

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			
	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	
	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:		
	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:		
	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;
```

	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;
```

	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 database query results grid. At the top, there are buttons for 'Result Grid' (highlighted in blue), 'Filter Rows:', 'Export:' (with icons for CSV and Excel), and 'Wrap Cell'. The grid itself has three columns: 'segment', 'Total_sales', and a third column which is partially visible. The data rows are: Consumer (624094.85), Corporate (350747.62), and Home Office (199494.17). The 'Corporate' row is currently selected.

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 database query results grid. At the top, there are buttons for 'Result Grid' (highlighted in blue), 'Filter Rows:', 'Export:' (with icons for CSV and Excel), and 'Wrap Cell'. The grid has four columns: 'Year', 'Total_Sales', 'Total_Profit', and a third column which is partially visible. The data rows are: 2014 (191180.62, 24989.55), 2015 (253645.96, 33521.23), 2016 (331950.64, 34228.8), and 2017 (397559.43, 41406.65). The '2015' row is currently selected.

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;

	country	total_sales
▶	Australia	925235.8530000002
	Austria	92539.04999999999
	Argentina	57511.78327999994
	Algeria	36091.58999999999
	Angola	25554.00000000001
	Afghanistan	21673.320000000003
	Azerbaijan	5631.509999999975
	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;

Result Grid | Filter Rows: Export: Wrap Cell Content

	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;
```

Result Grid | Filter Rows: Export: Wrap Cell Content

	Region	n_orders	avg_delivery_days
▶	Southern Asia	58	4.5172
	Central Africa	122	4.2049
	Western Europe	331	122.19
	Oceania	2837	3.9475
	North Africa	196	3.8520
	South America	390	3.8256
	Southern Europe	16	3.6250
	Western Asia	34	3.4412

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:	Export:
	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.