I did some queries to get some information about this dataset

and I tried to enhance the sales performance by doing those below queries .

I calculated the total sales for each country to know which country achieves more sales

and do the best to keep those countries at the same level in sales or more

1- SELECT country , round(sum(price))

from online\_retail

group by country

order by sum(price) desc;

Then I calculated the total sales for each customer because those customers are the lifeblood of any company

it's attempt to know the important customers to focus on them .

2- select customerid , round(sum(price)) as total\_amount

from online\_retail

group by customerid

order by sum(price) desc;

then i calculated the most sales product for each country

3- select rnk\_sales.country , rnk\_sales.stockcode as product , rnk\_sales.top\_sales

from

(

select country , stockcode , round(sum(price)) as top\_sales ,

dense\_rank() over(partition by country order by sum(price) desc) as rnk

from online\_retail

group by country , stockcode

) as rnk\_sales

where rnk\_sales.rnk = 1

order by country asc;

then I ranked the customers to the top 30% who buy more to focus on them too by making new offers for more revenues for example

4- select \* from

( select country , customerid , sum(price) ,

percent\_rank() over(partition by country order by sum(price) ) \*100 as rnk

from online\_retail

group by country , customerid

) as rnkk

where rnk <= 30

finally i calculated the lowest products in sales for each country to try to know the reason for that

5- select rnk\_sales.country , rnk\_sales.stockcode as product , rnk\_sales.lowest\_sales

from

(

select country ,stockcode , sum(price) as lowest\_sales,

dense\_rank() over(partition by country order by sum(price) ) as rnk

from online\_retail

group by country , stockcode

) as rnk\_sales

where rnk\_sales.rnk = 1 ---- lowest product in sales for each country