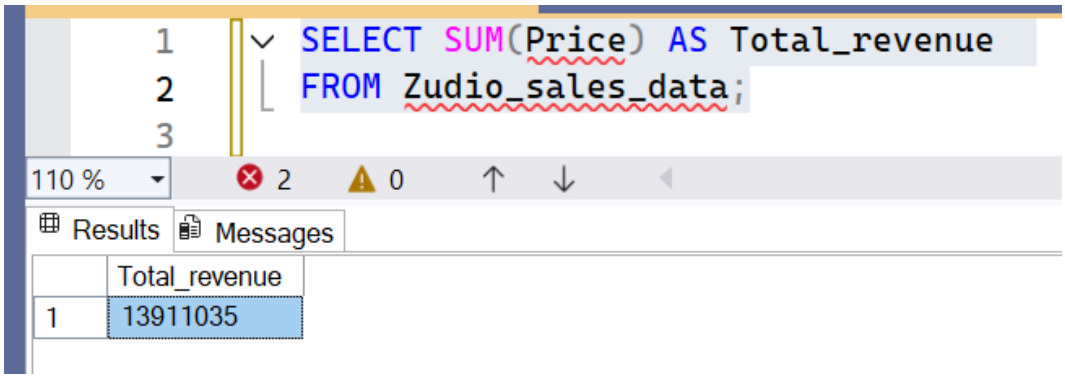
ZUDIO SALES SQL QUERIES

A. KPI's

We need to analyze key indicators for our Zudio sales data to gain insights into our business performance. Specifically, we want to calculate the following metrics:

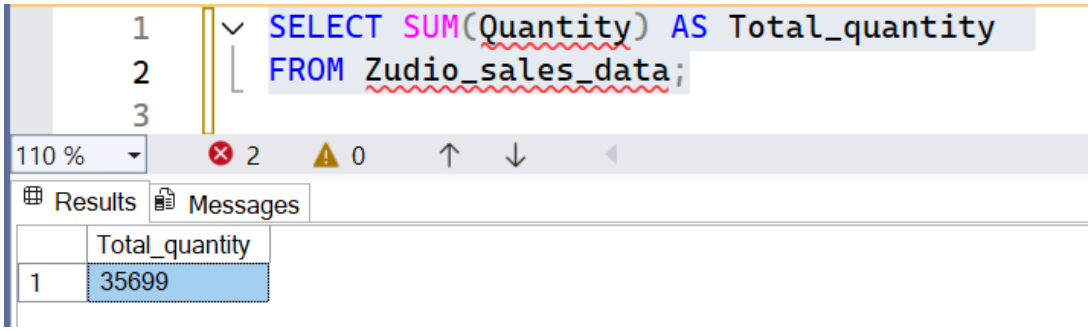
1. Total Sales Revenue :

```
SELECT SUM(Price) AS Total_revenue
FROM Zudio_sales_data;
```



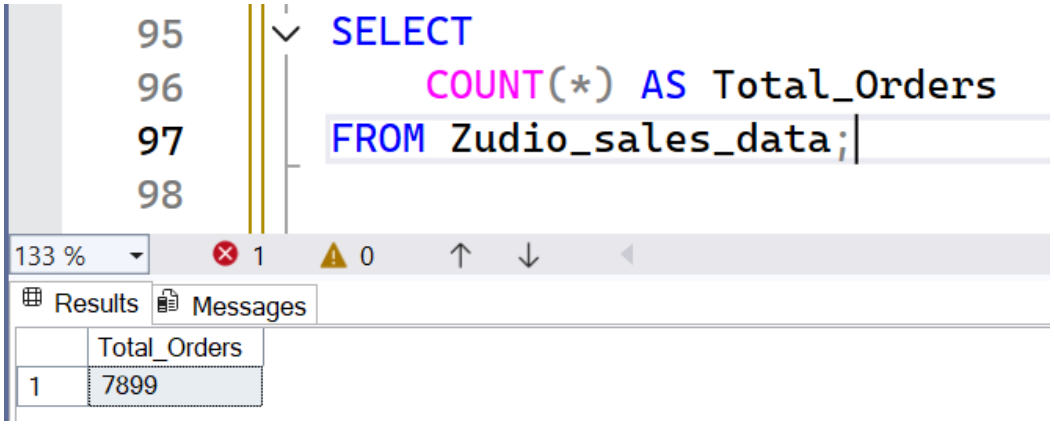
2. Total Quantity Sold :

```
SELECT SUM(Quantity) AS Total_quantity
FROM Zudio_sales_data;
```



