MYSQL QUERY

FOR 𝗮𝘆 𝟮𝟬𝟮𝟱 𝗗𝗮𝘁𝗮𝗗𝗡𝗔 – 𝗠𝗼𝗯𝗶𝗹𝗲 𝗣𝗵𝗼𝗻𝗲 𝗦𝗮𝗹𝗲𝘀 𝗔𝗻𝗮𝗹𝘆𝘀𝗶𝘀 project

1 -- • Which mobile brands and models are the top sellers overall and in specific countries or cities?(most popular by volume)

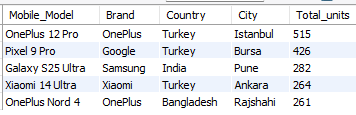
select Mobile\_Model,Brand,Country,City,sum(Units\_Sold) as Total\_units

from facts\_sales

group by Mobile\_Model,Brand,Country,City

order by Total\_units desc

limit 5;



-- alternative approach,Which mobile brands and models are the top sellers overall and in specific countries or cities?(highest revenue generated)

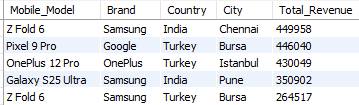
select Mobile\_Model,Brand,Country,City,sum(Total\_Revenue) as Total\_Revenue

from facts\_sales

group by Mobile\_Model,Brand,Country,City

order by Total\_Revenue desc

limit5;



2 -- How do sales numbers vary by storage size, color, or operating system (Android vs. iOS)?

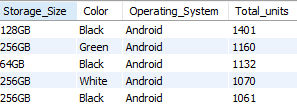
select Storage\_Size,Color,Operating\_System, sum(Units\_Sold) as Total\_units

from facts\_sales

group by Storage\_Size,Color,Operating\_System

order by Total\_units desc

limit 5



3 -- What is the typical customer profile — age group, gender — for different brands or models?

SELECT Brand, Mobile\_Model,

Customer\_Age\_Group, Customer\_Gender,

COUNT(Transaction\_ID) AS Total\_Transactions,

SUM(Units\_Sold) AS Total\_Units\_Sold,

SUM(Total\_Revenue) AS Total\_Revenue

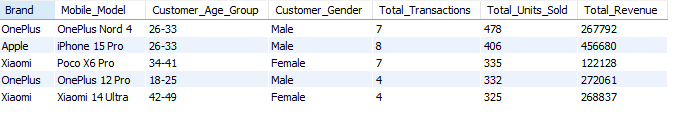
FROM facts\_sales

GROUP BY Brand, Mobile\_Model,

Customer\_Age\_Group, Customer\_Gender

ORDER BY Total\_Units\_Sold DESC

LIMIT 5;



4 -- How do sales and revenues break down across different sales channels (online, partner, in-store) and payment types?

select Sales\_Channel,Payment\_Type,sum(Total\_Revenue) as Total\_revenue,

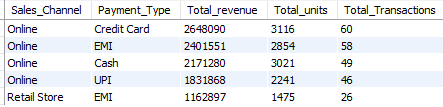
sum(Units\_Sold) as Total\_units, COUNT(Transaction\_ID) AS Total\_Transactions

from facts\_sales

group by Sales\_Channel,Payment\_Type

order by Total\_revenue desc, Total\_units desc

limit 5;



* 4 --- Are there noticeable differences in pricing and sales volume between regions or cities?

To check if pricing varies across locations:

SELECT Country, City,

AVG(Price) AS Avg\_Price,

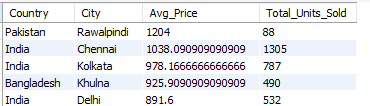
SUM(Units\_Sold) AS Total\_Units\_Sold

FROM facts\_sales

GROUP BY Country, City

ORDER BY Avg\_Price DESC

limit 5;



5 -- • Which countries or cities generate the highest total revenue and units sold?

select Country,City,

sum(Units\_Sold)as Total\_units,

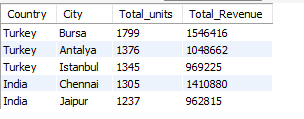
sum(Total\_Revenue)as Total\_Revenue

from facts\_sales

group by Country,City

order by Total\_units desc,Total\_Revenue desc

limit 5;



6 -- Are there correlations between customer age groups and the type of devices they purchase (for example, younger customers preferring certain brands)?

SELECT

Customer\_Age\_Group, Customer\_Gender,

Brand, Mobile\_Model,Color,

COUNT(Transaction\_ID) AS Total\_Transactions,

SUM(Units\_Sold) AS Total\_Units\_Sold,

SUM(Total\_Revenue) AS Total\_Revenue,

avg(price)as avg\_price

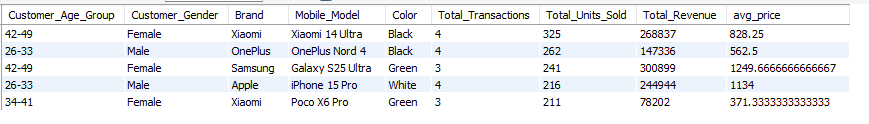
FROM facts\_sales

GROUP BY Customer\_Age\_Group, Customer\_Gender,

Brand, Mobile\_Model,Color

ORDER BY Total\_Units\_Sold DESC

LIMIT 5;



* 7 How does sales performance change month over month in 2024?

SELECT DATE\_FORMAT(Transaction\_Date, '%Y-%m') AS Month,

SUM(Units\_Sold) AS Total\_Units\_Sold,

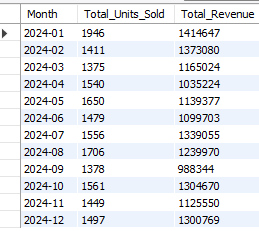
SUM(Total\_Revenue) AS Total\_Revenue

FROM facts\_sales

WHERE YEAR(Transaction\_Date) = 2024

GROUP BY Month

ORDER BY Month ASC;



Or

SELECT

DATE\_FORMAT(Transaction\_Date, '%Y-%m') AS month,

SUM(Units\_Sold) AS total\_sales,

LAG(SUM(Units\_Sold)) OVER (ORDER BY DATE\_FORMAT(Transaction\_Date, '%Y-%m')) AS prev\_month\_sales,

(SUM(Units\_Sold) - LAG(SUM(Units\_Sold)) OVER (ORDER BY DATE\_FORMAT(Transaction\_Date, '%Y-%m'))) AS sales\_change,

ROUND(

100.0 \* (SUM(Units\_Sold) - LAG(SUM(Units\_Sold)) OVER (ORDER BY DATE\_FORMAT(Transaction\_Date, '%Y-%m'))) /

NULLIF(LAG(SUM(Units\_Sold)) OVER (ORDER BY DATE\_FORMAT(Transaction\_Date, '%Y-%m')), 0), 2

) AS pct\_change

FROM facts\_sales

WHERE YEAR(Transaction\_Date) = 2024

GROUP BY DATE\_FORMAT(Transaction\_Date, '%Y-%m')

ORDER BY month;

