

Superstore sales analysis using SQL

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Tools Used: PostgreSQL
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● What is the total sales, total profit, and total quantity sold overall?

```
-- What is the total sales, total profit and total quantity sold overall?  
  
SELECT  
    SUM(sales) AS Total_sales,  
    SUM(profit) AS Total_profit,  
    SUM(quantity) AS Total_quantity  
FROM superstore;
```

● What are the total sales and profit by category and sub-category?

```
-- What are total sales and profit by each category and sub-category?
```

```
SELECT category, sub_category, SUM(sales), SUM(profit)  
FROM superstore  
GROUP BY Category, Sub_Category;
```

Which products are the most and least profitable?

```
-- Which products are the most and least profitable?
```

```
SELECT product_name, SUM(profit) AS Total_profit  
FROM superstore  
GROUP BY Product_Name  
ORDER BY Total_profit DESC;
```

```
SELECT product_name, SUM(profit) AS Total_profit  
FROM superstore  
GROUP BY Product_Name  
ORDER BY Total_profit ASC;
```

● What is the average profit margin for each category?

```
-- What is the average profit margin for each category?
```

```
SELECT category, ROUND(SUM(profit)/SUM(sales),2) AS avg_profit_margin  
FROM superstore  
GROUP BY Category;
```

Which region generated the highest sales and profit?

```
-- Which region generates the highest sales and profit?  
  
✓ SELECT region,  
        SUM(sales) AS Total_sales,  
        SUM(profit) AS total_profit  
FROM superstore  
GROUP BY region  
ORDER BY Total_sales DESC;
```

● Which states have the highest and lowest total profit?

```
-- Which states have the heighest and lowest total profit?
```

```
SELECT state,  
        SUM(profit) AS total_profit  
FROM superstore  
GROUP BY state  
ORDER BY total_profit DESC;
```

```
SELECT state,  
        SUM(profit) AS total_profit  
FROM superstore  
GROUP BY state  
ORDER BY total_profit ASC;
```

Which cities in each region have the highest sales?

```
58  -- Which cities in each region have the highest sales?
59
60  ✓ SELECT region, city, SUM(sales) as Total_sales_by_city
61     FROM superstore
62     GROUP BY region, city
63     ORDER BY region, Total_sales_by_city DESC;
```


How many orders were placed from each region?

```
65  -- How many orders were placed from each region?
66
67  ✓ SELECT region, COUNT (order_id) AS total_order
68     FROM superstore
69     GROUP BY region;
70
```

What is the average shipping delay?

```
71 -- What is the average shipping delay?
72
73 ✓ SELECT
74     ROUND(AVG("ship_date"-"order_date"),2) AS Avg_shipping_delay
75 FROM superstore;
76
```

● Which shipping mode is used most frequently?

```
77 -- Which shipping mode is used most frequently?  
78  
79 ✓ SELECT ship_mode, COUNT(*) AS Usage_count  
80 FROM superstore  
81 GROUP BY ship_mode  
82 ORDER BY Usage_count DESC;
```

● Which segment generated the most profit?

```
84  -- Which segment generate most profit?
85
86  ✓ SELECT segment, SUM(profit) AS total_profit
87     FROM superstore
88     GROUP BY segment
89     ORDER BY total_profit DESC;
90
```

What is the trend of monthly sales over the years?

```
91  -- What is the trend of monthly sales over the years?
92
93  SELECT
94      DATE_TRUNC('month', order_date) AS Month,
95      SUM(sales) As total_sales
96  FROM superstore
97  GROUP BY
98      DATE_TRUNC('month', order_date)
99  ORDER BY month;
```

What are the top 10 most sold products by quantity?

```
101  -- What are the top 10 most sold proucts by quantity?
102
103  ✓ SELECT product_name, SUM(quantity) AS total_quantity
104     FROM superstore
105     GROUP BY product_name
106     ORDER BY total_quantity DESC LIMIT 10;
107
```

Which customers have generated the highest total sales?

```
108 -- Which customers have generated highest total sales?
109
110 ✓ SELECT customer_name, SUM(sales) AS total_sales
111    FROM superstore
112   GROUP BY customer_name
113  ORDER BY total_sales DESC;
114
```

What is the total profit by year?

```
115 -- What is total profit by year?
116
117 ✓ SELECT
118     DATE_TRUNC('year',order_date) AS Year,
119     SUM(profit) As total_profit
120 FROM superstore
121 GROUP BY
122     DATE_TRUNC('year', order_date)
123 ORDER BY year;
```


**THANK
YOU**