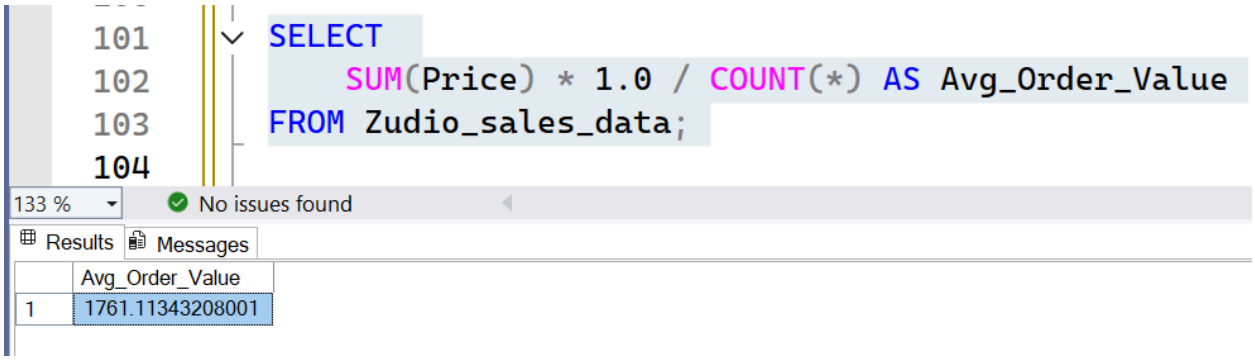
3. Total Number of Orders :

```
SELECT
   COUNT(*) AS Total_Orders
FROM Zudio_sales_data;
```



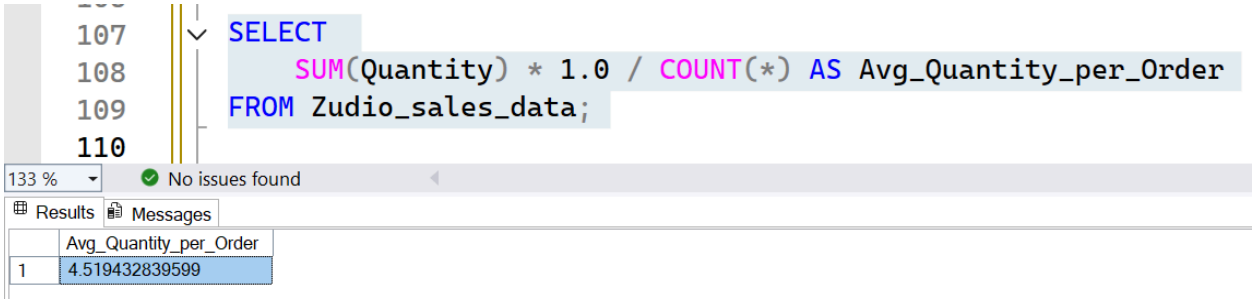
4. Average Order Value (AOV) :

```
SELECT
   SUM(Price) * 1.0 / COUNT(*) AS Avg_Order_Value
FROM Zudio_sales_data;
```



