



E-Commerce KPIs

1. Total Number of Customers

```
SELECT COUNT(*) as TotalCustomers  
FROM Customers;
```

2. Total Number of Orders

```
SELECT COUNT(*) as TotalOrders  
FROM Orders;
```

3. Total Revenue

```
SELECT SUM(TotalAmount) as TotalRevenue  
FROM Orders;
```

4. Average Order Value

```
SELECT AVG(TotalAmount) as AverageOrderValue  
FROM Orders;
```

5. Total Number of Products

```
SELECT COUNT(*) as TotalProducts  
FROM Products;
```

6. Total Products Sold

```
SELECT SUM(Quantity) as TotalProductsSold  
FROM OrderDetails;
```



7. Most Expensive Product

```
SELECT TOP 1 ProductName, Price
FROM Products
ORDER BY Price DESC;
```

8. Least Expensive Product

```
SELECT TOP 1 ProductName, Price
FROM Products
ORDER BY Price ASC;
```

9. Number of Orders Per Customer

```
SELECT CustomerID, COUNT(*) as OrderCount
FROM Orders
GROUP BY CustomerID;
```

10. Total Stock Quantity

```
SELECT SUM(StockQuantity) as TotalStock
FROM Products;
```

11. Products Out of Stock

```
SELECT COUNT(*) as OutOfStockProducts
FROM Products
WHERE StockQuantity = 0;
```

12. Total Orders in '2024-04-12'

```
SELECT COUNT(*) as TodayOrders
FROM Orders
WHERE CAST(OrderDate as DATE) = CAST(GETDATE('2024-04-12'));
```



13. Most Recent Order

```
SELECT TOP 1 OrderID, OrderDate, TotalAmount
FROM Orders
ORDER BY OrderDate DESC;
```

14. Number of Orders by Month

```
SELECT MONTH(OrderDate) as Month, COUNT(*) as OrderCount
FROM Orders
GROUP BY MONTH(OrderDate);
```

15. Find all products that cost less than \$50

```
SELECT ProductName, Price
FROM Products
WHERE Price < 50
ORDER BY Price DESC;
```

16. Best Selling Product (by quantity)

```
SELECT TOP 1 P.ProductName, SUM(OD.Quantity) as TotalSold
FROM Products AS P, OrderDetails AS OD
      0
GROUP BY P.ProductName
ORDER BY TotalSold DESC;
```

17. Find all products that are out of stock:

```
SELECT ProductName, StockQuantity, Price
FROM Products
WHERE StockQuantity = 0;
```



18. Number of Orders by Day of Week

```
SELECT
    DATENAME(weekday, OrderDate) as DayOfWeek,
    COUNT(*) as OrderCount

FROM Orders
GROUP BY DATENAME(weekday, OrderDate);
```

19. Average Order Value by Customer

```
SELECT
    C.FirstName + ' ' + C.LastName as CustomerName,
    AVG(O.TotalAmount) as AvgOrderValue
FROM Customers C, Orders O

GROUP BY C.FirstName, C.LastName;
```

20. Products with Price Above Average

```
SELECT ProductName, Price
FROM Products
WHERE Price > (SELECT AVG(Price) FROM Products);
```

	CustomerID	FirstName	LastName	Email	Phone	Address
1	1	FirstName1	LastName1	user1@example.com	123-456-0001	1 Sample St, City, Country
2	2	FirstName2	LastName2	user2@example.com	123-456-0002	2 Sample St, City, Country
3	3	FirstName3	LastName3	user3@example.com	123-456-0003	3 Sample St, City, Country
4	4	FirstName4	LastName4	user4@example.com	123-456-0004	4 Sample St, City, Country
5	5	FirstName5	LastName5	user5@example.com	123-456-0005	5 Sample St, City, Country
6	6	FirstName6	LastName6	user6@example.com	123-456-0006	6 Sample St, City, Country
7	7	FirstName7	LastName7	user7@example.com	123-456-0007	7 Sample St, City, Country
8	8	FirstName8	LastName8	user8@example.com	123-456-0008	8 Sample St, City, Country

	OrderID	CustomerID	OrderDate	TotalAmount
1	1	1415	2024-04-12 18:44:36.277	977.52
2	2	8789	2024-05-31 18:44:36.277	893.27
3	3	5224	2024-02-15 18:44:36.277	903.70
4	4	385	2024-07-18 18:44:36.277	999.92
5	5	6803	2024-12-08 18:44:36.277	996.01
6	6	8463	2024-03-30 18:44:36.277	123.67
7	7	6781	2024-05-08 18:44:36.277	513.62
8	8	9682	2024-09-29 18:44:36.277	778.26

	ProductID	ProductName	Description	Price	StockQuantity	SubcategoryID
1	1	Product 1	Description for Product 1	239.05	18	NULL
2	2	Product 2	Description for Product 2	48.63	77	NULL
3	3	Product 3	Description for Product 3	638.02	57	NULL
4	4	Product 4	Description for Product 4	348.36	39	NULL
5	5	Product 5	Description for Product 5	817.75	93	NULL
6	6	Product 6	Description for Product 6	369.20	10	NULL
7	7	Product 7	Description for Product 7	612.57	51	NULL
8	8	Product 8	Description for Product 8	915.20	6	NULL

	OrderDetailID	OrderID	ProductID	Quantity	UnitPrice
1	1	11691	142	6	205.20
2	2	33541	640	2	613.38
3	3	10934	595	2	222.57
4	4	44641	616	1	387.15
5	5	25858	64	5	919.87
6	6	28686	449	2	253.40
7	7	4958	487	5	73.21
8	8	26496	614	2	24.09
9	9	4394	648	2	984.20
10	10	2640	941	2	73.60