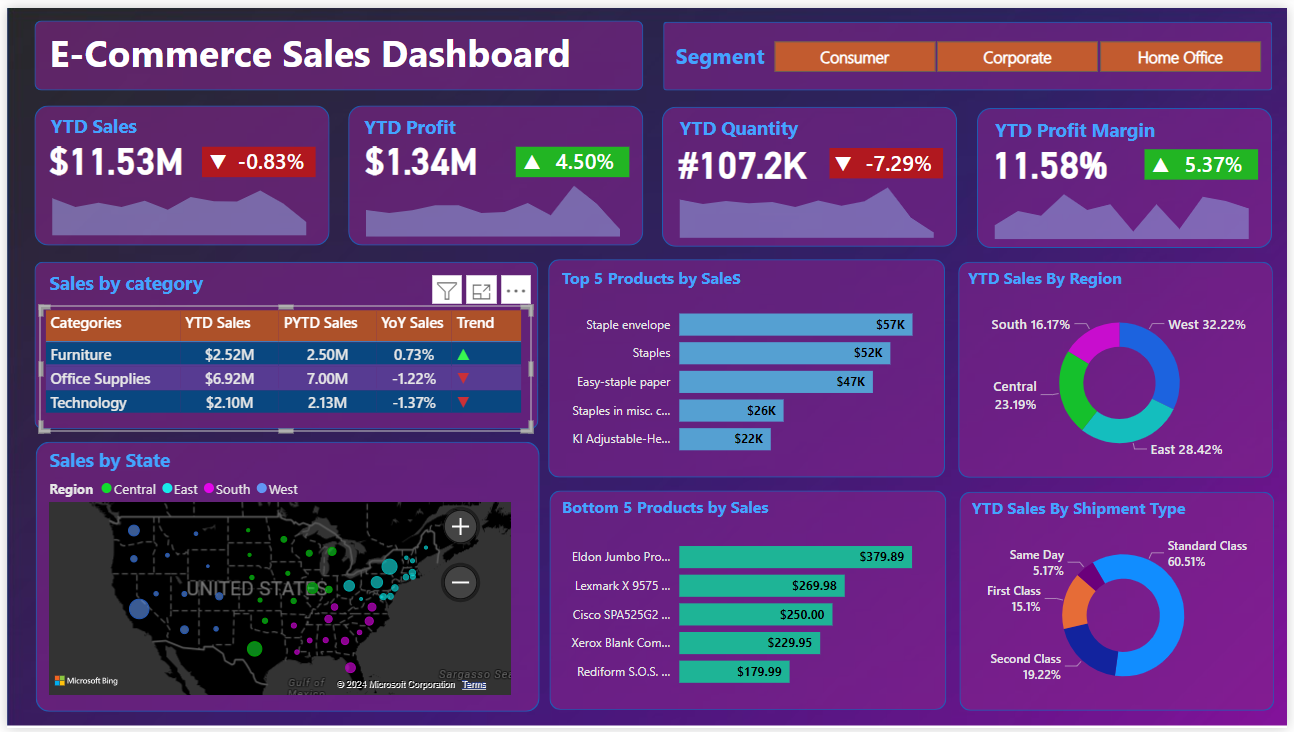
**E-COMMERCE REPORT QUERY DOCUMENT**

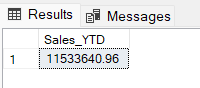
**Dashboard:**



**KPI’s:**

**YTD Sales:**

select ROUND(SUM(sales\_per\_order),2) as Sales\_YTD from sales\_data where YEAR(order\_date)='2022';

****

**PYTD Sales:**

select ROUND(SUM(sales\_per\_order),2) as Sales\_PYTD from sales\_data where YEAR(order\_date) != '2022'

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**YoY Sales Growth:**

with YTD\_Sales as

(select SUM(sales\_per\_order) as Sales\_YTD from sales\_data where YEAR(order\_date)='2022'),