5. **Average Quantity per Order :**

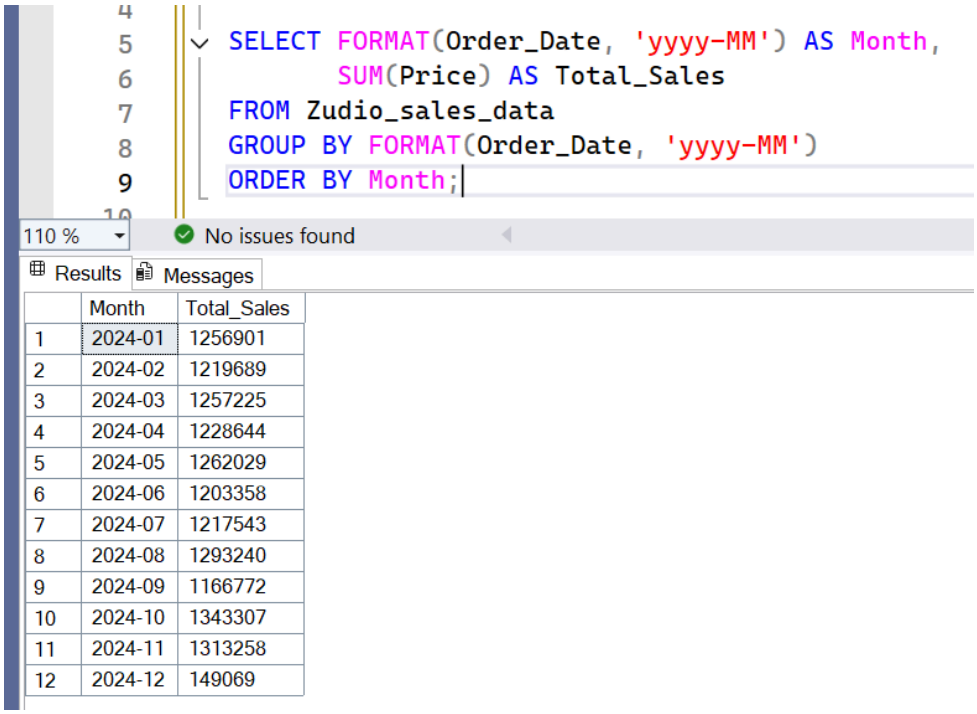
```
SELECT
   SUM(Quantity) * 1.0 / COUNT(*) AS Avg_Quantity_per_Order
FROM Zudio_sales_data;
```



B. PIVOT TABLES AND PIVOT CHARTS QUERIES

1. Total Sales Trend (Monthly)

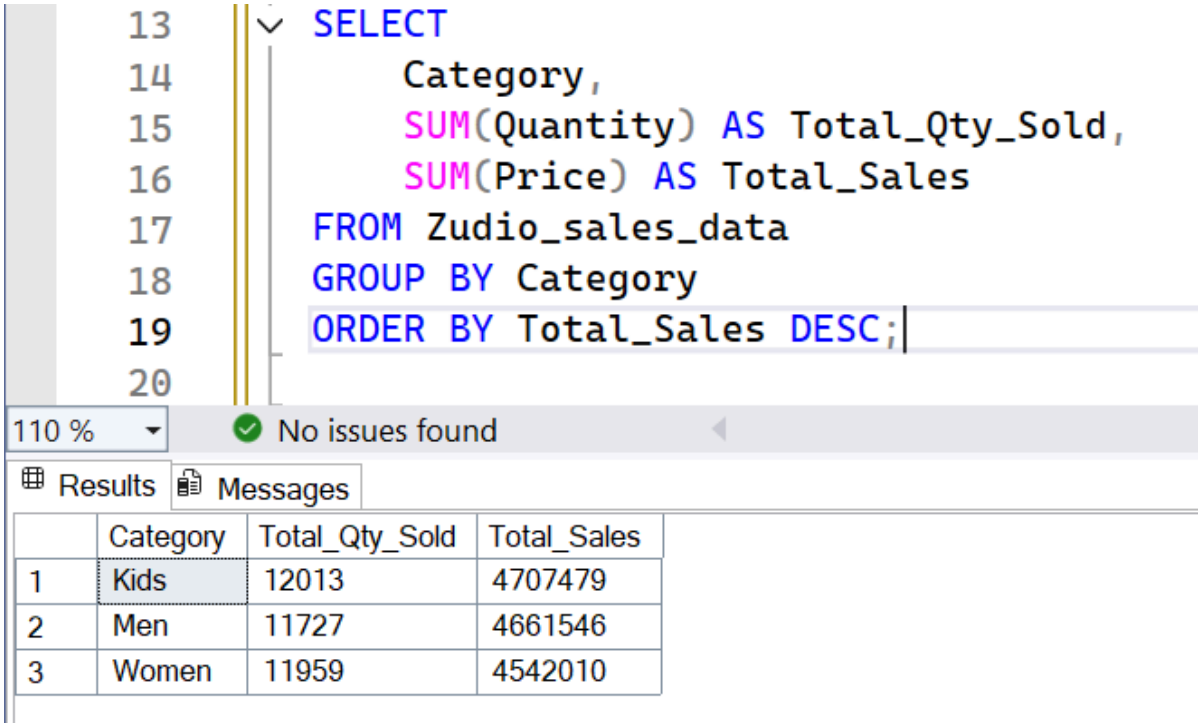
```
SELECT FORMAT(Order_Date, 'yyyy-MM') AS Month,
       SUM(Price) AS Total_Sales
FROM Zudio_sales_data
GROUP BY FORMAT(Order_Date, 'yyyy-MM')
ORDER BY Month;
```



