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use retail_sales;

CREATE TABLE sales (
    Transaction_ID INT PRIMARY KEY,
    Date DATE,
    Customer_ID VARCHAR(10),
    Gender VARCHAR(10),
    Age INT,
    Product_Category VARCHAR(50),
    Quantity INT,
    Price_per_Unit DECIMAL(10, 2),
    Total_Amount DECIMAL(10, 2)
);

LOAD DATA INFILE 'Add your file path here '

INTO TABLE sales
FIELDS TERMINATED BY ','
ENCLOSED BY '"'
LINES TERMINATED BY '\n'
IGNORE 1 ROWS;

/*building KPI cards*/

/*Total Revenue 1*/
select sum(Total_amount) as Total_Revenue from sales;

/*Total Customer 2*/
select count(Customer_ID) as Total_Customers from sales;

/*Average Items per order 3*/
select avg(Quantity) as Avg_item_per_order from sales;

/*AOV 4*/
select sum(Total_Amount)/count(Transaction_ID) as Avg_order_val from
sales;

/*Chart Queries*/

/*5. Sales trend over time*/
SELECT
    DATE_FORMAT(DATE(`Date`), '%m') AS Transaction_Month,
    SUM(CAST(`Total_Amount` AS DECIMAL(10,2))) AS Monthly_Sales
FROM sales
WHERE `Date` IS NOT NULL AND `Total_Amount` IS NOT NULL
GROUP BY Transaction_Month
ORDER BY Transaction_Month;

/*6. Revenue by Product Category*/
select `Product_Category`,
sum(Total_Amount) as Total_Revenue
from sales
group by `Product_Category`
order by Total_Revenue desc;

/*7. Customer Age Distribution*/
SELECT

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CASE
    WHEN Age BETWEEN 18 AND 25 THEN '18-25'
    WHEN Age BETWEEN 26 AND 35 THEN '26-35'
    WHEN Age BETWEEN 36 AND 45 THEN '36-45'
    WHEN Age BETWEEN 46 AND 55 THEN '46-55'
    ELSE '56+'
END AS Age_Group,
COUNT(*) AS Customers_Count
FROM sales
WHERE Age IS NOT NULL AND Age > 0
GROUP BY Age_Group
ORDER BY Age_Group;

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/*8. Gender-wise Revenue Contribution*/
select `Gender`,
sum(Total_Amount) as Total_contribution
from sales
group by `Gender`;

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/*9. Most Purchased Product*/
select `Product_Category` ,
sum(Quantity) as Total_Quantity
from sales
group by `Product_Category`
order by Total_Quantity desc;

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