PYTD\_Sales as

(select SUM(sales\_per\_order) as Sales\_PYTD from sales\_data where YEAR(order\_date) != '2022')

SELECT ROUND(100\*(Sales\_YTD - Sales\_PYTD)/Sales\_PYTD,2) from YTD\_Sales,PYTD\_Sales;

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**YTD Profit:**

select ROUND(SUM(profit\_per\_order),2) as Profit\_YTD from sales\_data where YEAR(order\_date)='2022';

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**PYTD Profit:**

select ROUND(SUM(profit\_per\_order),2) as Profit\_PYTD from sales\_data where YEAR(order\_date)!='2022';

**A screenshot of a computer

Description automatically generated**

**YoY Profit Growth:**

with YTD\_Profit as

(SELECT SUM(profit\_per\_order) as Profit\_YTD from sales\_data where YEAR(order\_date)='2022'),

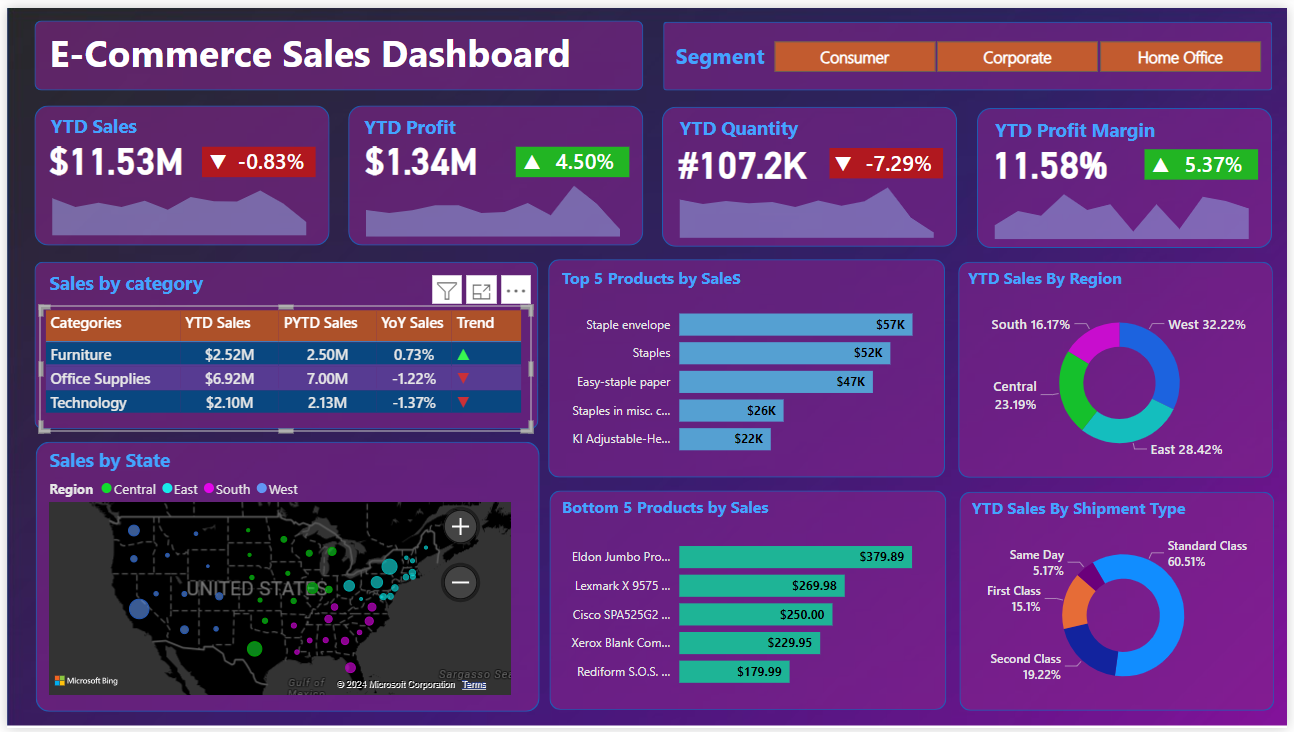
PYTD\_Profit as

(SELECT SUM(profit\_per\_order) as Profit\_PYTD from sales\_data where YEAR(order\_date)!='2022')

