Sample Output (SQL Results)

This file contains example outputs for key business queries.

1) Total Revenue

Query: `sql/04_analysis.sql` → Total Revenue

Expected Output (example):

- `total_revenue`: (a single numeric value)

📸 Screenshot:

total_revenue
572329.51
Result 1

2) Monthly Revenue Trend

Query: `sql/04_analysis.sql` → Monthly Revenue

Expected Output (example columns):

- month (YYYY-MM)
- revenue

📸 Screenshot:

month	revenue
2010-12	572329.51
Result 2	

3) Top 10 Customers by Spend

Query: `sql/04_analysis.sql` → Top Customers

Expected Output (example columns):

- CustomerID
- total_spent

📸 Screenshot:

CustomerID	total_spe...		
18102	42804.25		
15061	22117.70		
16029	14343.60		
17511	8341.44		
16210	7454.60		
Result 3			

4) Top 10 Products by Revenue

Query: `sql/04_analysis.sql` → Top Products

Expected Output (example columns):

- StockCode
- Description
- revenue

📸 Screenshot:

StockCode	Description	revenue	
22423	REGENCY CAKESTAND 3 TIER	16063.65	
21623	VINTAGE UNION JACK MEMOBOARD	10517.15	
22189	CREAM HEART CARD HOLDER	8891.45	
85123A	WHITE HANGING HEART T-LIGHT HOLDER	8690.40	
82484	WOOD BLACK BOARD ANT WHITE FINISH	8559.15	
Result 4			

5) Country-wise Revenue

Query: `sql/04_analysis.sql` → Country Revenue

Expected Output (example columns):

- Country
- revenue

📸 Screenshot:

Country	revenue	
United Kingdom	511573.54	
Germany	14181.79	
Japan	8447.37	
France	8025.21	
EIRE	7670.95	
Result 5		

6) Average Order Value (AOV)

Query: `sql/04_analysis.sql` → AOV

Expected Output (example):

- avg_order_value: (a single numeric value)

📸 Screenshot:

avg_order_value
441.27

Result 6

7) Repeat vs One-time Customers

Query: `sql/04_analysis.sql` → Repeat vs One-time

Expected Output (example columns):

- customer_type (Repeat / One-Time)
- customers

📸 Screenshot:

customer_ty...	customers
One-Time	604
Repeat	243

Result 7

8) Peak Sales Day

Query: `sql/04_analysis.sql` → Peak Day

Expected Output (example columns):

- day_name
- revenue

📸 Screenshot:

day_name	revenue
Thursday	146654.00
Wednesday	121668.78
Tuesday	101851.43
Friday	80091.20
Monday	66387.87

Result 8

9) Peak Sales Hour

Query: `sql/04_analysis.sql` → Peak Hour

Expected Output (example columns):

- sales_hour
- revenue

📸 Screenshot:

sales_hour	revenue
12	83105.46
13	77513.64
10	74664.08
16	72135.58
15	71254.67

Result 9

📸 Screenshot:

sales_hour	revenue
12	83105.46
13	77513.64
10	74664.08
16	72135.58
15	71254.67