Q1: What was the best month for sales? How much was earned that month?

- SQL Query:

```
SELECT
  EXTRACT(MONTH FROM Order_Date) AS Month,
  SUM(Quantity_Ordered * Price_Each) AS Total_Sales
FROM
  `sales-394900.Sales.new_sales`
GROUP BY
  Month
ORDER BY
  Total_Sales DESC
LIMIT 1;
```

Press Alt+F1 for Accessibility Options.

Query results

SAVE RESULTS | EXPLORE DATA

JOB INFORMATION | RESULTS | JSON | EXECUTION DETAILS | CHART PREVIEW | EXEC

Row	Month	Total_Sales
1	12	4608295.700001...

The best month for sales was December with $4,608,296

Q2: What City had the highest number of sales?

Untitled 2 | RUN | SAVE | SHARE | SCHEDULE | MORE | Query completed.

```
SELECT
City,
  SUM(Quantity_Ordered * Price_Each) AS Total_Sales
FROM
  `sales-394900.Sales.new_sales`
GROUP BY
  City
ORDER BY
  Total_Sales DESC
LIMIT 1;
```

Press Alt+F1 for Accessibility Options.

Query results

SAVE RESULTS | EXPLORE DATA

JOB INFORMATION | RESULTS | JSON | EXECUTION DETAILS | CHART PREVIEW | EXEC

Row	City	Total_Sales
1	San Francisco	8252258.670005...

The city with the highest number of sales is San Francisco with $8,252,259

Q3: What time should we display advertisement to maximize likelihood of customer's buying product?

Untitled 2 RUN SAVE SHARE SCHEDULE MORE Query completed.

```
SELECT
  Hours,
  COUNT(*) AS Total_Orders
FROM
  `sales-394900.Sales.new_sales`
GROUP BY
  Hours
ORDER BY
  Total_Orders DESC
LIMIT 4;
```

Press Alt+F1 for Accessibility Options.

Query results SAVE RESULTS EXPLORE DATA

JOB INFORMATION | RESULTS | JSON | EXECUTION DETAILS | CHART PREVIEW | EXEC

Row	Hours	Total_Orders
1	19	12886
2	12	12573
3	11	12392
4	18	12263

From 11:00 to 12:00 or from 18:00 to 19:00 because it's the start of Orders increasing .

Q4: What product sold the most? Why do you think it sold the most?

new_sales | *Untitled 2 | *Untitled

Untitled 2 RUN SAVE SHARE SCHEDULE MORE Query completed.

```
SELECT
  Product,
  SUM(Quantity_Ordered) AS Total_Sold
FROM
  `sales-394900.Sales.new_sales`
GROUP BY
  Product
ORDER BY
  Total_Sold DESC
LIMIT 1;
```

Press Alt+F1 for Accessibility Options.

Query results SAVE RESULTS EXPLORE DATA

JOB INFORMATION | RESULTS | JSON | EXECUTION DETAILS | CHART PREVIEW | EXECUTION GRAPH

Row	Product	Total_Sold
1	AAA Batteries (4-pack)	30981

The most sold products is AAA Batteries (4-pack). Why do this product sell more than others? This is because the prices of product have a low price compared to other products and the continues need of it is so high.

Q5: What products are most often sold together?

Untitled 2 RUN SAVE SHARE SCHEDULE MORE

```sql
WITH OrderProducts AS (
  SELECT
    Order_ID,
    STRING_AGG(Product, ', ') AS Products
  FROM
    `sales-394900.Sales.new_sales`
  GROUP BY
    Order_ID
)
SELECT
  Products,
  COUNT(*) AS Frequency
FROM
  OrderProducts
WHERE
  ARRAY_LENGTH(SPLIT(Products, ', ')) > 1
GROUP BY
  Products
ORDER BY
  Frequency DESC;
```

Press Alt+F1 for Accessibility Options.