SELECT ROUND(100\*(Profit\_YTD-Profit\_PYTD)/Profit\_PYTD,2) from YTD\_Profit,PYTD\_Profit;

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**YTD Quantity:**

select ROUND(SUM(order\_quantity),2) as Quantity\_YTD from sales\_data where YEAR(order\_date) = '2022';

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**PYTD Quantity:**

select ROUND(SUM(order\_quantity),2) as Quantity\_PYTD from sales\_data where YEAR(order\_date) != '2022';

**A screenshot of a computer

Description automatically generated**

**YoY Quantity Growth:**

with YTD\_Quantity as

(select SUM(order\_quantity) as Quantity\_YTD from sales\_data where YEAR(order\_date) = '2022'),

PYTD\_Quantity as

(select SUM(order\_quantity) as Quantity\_PYTD from sales\_data where YEAR(order\_date) != '2022')

SELECT ROUND(100.0\*(Quantity\_YTD-Quantity\_PYTD)/Quantity\_PYTD,2) from YTD\_Quantity,PYTD\_Quantity;

**A screenshot of a computer

Description automatically generated**

**YTD Profit Margin:**

select ROUND(100\*(SUM(profit\_per\_order))/SUM(sales\_per\_order),2) as Profit\_Margin\_YTD from sales\_data where YEAR(order\_date)='2022';

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Description automatically generated**

**PYTD Profit Margin:**

select ROUND(100\*(SUM(profit\_per\_order))/SUM(sales\_per\_order),2) as Profit\_Margin\_PYTD from sales\_data where YEAR(order\_date)!='2022';

**A screenshot of a computer

Description automatically generated**

**YoY Profit Margin Growth:**

with YTD\_Profit\_Margin as

(select ROUND(100\*(SUM(profit\_per\_order))/SUM(sales\_per\_order),2) as Profit\_Margin\_YTD from sales\_data where YEAR(order\_date)='2022'),

PYTD\_Profit\_Margin as

(select ROUND(100\*(SUM(profit\_per\_order))/SUM(sales\_per\_order),2) as Profit\_Margin\_PYTD from sales\_data where YEAR(order\_date)!='2022')

SELECT ROUND(100.0\*(Profit\_Margin\_YTD-Profit\_Margin\_PYTD)/Profit\_Margin\_PYTD,2) from YTD\_Profit\_Margin,PYTD\_Profit\_Margin;

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**Sales by Categories:**

select category\_name,ROUND(SUM(sales\_per\_order),2) as YTD\_Sales\_by\_category from sales\_data where YEAR(order\_date)='2022' group by category\_name ;

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select category\_name,ROUND(SUM(sales\_per\_order),2) as PYTD\_Sales\_by\_category from sales\_data where YEAR(order\_date)!='2022' group by category\_name ;

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with Category\_YTD\_Sales as

(select category\_name,ROUND(SUM(sales\_per\_order),2) as YTD\_Sales\_by\_category from sales\_data where YEAR(order\_date)='2022' group by category\_name ),

Category\_PYTD\_Sales as

(select category\_name,ROUND(SUM(sales\_per\_order),2) as PYTD\_Sales\_by\_category from sales\_data where YEAR(order\_date)!='2022' group by category\_name)

SELECT y.category\_name,ROUND(100\*(YTD\_Sales\_by\_category-PYTD\_Sales\_by\_category)/PYTD\_Sales\_by\_category,2) as YoY\_Growth from Category\_YTD\_Sales y

join

Category\_PYTD\_Sales p

on y.category\_name = p.category\_name ;

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**Top 5 Products by Sales:**

select Top 5 product\_name,ROUND(sum(sales\_per\_order),2) as YTD\_Sales from sales\_data where YEAR(order\_date) ='2022' group by product\_name order by YTD\_Sales DESC;

