

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;

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
	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

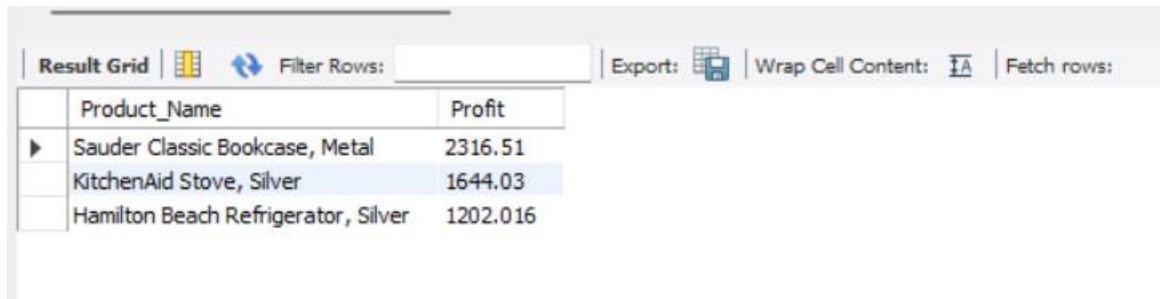
FROM SUPERSTORE

GROUP BY segment;

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
	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;
```

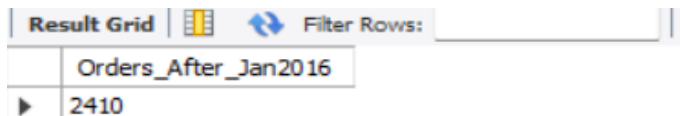


The screenshot shows a 'Result Grid' interface with a table of product data. The table has two columns: 'Product_Name' and 'Profit'. The top three rows are highlighted, representing the most profitable products.

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';
```

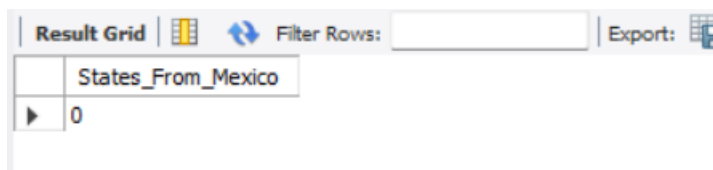


The screenshot shows a 'Result Grid' interface with a single-row table. The table has one column: 'Orders_After_Jan2016'. The value in the row is 2410.

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';
```



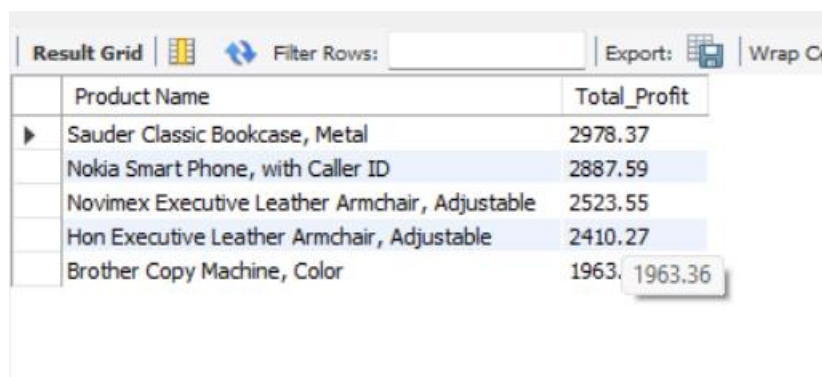
The screenshot shows a 'Result Grid' interface with a single-row table. The table has one column: 'States_From_Mexico'. The value in the row is 0.

States_From_Mexico
0

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;
```