	Month	Total_Sales
1	2024-01	1256901
2	2024-02	1219689
3	2024-03	1257225
4	2024-04	1228644
5	2024-05	1262029
6	2024-06	1203358
7	2024-07	1217543
8	2024-08	1293240
9	2024-09	1166772
10	2024-10	1343307
11	2024-11	1313258
12	2024-12	149069

2. Sales by Product Category

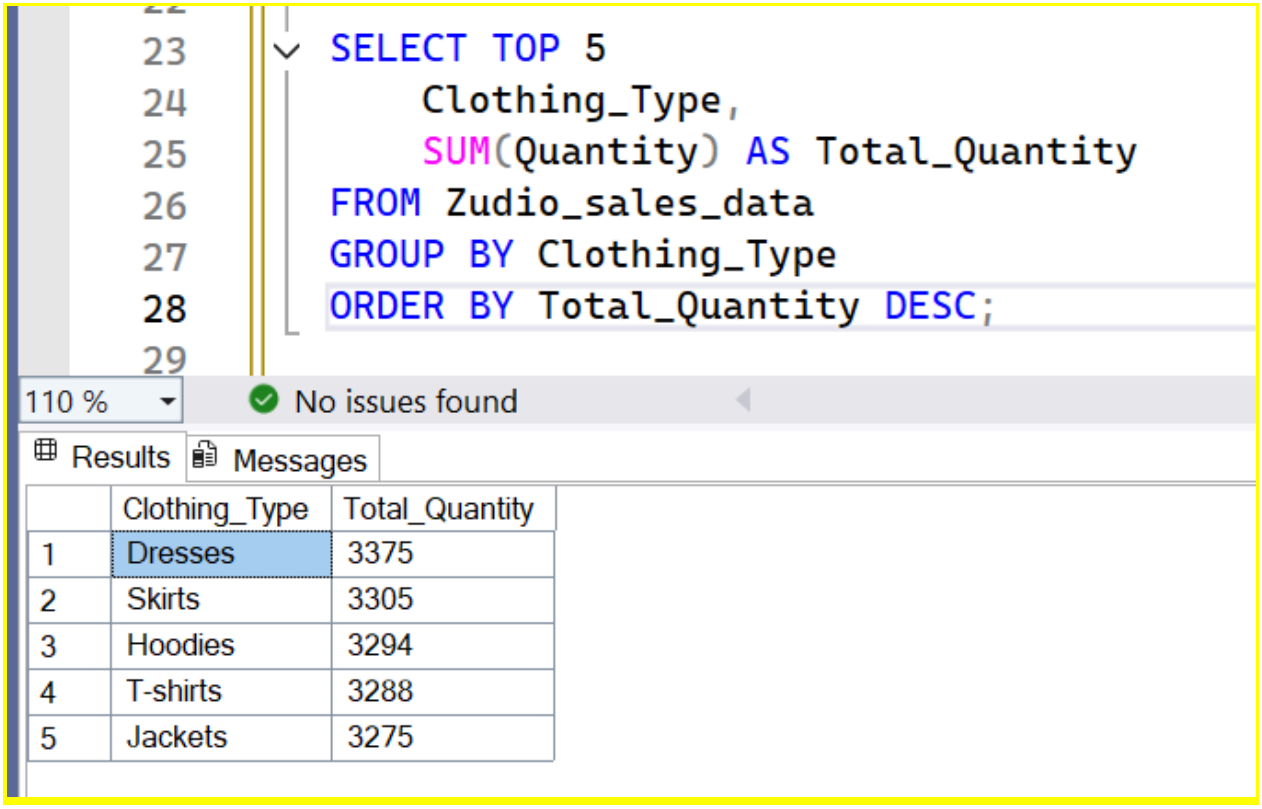
```
SELECT
    Category,
    SUM(Quantity) AS Total_Qty_Sold,
    SUM(Price) AS Total_Sales
FROM Zudio_sales_data
GROUP BY Category
ORDER BY Total_Sales DESC;
```



