```sql
-- ## SECTION 1: OVERVIEW OF THE DATA ## --

----------------------------------------------------------------------------
-- Q1. Check the cardinality of following columns (Counts)

-- 1. Different type of paints provided by the company.
SELECT COUNT(DISTINCT(Item_Category)) Category_count FROM Item;

-- 2. Different Coupon Types that are offered
SELECT COUNT(DISTINCT couponType) Coupon_Count FROM CouponMapping ;

-- 3. States where the company is currently delivering its products and services.
SELECT COUNT(DISTINCT State) City_Count FROM City;

-- 4. Different Order Types.
SELECT COUNT(DISTINCT OrderType) OrderType_Count FROM CustomerTransactionData;


----------------------------------------------------------------------------
-- Q2. Identify total number of sales (transactions) happened by

-- 1. Yearly basis
SELECT YEAR(PurchaseDate) Year,
COUNT(Trans_Id) AS Total_Trans
FROM CustomerTransactionData
GROUP BY YEAR(PurchaseDate);

-- 2. Quarterly basis
SELECT DATEPART(QUARTER, PurchaseDate) Quarter,
COUNT(Trans_Id) AS Total_Trans
FROM CustomerTransactionData
GROUP BY DATEPART(QUARTER, PurchaseDate);

-- 3. Yearly and Monthly basis
SELECT DATEPART(YEAR, PurchaseDate) Year,
DATEPART(MONTH, PurchaseDate) Month,
COUNT(Trans_Id) AS Total_Trans
FROM CustomerTransactionData
GROUP BY DATEPART(YEAR, PurchaseDate), DATEPART(MONTH, PurchaseDate);


----------------------------------------------------------------------------
-- Q3. Identify the total purchase order by
-- 1. Product category
SELECT I.Item_Category,
SUM(PurchasingAmt) AS Total_Sales
FROM CustomerTransactionData AS C
JOIN
Item AS I
ON C.item_id = I.item_id
GROUP BY I.Item_Category;

-- 2. Yearly and Quarterly basis
SELECT DATEPART(YEAR, PurchaseDate) Year,
DATEPART(QUARTER, PurchaseDate) Month,
round(SUM(PurchasingAmt), 0) AS Total_Sales
FROM CustomerTransactionData
```

```sql
GROUP BY DATEPART(YEAR, PurchaseDate), DATEPART(QUARTER, PurchaseDate);

-- 3. Order Type
SELECT OrderType,
round(SUM(PurchasingAmt), 0) AS Total_Sales
FROM CustomerTransactionData
GROUP BY OrderType;

-- 4. City Tier
SELECT CityTier,
round(SUM(PurchasingAmt), 0) AS Total_Sales
FROM CustomerTransactionData AS CT
JOIN Customer AS C
ON C.Customer_Id = CT.Cust_Id
JOIN City
ON City.City_Id = C.City_Id
GROUP BY CityTier;
```