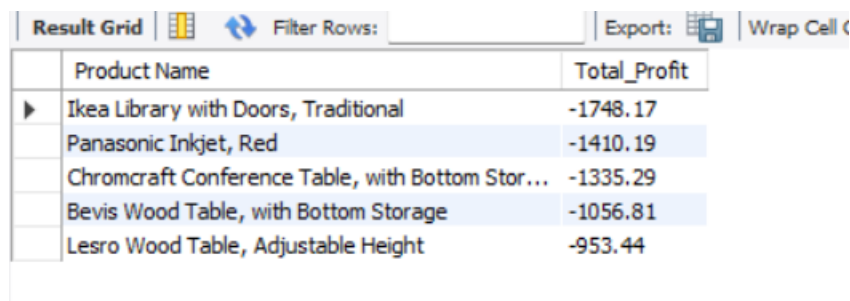


The screenshot shows a 'Result Grid' with two columns: 'Product Name' and 'Total_Profit'. The results are ordered by total profit in descending order. The top five products are:

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	1963.36

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;
```



The screenshot shows a 'Result Grid' with two columns: 'Product Name' and 'Total_Profit'. The results are ordered by total profit in ascending order. The bottom five products are:

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

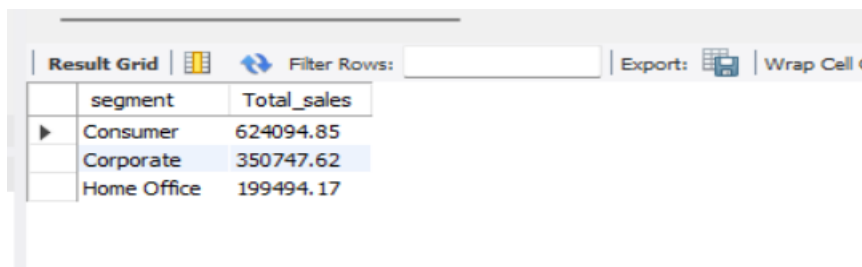
7. Which customer segment contributes the most to the total revenue?

```
SELECT segment,ROUND(SUM(sales), 2) AS Total_sales
```

```
FROM SUPERSTORE
```

```
GROUP BY segment
```

```
ORDER BY Total_sales desc;
```



The screenshot shows a 'Result Grid' with a toolbar at the top containing icons for 'Filter Rows', 'Export', and 'Wrap Cell'. The grid displays the results of the SQL query for customer segments. The columns are 'segment' and 'Total_sales'. The data is sorted in descending order of total sales.

	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,
```

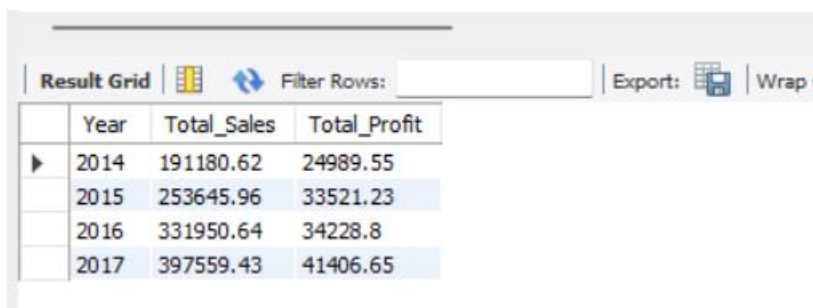
```
ROUND(SUM(Sales), 2) AS Total_Sales,
```

```
ROUND(SUM(Profit), 2) AS Total_Profit
```

```
FROM SUPERSTORE
```

```
GROUP BY Year
```

```
ORDER BY Year;
```



The screenshot shows a 'Result Grid' with a toolbar at the top containing icons for 'Filter Rows', 'Export', and 'Wrap Cell'. The grid displays the results of the SQL query for year-over-year growth. The columns are 'Year', 'Total_Sales', and 'Total_Profit'. The data is sorted by year in ascending order.

	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;

Result Grid	Filter Rows:	Export
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	3888.1199999999999	
Bahrain	669.18	

-- cities

SELECT

city,sum(sales) as total_sales

FROM superstore

GROUP BY city

ORDER BY total_sales desc;

Result Grid		
	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

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;
```




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

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;

Result Grid			Filter Rows: <input type="text"/>	Export:  W
	Order Priority	Total_Profit		
▶	Order Priority	134146.21628000017		

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.