	Category	Total_Qty_Sold	Total_Sales
1	Kids	12013	4707479
2	Men	11727	4661546
3	Women	11959	4542010

3. Top 5 Best-Selling Products

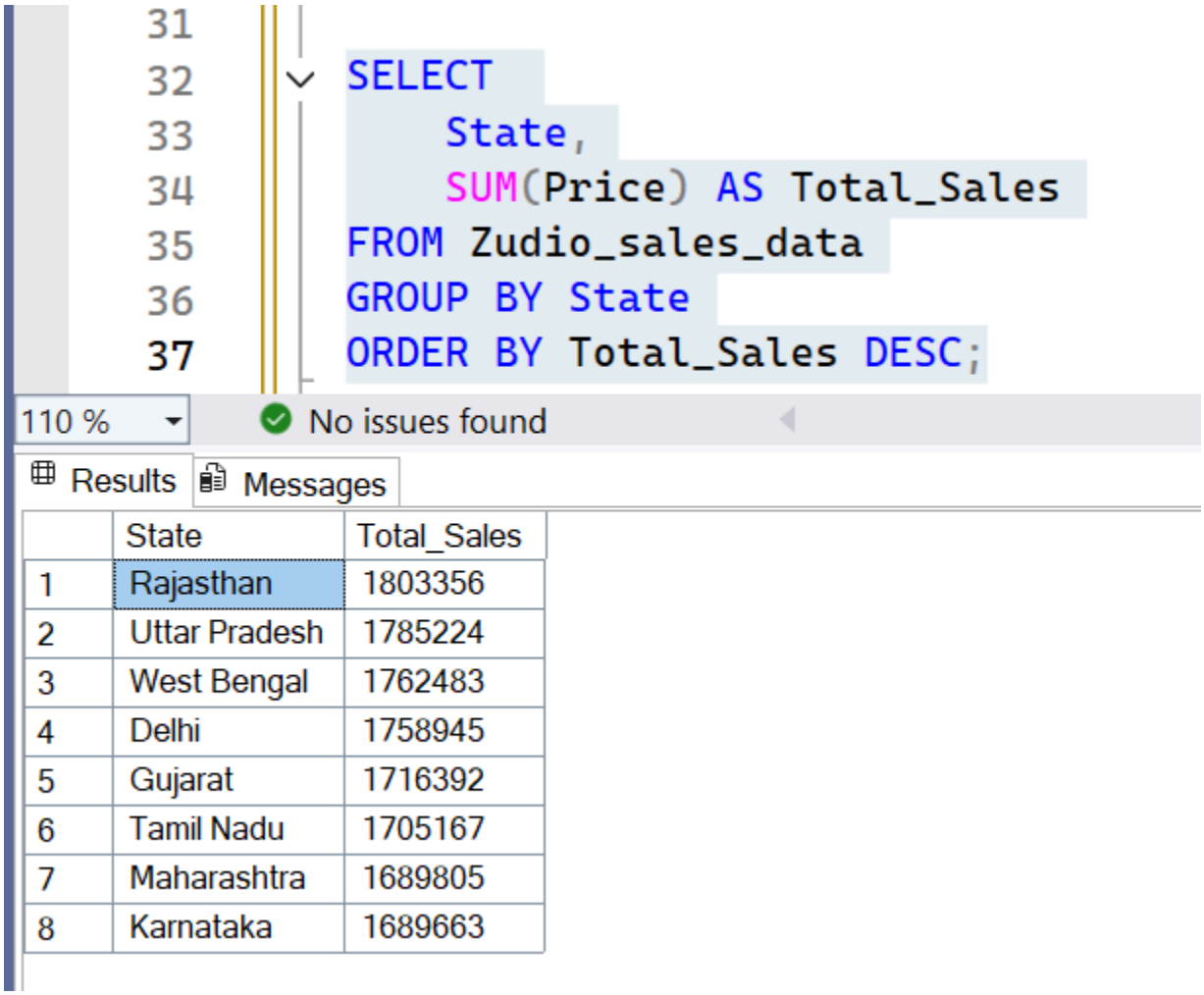
```
SELECT TOP 5
    Clothing_Type,
    SUM(Quantity) AS Total_Quantity
FROM Zudio_sales_data
GROUP BY Clothing_Type
ORDER BY Total_Quantity DESC;
```



