SQL Server Document for Sales Data Analysis

1. Database Creation:

>> create database Financial_Sales

2. Total Revenue by Segment:

>> select segment, SUM(Sales) as Revenue_by_Segment from sales_data

group by Segment

order by Revenue_by_segment desc

Output:

	segment	Revenue_by_Segment
1	Government	52504260.6954346
2	Small Business	42427918.5
3	Enterprise	19611694.375
4	Midmarket	2381883.09228516
5	Channel Partners	1800593.64013672

3. Total Revenue by Country:

>> select country, SUM(Sales) as Revenue_by_Country from sales_data

group by Country

order by Revenue_by_Country desc

Output:

	country	Revenue_by_Country
1	United States of America	25029830.1809082
2	Canada	24887654.894165
3	France	24354172.2962646
4	Germany	23505340.8238525
5	Mexico	20949352.107666

4. Total Revenue by Product

>> select product, SUM(Sales) as Revenue_by_Product from sales_data

group by product

order by Revenue_by_Product desc

Output:

	product	Revenue_by_Product
1	Paseo	33011143.9676514
2	VTT	20511921.0168457
3	Velo	18250059.4760742
4	Amarilla	17747116.0693359
5	Montana	15390801.8890381
6	Carretera	13815307.8839111

5. Revenue by Discount Band:

>> select discount_band, SUM(Sales) as Revenue_by_Discount_band from sales_data

group by discount_band

order by Revenue_by_Discount_band desc

Output:

	discount_band	Revenue_by_Discount_band
1	Medium	38780430.8519287
2	High	37372486.7322998
3	Low	34629778.7186279
4	None	7943654

6. Total Units Sold:

>> Select SUM(units_sold) as Total_Units_Sold from sales_data

Output:

	Total_Units_Sold
1	1125806

7. Total Cost

>> select SUM(manufacturing_price) as Total_Cost from sales_data

Output:

	Total_Cost
1	67534

8. Total Gross Sales

>> select SUM(gross_sales) as Total_Gross_sales from sales_data

Output:

	Total_Gross_sales
1	127931598.5

9. Total Profit

>> select sum(profit) as Total_Profit from sales_data

Output:

	Total_Profit
1	16893702.2844849

10. Total Revenue:

>> Select sum(sales) as Total_Revenue from sales_data

Output:

	Total_Revenue
1	118726350.302856

11. Average Sales Price:

>> select AVG(sale_price) as Avg_Sale_Price from sales_data

Output:

	Avg_Sale_Price
1	118

12. Average Manufacturing Prince:

>> select avg(manufacturing_price) as Avg_Maanufacturing_Price from sales_data

Output:

	Avg_Maanufacturing_Price
1	96

13. Total Profit Margin (%):

>> select sum(profit) / sum(sales) * 100 as Profit_Margin from sales_data

Output:

	Profit_Margin
1	14.2291094111721

14. Total Discount Percentage:

```
>>  select (sum(discounts) / sum(manufacturing_price)) * 100 as
    Discount_Percentage from sales_data
```

Output:

	Discount_Percentage
1	13630.5390898623

15. Sales Performance by Country:

```
>>  select Country, sum(gross_sales) as Gross_Sale, sum(profit) as Profit,
    sum(units_sold) as Unit_Sold
    from sales_data
    group by Country
    order by Profit desc
```

Output:

	Country	Gross_Sale	Profit	Unit_Sold
1	France	26081674.5	3781020.78674316	240931
2	Germany	24921467.5	3680388.81936646	201494
3	Canada	26932163.5	3529228.89108276	247428.5
4	United States of America	27269358	2995540.67773438	232627.5
5	Mexico	22726935	2907523.10955811	203325