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**Bottom 5 Products by Sales:**

select Top 5 product\_name,ROUND(sum(sales\_per\_order),2) as YTD\_Sales from sales\_data where YEAR(order\_date) ='2022' group by product\_name order by YTD\_Sales;

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**YTD Sales by Region:**

DECLARE @total\_sales\_region DECIMAL(12,2);

select @total\_sales\_region = SUM(sales\_per\_order) from sales\_data where YEAR(order\_date)='2022';

select customer\_region,ROUND(100\*SUM(sales\_per\_order)/@total\_sales\_region,2) as YTD\_Sales from sales\_data where YEAR(order\_date)='2022' group by customer\_region;

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**YTD Sales by Shipment:**

DECLARE @total\_sales\_shipment DECIMAL(12,2);

select @total\_sales\_shipment = SUM(sales\_per\_order) from sales\_data where YEAR(order\_date)='2022';

select shipping\_type,ROUND(100\*SUM(sales\_per\_order)/@total\_sales\_shipment,2) as YTD\_Sales from sales\_data where YEAR(order\_date)='2022' group by shipping\_type;

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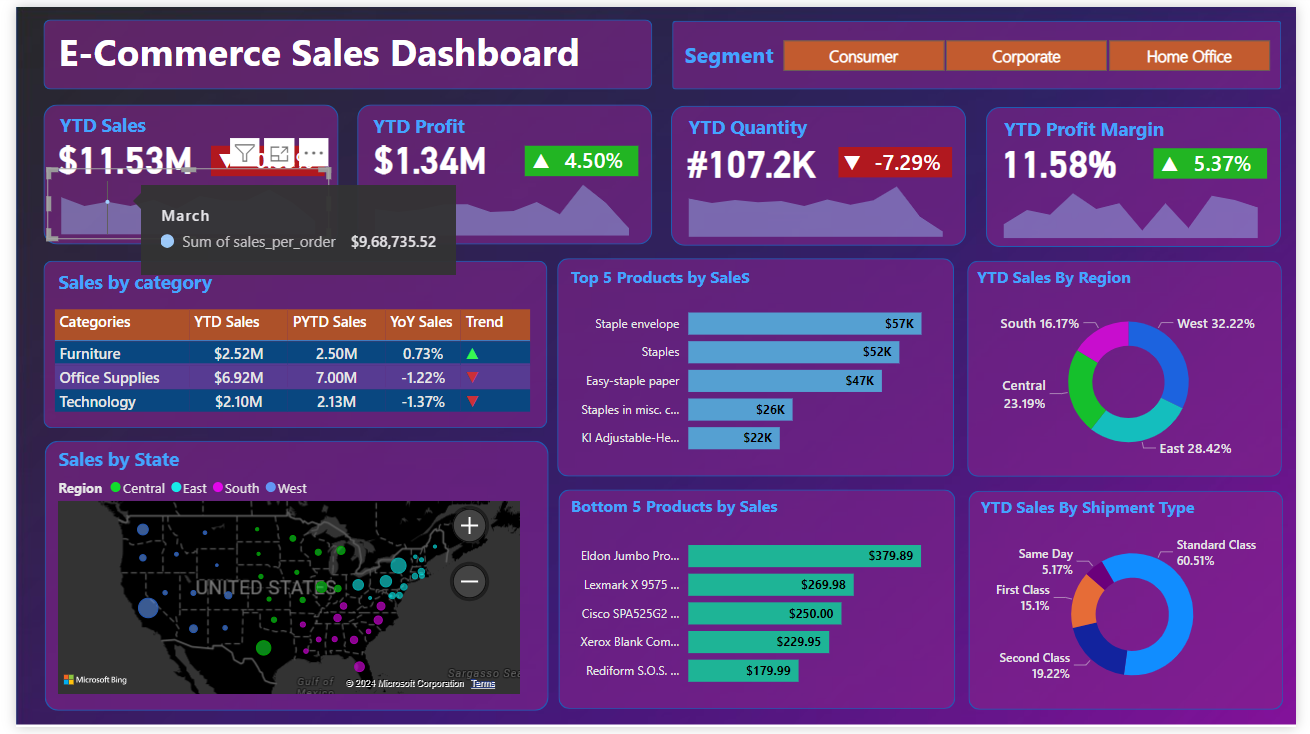
**Filtered Data Queries:**

