**RETAIL FINANCIAL ANALYSIS REPORT(2013-2014)**

**1) COUNTRY WISE HIGHEST SELLING PRODUCT :**

SELECT

Country,

ProductName,sales,

units\_sold

FROM(

SELECT a.\*,

ROW\_NUMBER() OVER(PARTITION BY country ORDER BY sales DESC) as rn

FROM(

SELECT Country,

ProductName,

MAX(Sales) as sales,

SUM(Units\_Sold) as units\_sold

FROM[dbo].[Finance]

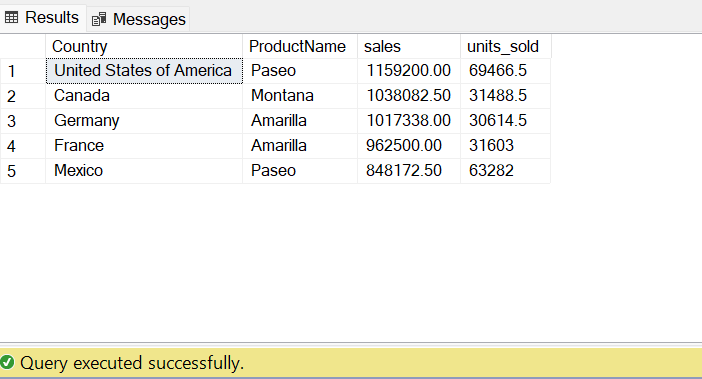
GROUP BY Country,ProductName

)a

)b

where rn=1 ORDER BY sales desc;

**RESULT:**



**2) SEGMENT WISE HIGHEST SELLING PRODUCT :**

SELECT Segment,

ProductName,

sales,

units\_sold

FROM(

SELECT a.\*,

ROW\_NUMBER() OVER(PARTITION BY country ORDER BY sales DESC) as rn

FROM(

SELECT Segment,

ProductName,

MAX(Sales) as sales,

SUM(Units\_Sold) as units\_sold

FROM[dbo].[Finance]

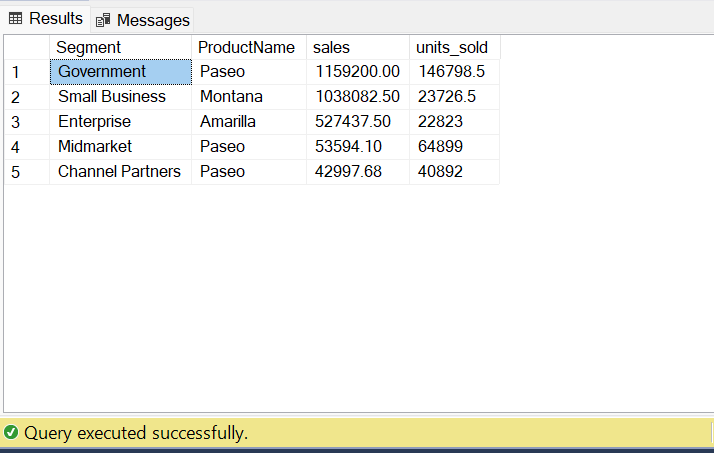
GROUP BY Segment,ProductName

)a

)b

where rn=1 ORDER BY sales desc;

**RESULT:**

****

**3) HIGHEST TO LOWEST PROFITED PRODUCTS FOR A YEAR 2013**

/\*YEAR PROCEDURE\*/

CREATE Procedure yearly\_sales @year int

AS

SELECT

ProductName,

sum(Profit)as profit,

Year

FROM [dbo].[Finance]

