

Primary KPI’s

* Total Units Sold
* Total Revenue
* Total Cost
* Total Profit
* Sales Trend by Year
* Sales Trend by Month

Charts

* Profit Percentage by Region
* Profit Percentage by Country
* Yearly Profit, Revenue & Total Cost
* Total Units Sold on yearly basis
* Top performing Item/Product
* Bottom performing Item/Product

SQL Queries to validate the analysis

Select \* from Amazon\_Sales

--1. Profit Percentage based on Region - Bar chart

Select region,

cast(sum(total\_profit)\* 100 / (select sum(total\_profit) from Amazon\_sales) AS Decimal(10,2))

as total\_profit

from Amazon\_sales

Group by Region

Order By total\_profit desc

--1. Total Revenue based on Region - Bar chart

Select region,

cast(sum(total\_revenue) AS Decimal(10,2))

as total\_revenue

from Amazon\_sales

Group by Region

Order By total\_revenue desc

--2.Profit Percentage based on country - Bar chart

Select Country,

cast(sum(total\_profit)\* 100 / (select sum(total\_profit) from Amazon\_sales) AS Decimal(10,2))

as total\_profit

from Amazon\_sales

Group by Country

Order By total\_profit desc

--3.Revenue based on country - Bar chart

Select Country,

cast(sum(total\_revenue) AS Decimal(10,2))

as total\_revenue

from Amazon\_sales

Group by Country

Order By total\_revenue desc

--2. Total Revenue, Total Profit, Total Cost, Total Units Sold

Select Sum(Units\_Sold) AS Total\_Units\_sold, Sum(total\_cost) as Total\_Cost, Sum(Total\_Revenue) as Total\_Revenue, Sum(Total\_Profit) as Total\_Profit from Amazon\_sales

--4. Total Revenue, Total Profit, Total Cost, Total Units Sold with Filters

Select Region, Sum(Units\_Sold) AS Total\_Units\_sold, Sum(total\_cost) as Total\_Cost, Sum(Total\_Revenue) as Total\_Revenue, Sum(Total\_Profit) as Total\_Profit

from Amazon\_sales

where region like '%Australia%'

Group By Region

--5. Year of Shipping vs Total Revenue - Line chart 2nd row

Select Datename(YEAR, order\_date) as order\_year, Sum(Total\_Revenue) as Total\_Revenue

From Amazon\_sales

Group By Datename(YEAR, order\_date)

--6. Year of Shipping vs Total Profit - Line chart 2nd row

Select Datename(YEAR, order\_date) as order\_year, cast(Sum(Total\_profit) AS Decimal(10,2)) as Total\_Profit

From Amazon\_sales

Group By Datename(YEAR, order\_date)

--7. Top Performing Products -

Select TOP 5 Item\_Type, sum(units\_sold) as units, sum(total\_profit) as profit

from Amazon\_sales

Group by Item\_Type

Order by units desc

--8. Item Type vs Unit sold with sales channel as legend - Bar chart

Select Item\_Type, sum(units\_sold) as units

from Amazon\_sales

Group by Item\_Type

Order by units desc

--9. Top 10 Item Type vs Total Profit - Column chart 3rd row

Select TOP 10 Item\_Type, sum(total\_profit) as profit

from Amazon\_sales

Group by Item\_Type

Order by profit desc

--10. Bottom 10 items vs Total profit - Column chart 3rd row

Select TOP 10 Item\_Type, sum(total\_profit) as profit

from Amazon\_sales

Group by Item\_Type

Order by profit

--11. Tree Map for Office and Offline Revenue - Filter

Select Sales\_channel, sum(Total\_Revenue) as Revenue

from Amazon\_sales

group by sales\_channel