**YTD Sales in March:**

select ROUND(SUM(sales\_per\_order),2) as March\_YTD\_Sales from sales\_data where YEAR(order\_date)='2022' and MONTH(order\_date)=3;

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**South Region Furniture Sales YTD:**

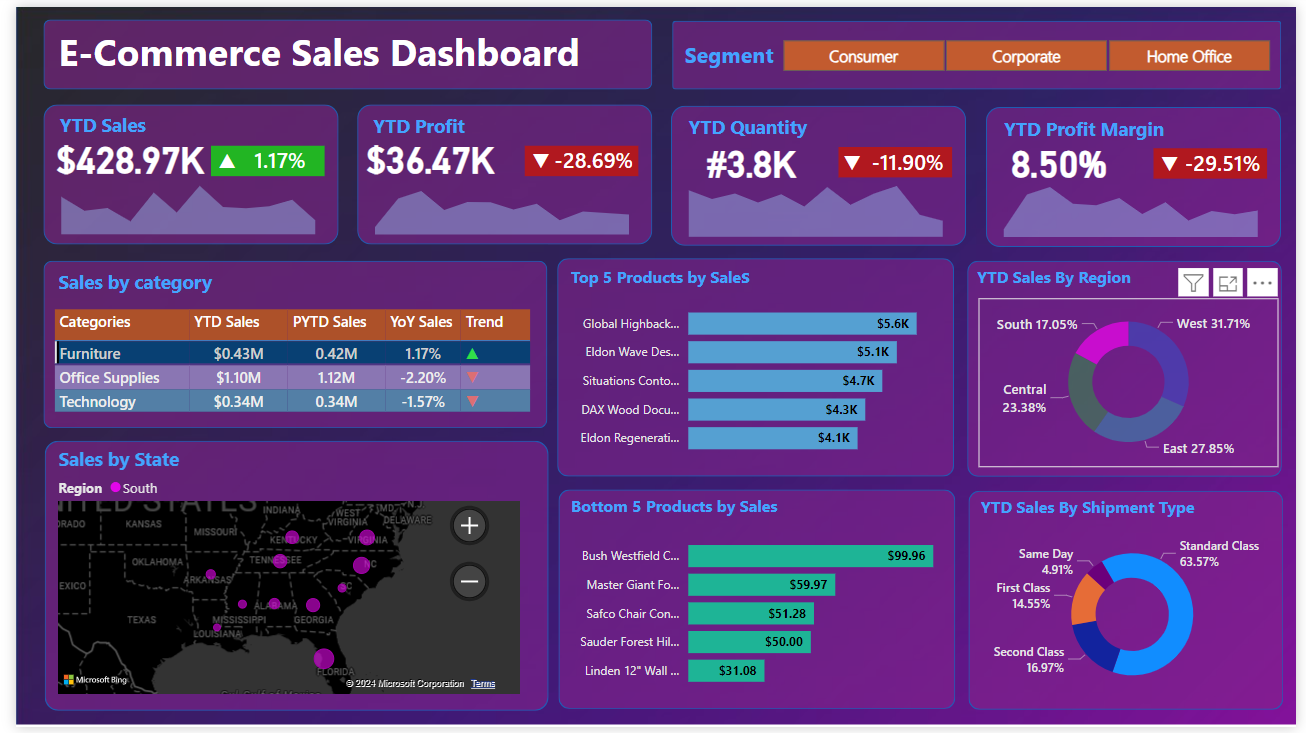
select ROUND(SUM(sales\_per\_order),2) as YTD\_Furniture\_Sales\_South from sales\_data where YEAR(order\_date)='2022'

group by customer\_region,category\_name

having customer\_region='South' and category\_name = 'Furniture';

