# **Product Sales and Returns Dataset**

#### A.KPI's

1.Total Revenue

SELECT SUM(Total\_Revenue) AS Total\_Revenue, AVG(Final\_Quantity) AS Avg\_Quantity,

COUNT(\*) AS Total\_Transactions

## FROM order dataset;

	Total_Revenue	Avg_Quantity	Total_Transactions
1	4327553.48002625	0	70052

## 2.Filtering

SELECT \*

FROM order dataset

WHERE Item Name = 'Product X';

Item\_Name Category Version Item\_Code Item\_ID Buyer\_ID Transaction\_ID Date Final\_Quantity Total\_Revenue Price\_Reductions Refunds Final\_Revenue Sales\_Tax Overall\_Revenue Refunded\_Item\_Count Purchased\_Item\_Count

#### 3.MaxRefund

**SELECT** 

MAX(Refunds) AS MaxRefund

FROM order\_dataset;



## 4.AvgRevenuePerTransaction

 ${\tt SELECT\ AVG(Total\_Revenue)\ AS\ AvgRevenuePerTransaction}$ 

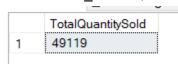
FROM order\_dataset;

AvgRevenuePerTransaction	
1	61.776301604897

## 5.TotalQuantitySold

SELECT SUM(Final Quantity) AS TotalQuantitySold

FROM order\_dataset;



#### 6. Total Number of Transactions

SELECT COUNT(DISTINCT Transaction\_ID) AS TotalTransactions

FROM order dataset;

	TotalTransactions
1	30701

### 7. Total Discounts Applied

SELECT SUM(Price\_Reductions) AS TotalDiscounts

FROM order\_dataset;

	TotalDiscounts
1	-346750.6613096

#### 8. Total Refunds Issued

SELECT SUM(Refunds) AS TotalRefunds

FROM order\_dataset;

	TotalRefunds
1	-717756.330509186

## 9. Average Revenue per Customer

SELECT AVG(Total\_Revenue) AS AvgRevenuePerCustomer FROM (

SELECT Buyer\_ID, SUM(Total\_Revenue) AS Total\_Revenue FROM order\_dataset

GROUP BY Buyer\_ID

) AS customer\_revenue;

	_
	AvgRevenuePerCustomer
1	169.422287124701

## 10. Customer Acquisition Rate

SELECT COUNT(DISTINCT Buyer\_ID) AS NewCustomers, COUNT(DISTINCT Transaction\_ID) AS TotalTransactions

FROM order\_dataset;

	NewCustomers	TotalTransactions
1	25543	30701

#### 11. Customer Retention Rate

SELECT COUNT(DISTINCT Buyer\_ID) AS ReturningCustomers, COUNT(DISTINCT Transaction\_ID) AS TotalTransactions FROM order\_dataset;

H	leturningCustomers	TotalTransactions
1 2	5543	30701

#### 12. Customer Churn Rate

SELECT COUNT(DISTINCT Buyer\_ID) AS ChurnedCustomers, COUNT(DISTINCT Buyer\_ID) AS TotalCustomers

FROM order\_dataset;

	ChurnedCustomers	TotalCustomers
1	25543	25543

## 13.Inventory Turnover Rate

SELECT SUM(Final\_Quantity) / COUNT(DISTINCT Item\_ID) AS InventoryTurnoverRate FROM order\_dataset;



#### 14. Customer Complaint Rate

## **SELECT**

(COUNT(DISTINCT CASE WHEN Refunds > 0 THEN Transaction\_ID END) +

COUNT(DISTINCT CASE WHEN Price\_Reductions > 0 THEN Transaction\_ID END)) AS ComplaintTransactions,

COUNT(DISTINCT Transaction\_ID) AS TotalTransactions,

(COUNT(DISTINCT CASE WHEN Refunds > 0 THEN Transaction ID END) +

COUNT(DISTINCT CASE WHEN Price\_Reductions > 0 THEN Transaction\_ID END)) /

COUNT(DISTINCT Transaction\_ID) \* 100 AS CustomerComplaintRate

### FROM

## order\_dataset;

	ComplaintTransactions		CustomerComplaintRate
1	0	30701	0
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#### 15.

SELECT DATENAME(DW, Date) AS order\_day,

COUNT(DISTINCT Transaction ID) AS Total orders

## FROM order dataset

## GROUP BY DATENAME(DW, Date);

	order_day	Total_orders
1	Saturday	4024
2	Wednesday	5356
3	Monday	5556
4	Sunday	4733
5	Friday	6544
6	Thursday	5023
7	Tuesday	5696

16.Total Revenue per Category SELECT Category, SUM(Total\_Revenue) AS TotalRevenue FROM order\_dataset GROUP BY Category;

	Category	TotalRevenue
1	Product R	54820.8700866699
2	Product H	969373.6524086
3	Product B	234302.920398712
4	Product S	0
5	Product I	39709.7801208496
6	Product C	154883.930599213
7	Product P	1511817.95084
8	Product F	90083.8596725464
9	Product W	165534.37071991
10	Product Q	26293.0191879272
11	Product K	633.330001831055
12	DPR	28063
13	Product A	227563.780174255
14	Product T	7035.65999412537
15	Product N	113932.900564194
16	Product O	66020.5101661682
17	Product G	31130.0200767517
18	Product J	128959.238510132
19	Product D	412466.86662674
20	Product U	11389.9699821472
21	Product M	28414.9301071167
22	Product L	6974.95000839233
23	Product E	18147.9697799683