	Clothing_Type	Total_Quantity
1	Dresses	3375
2	Skirts	3305
3	Hoodies	3294
4	T-shirts	3288
5	Jackets	3275

4. Sales by State

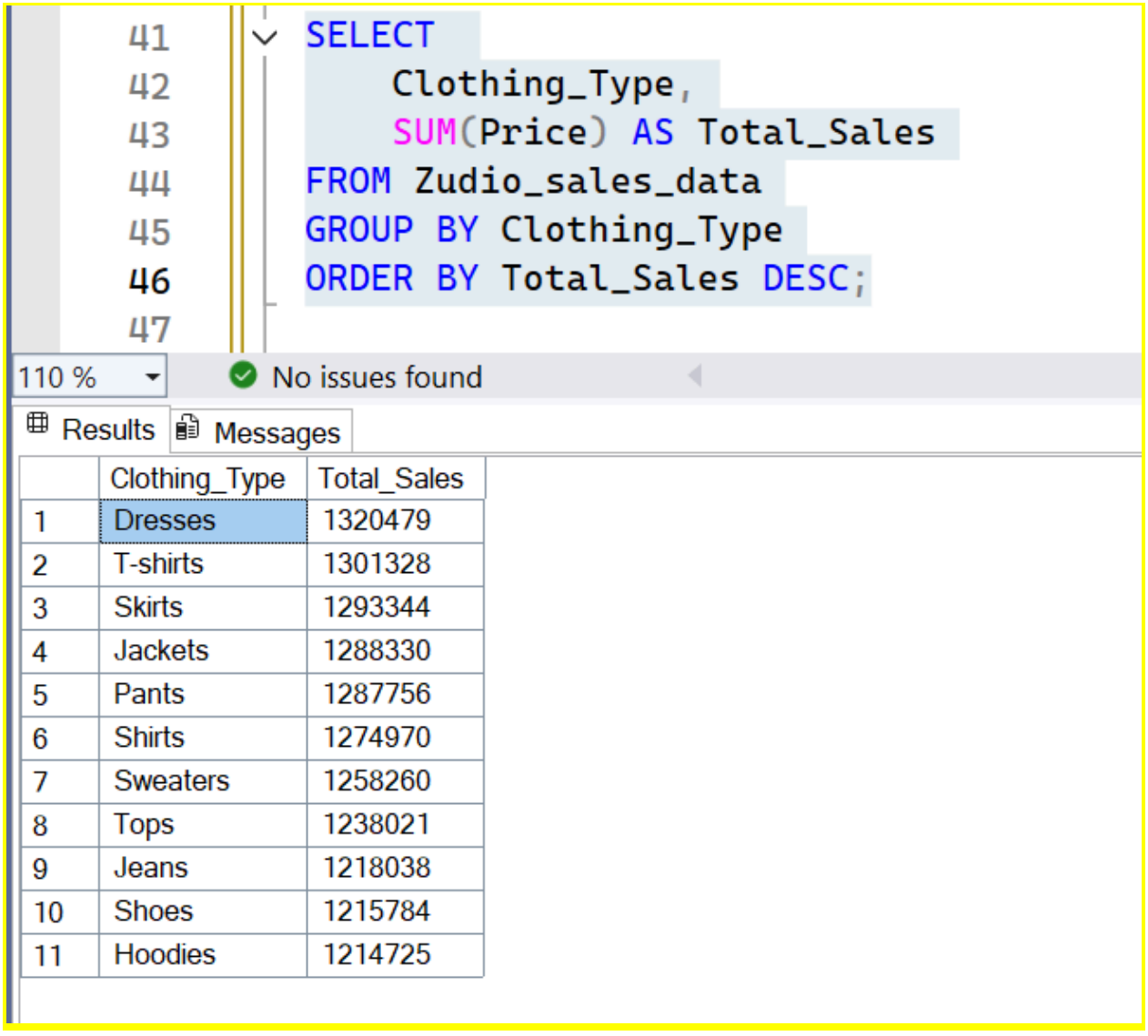
```
SELECT
   State,
   SUM(Price) AS Total_Sales
FROM Zudio_sales_data
GROUP BY State
ORDER BY Total_Sales DESC;
```



