**1. Product category with highest sales**

Query:

SELECT Category, SUM(Sales) AS TotalSales

FROM Orders

GROUP BY Category

ORDER BY TotalSales DESC;

Result:  
A white paper with black text

AI-generated content may be incorrect.

**2. Top 3 and Bottom 3 regions by sales**

Top 3 Query:

SELECT TOP 3 Region, SUM(Sales) AS TotalSales

FROM Orders

GROUP BY Region

ORDER BY TotalSales DESC;

Top 3 Result:

A close up of numbers

AI-generated content may be incorrect.

Bottom 3 Query:

SELECT TOP 3 Region, SUM(Sales) AS TotalSales

FROM Orders

GROUP BY Region

ORDER BY TotalSales ASC;

Bottom 3 Result:

A screenshot of a computer

AI-generated content may be incorrect.

**3. Total sales of Appliances in Ontario**

Query:

SELECT SUM(Sales) AS TotalApplianceSales

FROM Orders

WHERE Category = 'Appliances'

AND Region = 'Ontario';

Result:



**4. How to increase revenue from bottom 10 customers**

Query:  
 SELECT TOP 10

CustomerName,

SUM(Sales) AS TotalSales

FROM Orders

GROUP BY CustomerName

ORDER BY TotalSales ASC;

Result:  
  
A screenshot of a table

AI-generated content may be incorrect.

**5. Which shipping method incurred the most shipping cost**

Query:

SELECT ShippingMethod, SUM(ShippingCost) AS TotalShippingCost

FROM Orders

GROUP BY ShippingMethod

ORDER BY TotalShippingCost DESC;

Result:  
A screenshot of a truck

AI-generated content may be incorrect.

**6. Most valuable customers & what they purchase**

Query:

SELECT TOP 5

CustomerName,

SUM(Sales) AS TotalSales,

SUM(Sales - ShippingCost) AS Profit,

STRING\_AGG(Category, ', ') AS CategoriesPurchased,

STRING\_AGG(ProductName, ', ') AS ProductBought

FROM Orders

GROUP BY CustomerName

ORDER BY Profit DESC;

Result:  
  
A screenshot of a computer

AI-generated content may be incorrect.

**7. Small business customer with highest sales**

Query:

SELECT TOP 1

CustomerName,

SUM(Sales) AS TotalSales

FROM Orders

WHERE CustomerSegment = 'Small Business'

GROUP BY CustomerName

ORDER BY TotalSales DESC;

Result:



**8. Corporate customer with the most orders (2009–2012)**

Query:

SELECT TOP 1

CustomerName,

COUNT(OrderID) AS OrderCount

FROM Orders

WHERE CustomerSegment = 'Corporate'

AND OrderDate BETWEEN '2009-01-01' AND '2012-12-31'

GROUP BY CustomerName

ORDER BY OrderCount DESC;

Result:



**9. Most profitable consumer customer**

Query:

SELECT TOP 1

CustomerName,

SUM(Sales - ShippingCost) AS Profit

FROM Orders

WHERE CustomerSegment = 'Consumer'

GROUP BY CustomerName

ORDER BY Profit DESC;

Result:



**10. Who returned items & what segment**

Query:

SELECT DISTINCT

CustomerName,

CustomerSegment

FROM Orders

WHERE Returned = 1;

Result:

A table of names and numbers

AI-generated content may be incorrect.

A table of names and numbers

AI-generated content may be incorrect.

**11. Did they spend shipping costs appropriately?**

Query:

SELECT

ShippingMethod,

OrderPriority,

COUNT(\*) AS OrderCount,

AVG(ShippingCost) AS AvgShippingCost

FROM Orders

GROUP BY ShippingMethod, OrderPriority

ORDER BY OrderPriority, AvgShippingCost DESC;

Result:  
A screenshot of a data table

AI-generated content may be incorrect.