55
2015	253645.96	33521.23
2016	331950.64	34228.8
2017	397559.43	41406.65

9. Which countries and cities are driving the highest sales?

```
-- Country

SELECT

country,sum(sales) as total_sales

FROM superstore

GROUP BY country

ORDER BY total_sales desc;
```



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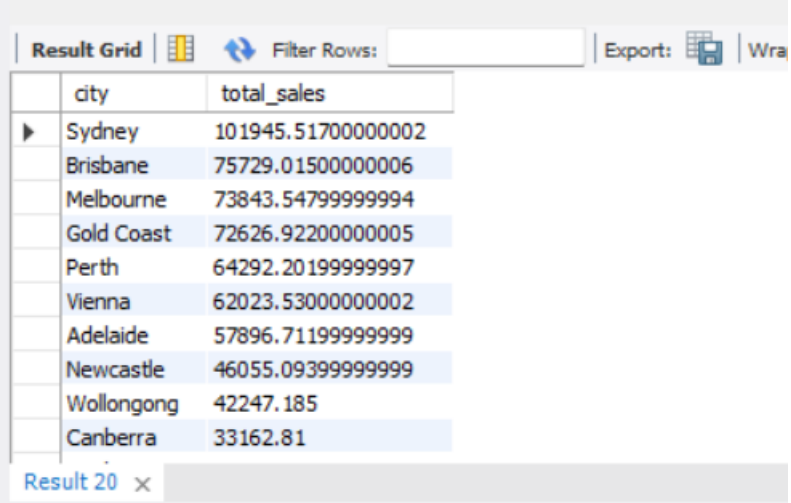
country	total_sales
Australia	925235.8530000002
Austria	92539.04999999999
Argentina	57511.78327999994
Algeria	36091.58999999999
Angola	25554.00000000001
Afghanistan	21673.320000000003
Azerbaijan	5631.5099999999975
Bangladesh	5385.48
Albania	3888.119999999999
Bahrain	669.18

```
-- cities

SELECT

city,sum(sales) as total_sales

FROM superstore

GROUP BY city

ORDER BY total_sales desc;
```



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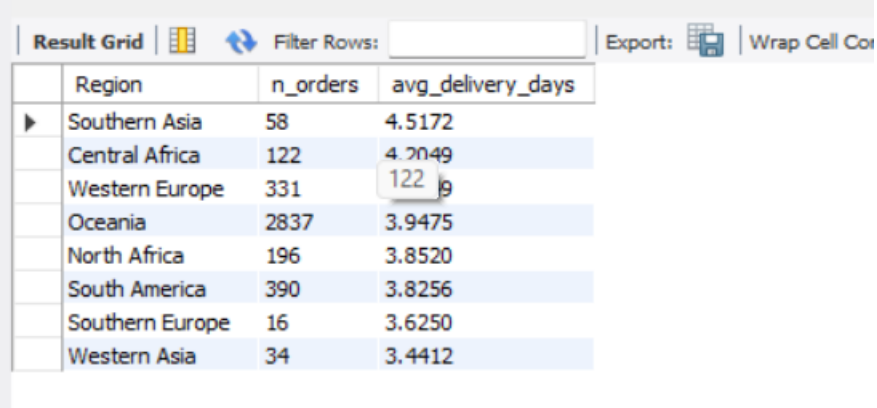
city	total_sales
Sydney	101945.51700000002
Brisbane	75729.01500000006
Melbourne	73843.54799999994
Gold Coast	72626.92200000005
Perth	64292.20199999997
Vienna	62023.53000000002
Adelaide	57896.71199999999
Newcastle	46055.09399999999
Wollongong	42247.185
Canberra	33162.81

Result 20 ×

10. What is the average delivery time from order to ship date across regions?

```
SELECT Region, COUNT(*) AS n_orders,
AVG(DATEDIFF(STR_TO_DATE(`Ship Date`,'%d-%m-%Y'),
STR_TO_DATE(`Order Date`,'%d-%m-%Y'))) AS avg_delivery_days
FROM Superstore
GROUP BY Region
ORDER BY avg_delivery_days desc;
```



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Region	n_orders	avg_delivery_days
Southern Asia	58	4.5172
Central Africa	122	4.2049
Western Europe	331	9
Oceania	2837	3.9475
North Africa	196	3.8520
South America	390	3.8256
Southern Europe	16	3.6250
Western Asia	34	3.4412

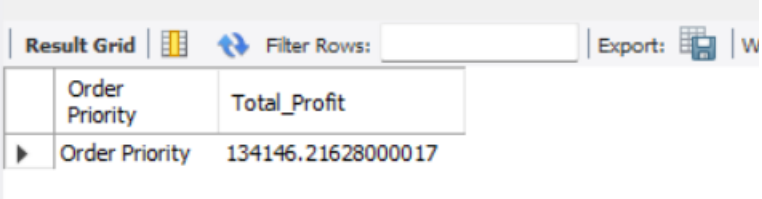
122

11. what is the profit distribution across order priority?

```
SELECT
    'Order Priority',
    SUM(Profit) AS Total_Profit
FROM superstore
```

GROUP BY 'Order Priority'

ORDER BY Total_Profit DESC;



12. Suggest data-driven recommendations for improving profit and reducing losses.

1. Reduce unnecessary discounts on loss-making items.

2. Re-evaluate pricing strategy for low-profit sub-categories.

3. Promote high-margin products through marketing campaigns.

4. Optimize shipping and inventory costs to prevent further losses.