WHERE Year=@year

GROUP BY ProductName,

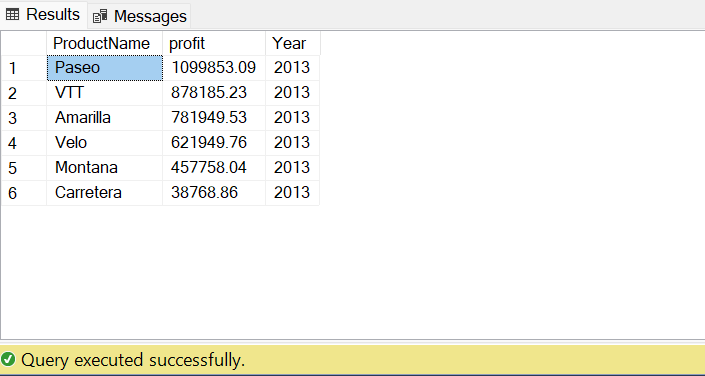
Year ORDER BY profit DESC;

GO

/\*2013 Highest to Lowest profitted Products\*/

EXEC yearly\_sales 2013;

**RESULT:**

****

**4) HIGHEST TO LOWEST PROFITED PRODUCTS FOR A YEAR 2014**

/\*YEAR PROCEDURE\*/

CREATE Procedure yearly\_sales @year int

AS

SELECT

ProductName,

sum(Profit)as profit,

Year

FROM [dbo].[Finance]

WHERE Year=@year

GROUP BY ProductName,

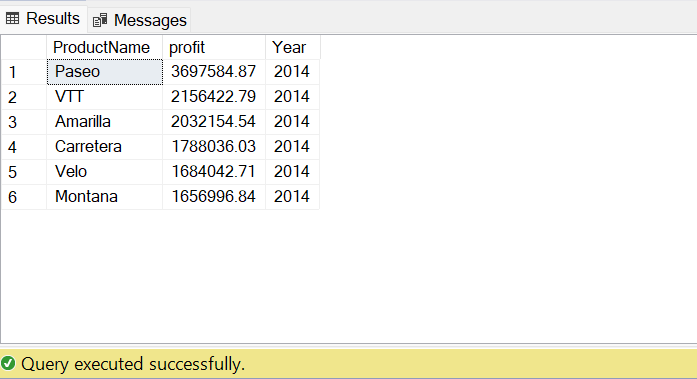
Year ORDER BY profit DESC;

GO

/\*2014 Highest to Lowest profitted Products\*/

EXEC yearly\_sales 2014;

**RESULT:**

****

**5) BEST SELLING PRODUCT FOR YEARS 2013 TO 2014**

SELECT TOP 1

ProductName,

SUM(Sales) AS Sales,

SUM(Profit) AS Profit,

SUM(Discounts) AS Discounts,

SUM(Units\_sold) AS units\_sold,

Year

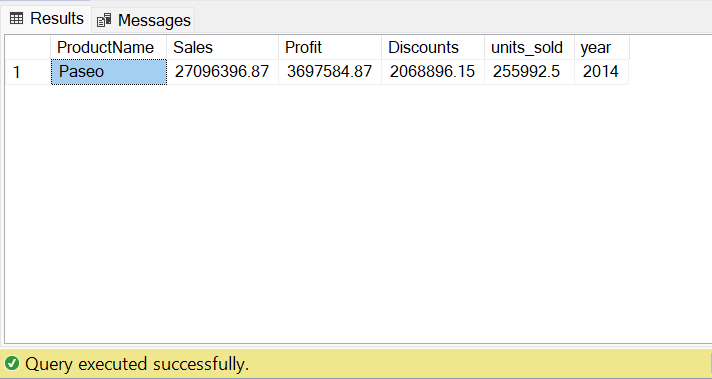
FROM [dbo].[Finance]

GROUP BY ProductName,

Year

ORDER BY Sales DESC;