	State	Total_Sales
1	Rajasthan	1803356
2	Uttar Pradesh	1785224
3	West Bengal	1762483
4	Delhi	1758945
5	Gujarat	1716392
6	Tamil Nadu	1705167
7	Maharashtra	1689805
8	Karnataka	1689663

5. Contribution by Product Type (Tshirt, Kurti, Jeans, etc.)

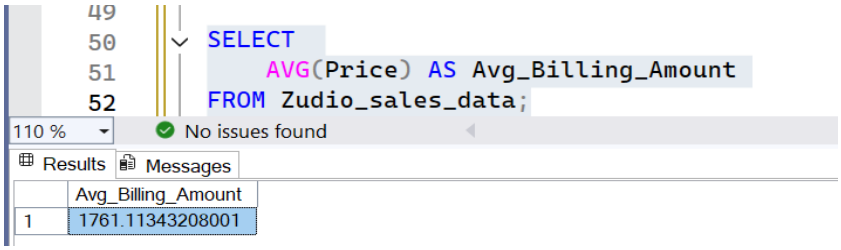
```
SELECT
    Clothing_Type,
    SUM(Price) AS Total_Sales
FROM Zudio_sales_data
GROUP BY Clothing_Type
ORDER BY Total_Sales DESC;
```



	Clothing_Type	Total_Sales
1	Dresses	1320479
2	T-shirts	1301328
3	Skirts	1293344
4	Jackets	1288330
5	Pants	1287756
6	Shirts	1274970
7	Sweaters	1258260
8	Tops	1238021
9	Jeans	1218038
10	Shoes	1215784
11	Hoodies	1214725