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**Corporate Segment in East Region Top 5 products by YTD Sales:**

select Top 5 product\_name,ROUND(SUM(sales\_per\_order),2) as YTD\_Sales from sales\_data

where YEAR(order\_date)='2022'

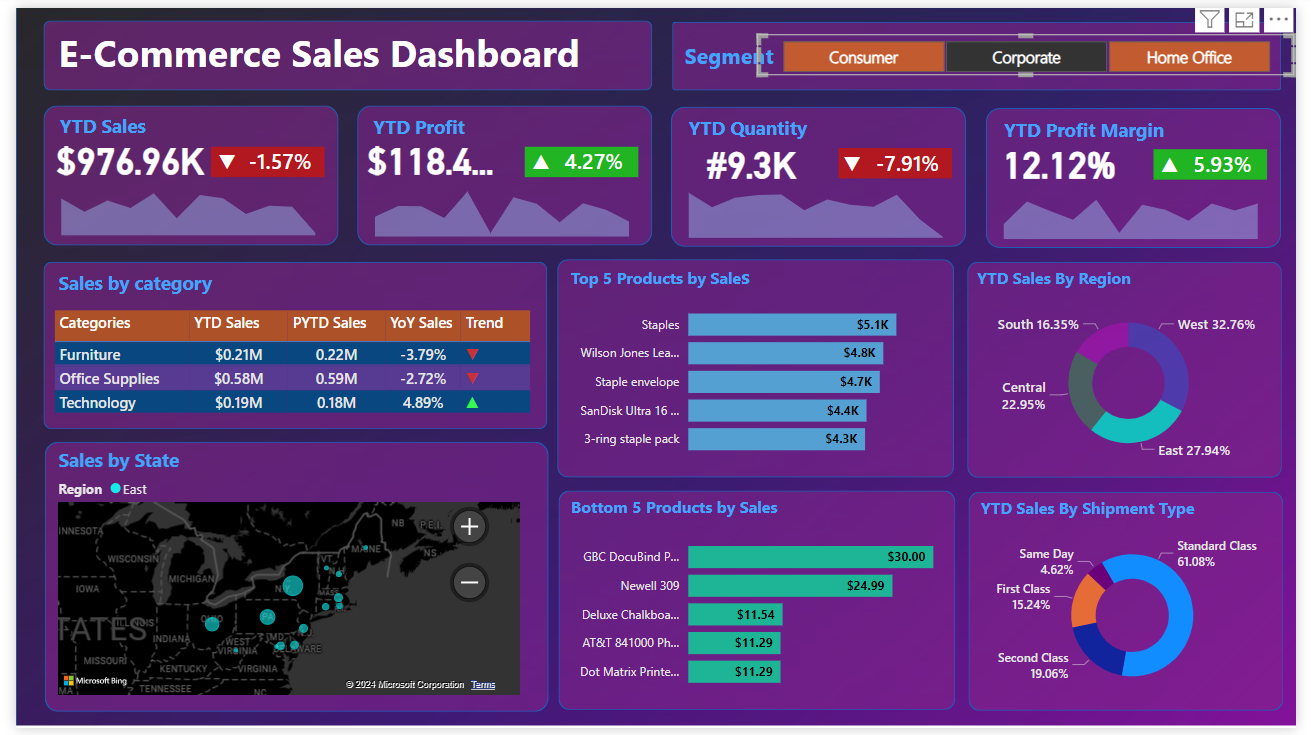
group by product\_name,customer\_segment,customer\_region

having customer\_segment='Corporate' and customer\_region ='East'

order by YTD\_Sales desc;

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**Thank You for Reading**

**Regards**

**Dhruvik Detroja**