**RESULT:**

****

**6) LEAST SELLING PRODUCT FOR YEARS 2013-2014**

SELECT TOP 1

ProductName,

SUM(Sales) AS Sales,

SUM(Profit) AS Profit,

SUM(Discounts) AS Discounts,

SUM(Units\_sold) AS units\_sold,

Year

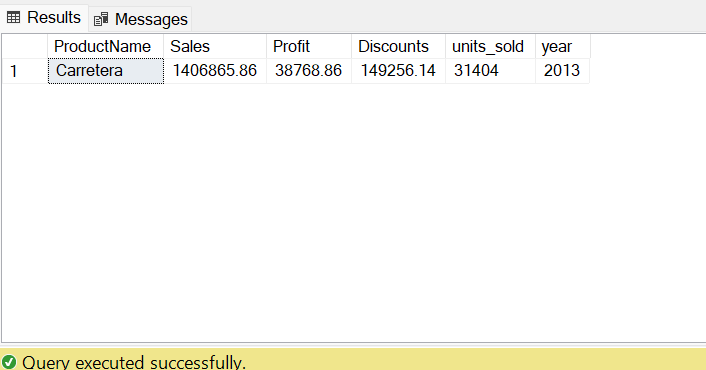
FROM [dbo].[Finance]

GROUP BY ProductName,

Year

ORDER BY Sales ASC;

**RESULT:**

****

**7) PEAK SALES PERIOD OF EACH PRODUCT**

SELECT

ProductName,

Sales1,

Date

FROM

(

SELECT a.\*,

ROW\_NUMBER() OVER(PARTITION BY ProductName ORDER BY Sales1 DESC) AS rn FROM

(

SELECT ProductName,

MAX(Sales) OVER(PARTITION BY ProductName,Date) AS Sales1,

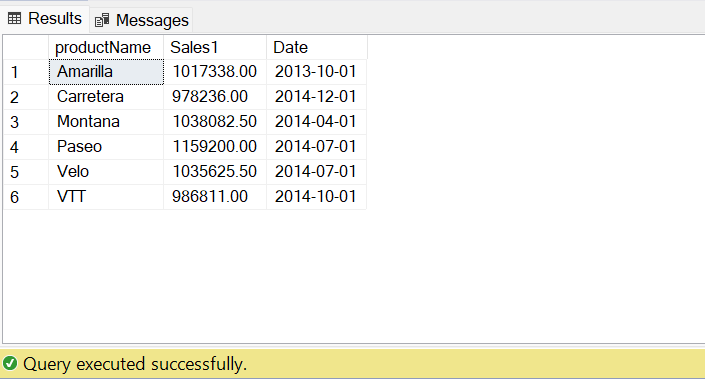
Date

FROM [dbo].[Finance]

)a

)b where rn=1;

**RESULT:**

****

**8) MONTH WISE TOP PERFORMED PRODUCT FOR A YEAR 2014**

WITH Monthlysales AS (

SELECT

Year,

Month\_Number,

ProductName,

SUM(Sales) AS total\_sales

FROM [dbo].[Finance]

WHERE

year = 2014

GROUP BY

Year,

Month\_Number,

ProductName

),

top\_Product AS (

SELECT

Year,

Month\_Number,

ProductName,

total\_sales,

RANK() OVER (PARTITION BY Year, Month\_Number ORDER BY total\_sales DESC) AS Product\_rank

FROM

Monthlysales

)

SELECT

Year,

Month\_Number,

ProductName,

total\_sales

FROM

top\_Product

WHERE

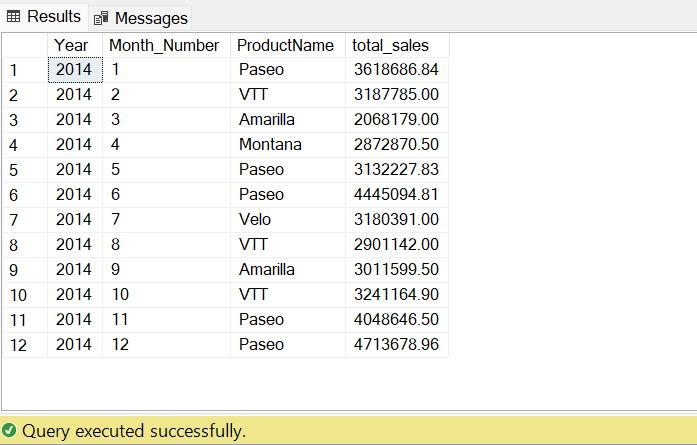
product\_rank = 1

ORDER BY

Year,

Month\_Number;