Output:

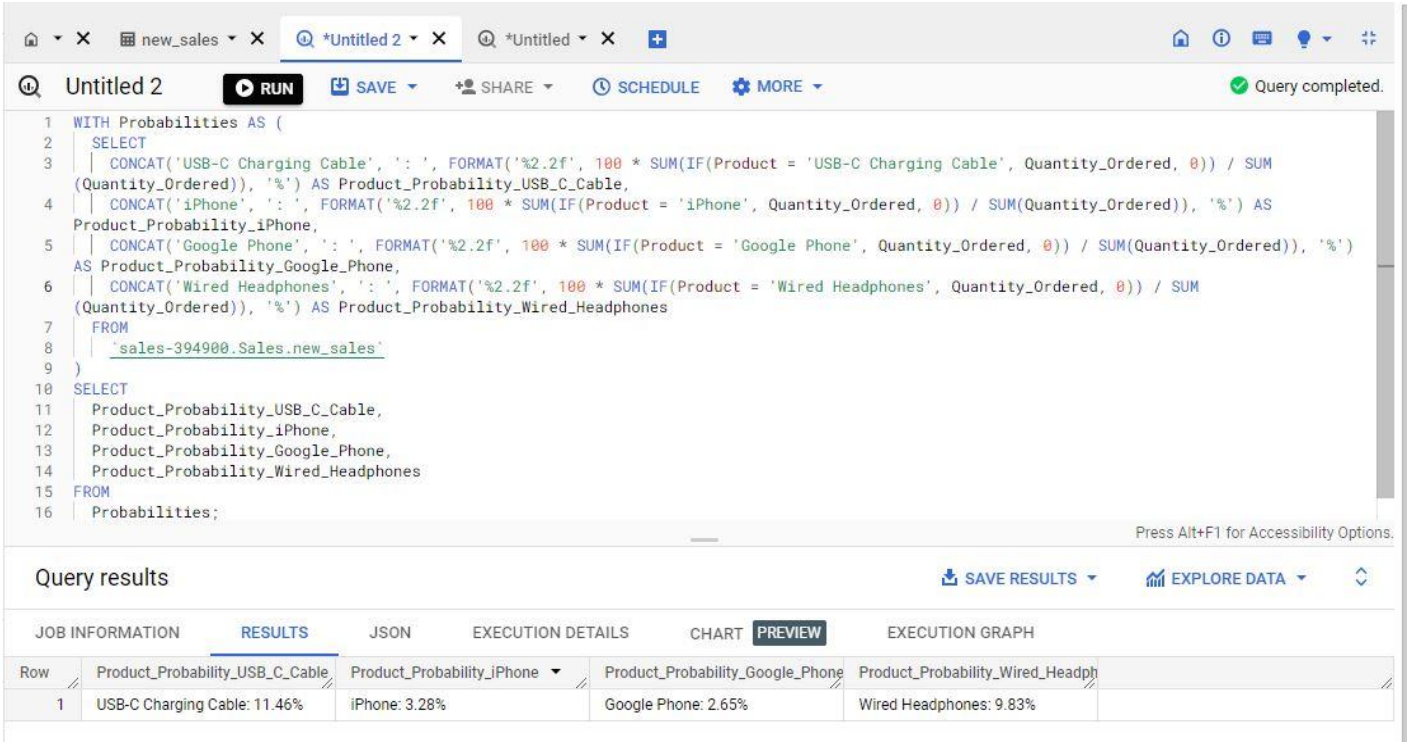
JOB INFORMATION | RESULTS | JSON | EXECUTION DETAILS | CHART PREVIEW | EXEC

Row	Products	Frequency
1	iPhone, Lightning Charging Cab...	894
2	Google Phone, USB-C Charging...	869
3	iPhone, Wired Headphones	374
4	Vareebadd Phone, USB-C Char...	318
5	Google Phone, Wired Headpho...	311
6	Apple Airpods Headphones, iP...	298
7	Google Phone, Bose SoundSpo...	169
8	Vareebadd Phone, Wired Head...	110
9	Lightning Charging Cable, AA B...	101
10	USB-C Charging Cable, AAA Ba...	92

Results per page: 50 1 – 50 of 228

IPhone, lightning charging cable with 894 frequency

Q6.How much probability for next people will ordered USB-C Charging Cable? How much probability for next people will ordered iPhone? How much probability for next people will ordered Google Phone? How much probability other peoples will ordered Wired Headphones?



USB-C Charging Cable : 11.46%

Wired Headphones : **9.83%**

iPhone : **3.28%**

Google Phone : **2.65%**