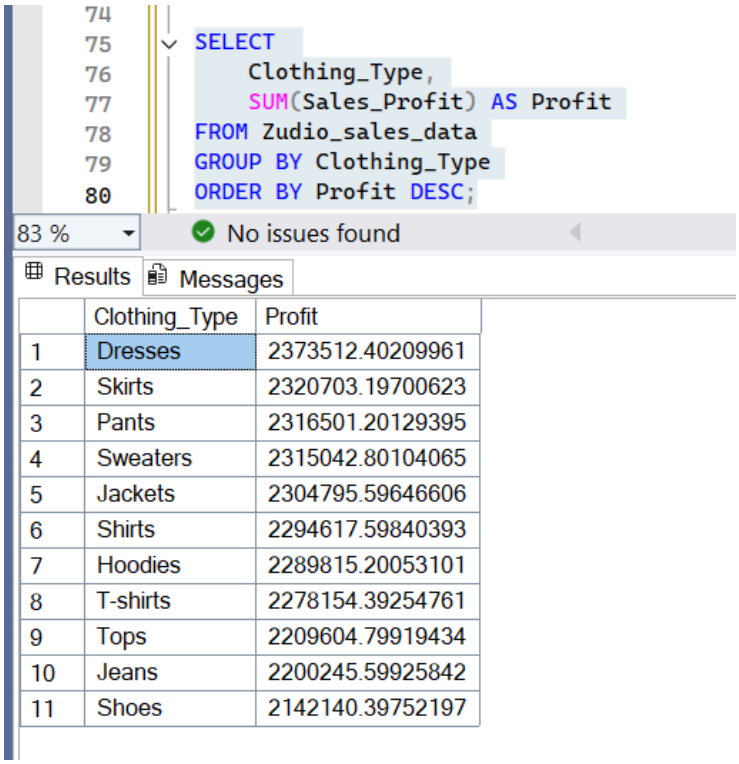
6. Average Billing Amount Per Customer

```
SELECT
   AVG(Price) AS Avg_Billing_Amount
FROM Zudio_sales_data;
```



7. Profit Analysis

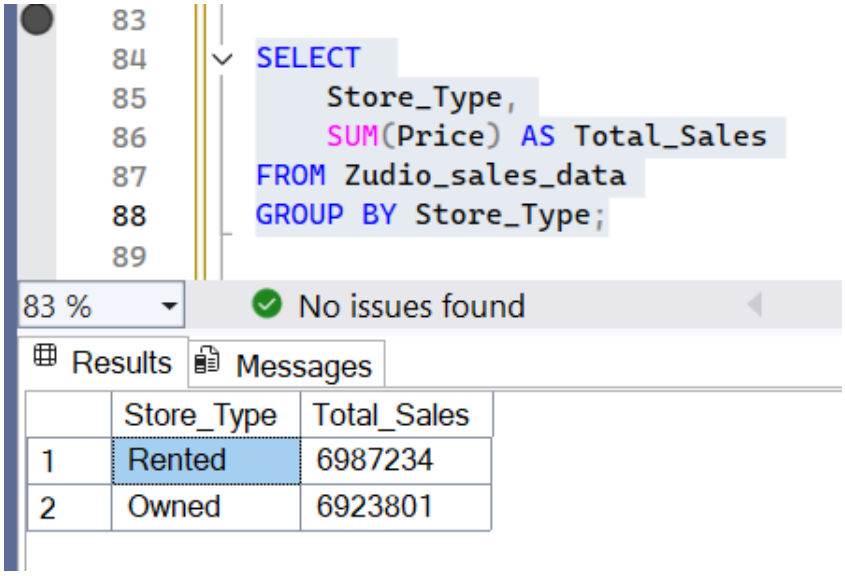
```
SELECT
   Clothing_Type,
   SUM(Sales_Profit) AS Profit
FROM Zudio_sales_data
GROUP BY Clothing_Type
ORDER BY Profit DESC;
```



	Clothing_Type	Profit
1	Dresses	2373512.40209961
2	Skirts	2320703.19700623
3	Pants	2316501.20129395
4	Sweaters	2315042.80104065
5	Jackets	2304795.59646606
6	Shirts	2294617.59840393
7	Hoodies	2289815.20053101
8	T-shirts	2278154.39254761
9	Tops	2209604.79919434
10	Jeans	2200245.59925842
11	Shoes	2142140.39752197

8. Stored Type Contribution

```
SELECT
   Store_Type,
   SUM(Price) AS Total_Sales
FROM Zudio_sales_data
GROUP BY Store_Type;
```



	Store_Type	Total_Sales
1	Rented	6987234
2	Owned	6923801