**RESULT:**

****

**9) IDENTIFYING THE PRODUCTS AND MONTHS THAT HAVE HAD A DECREASE IN SALES PRICE FROM THE PREVIOUS MONTH IN A YEAR 2013**

WITH price\_change

AS

(

SELECT

ProductName,

Year,

Month\_Name,

SUM(Sales) as montly\_sales,

LAG(SUM(Sales))

OVER (PARTITION BY ProductName ORDER BY Year,Month\_Name DESC)

AS

previous\_sales\_price

FROM [dbo].[Finance]

GROUP BY ProductName,

Year,

Month\_Name

)

SELECT

ProductName,

Year,

Month\_Name,

montly\_sales

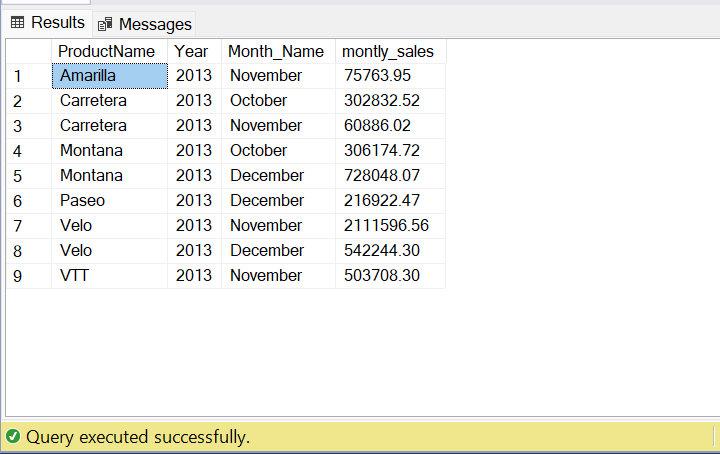
FROM

Price\_change

WHERE

montly\_sales<previous\_sales\_price AND Year=2013

**RESULT:**

****

**10) CONTRIBUTION PERCENTAGE OF EACH PRODUCT IN THE SALES FOR YEAR 2014**

WITH Total\_sales

AS

(

SELECT

Year,

SUM(Sales) AS total\_sales

FROM [dbo].[Finance]

WHERE Year=2014

GROUP BY Year

),

Total\_product\_sales

AS

(

SELECT

ProductName,

SUM(Sales) AS Product\_sales

FROM [dbo].[Finance]

WHERE Year=2014

GROUP BY ProductName

)

SELECT

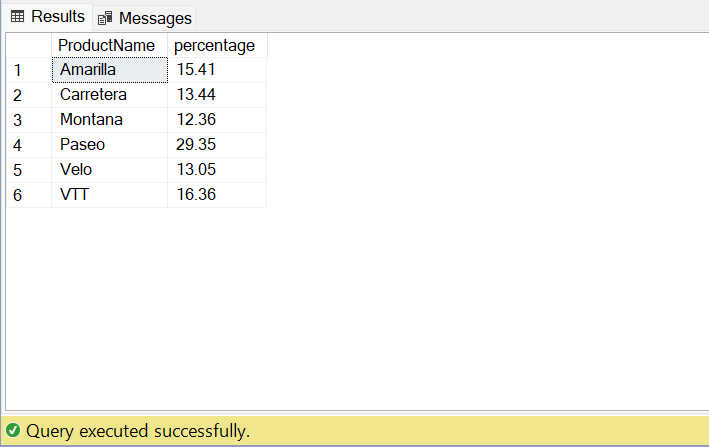
ProductName,

ROUND((product\_sales/Total\_sales.total\_sales)\*100,2) AS percentage

FROM Total\_product\_sales

CROSS JOIN Total\_sales;

**RESULT:**

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