**Cosmetics Sales Analytics Project**

**Sales Performance and Forecasting Dashboard for a Retail Store---Cosmetics\_Sales\_Analytics\_Project.xlsx(dataset)**

Total Revenue, Quantity Sold, Total Orders

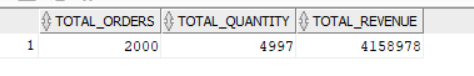
SELECT

COUNT(DISTINCT ORDER\_ID) AS TOTAL\_ORDERS,

SUM(QUANTITY) AS TOTAL\_QUANTITY,

SUM(REVENUE) AS TOTAL\_REVENUE

FROM SALES\_DATA\_COSMETICS;



Monthly Sales Trend

SELECT

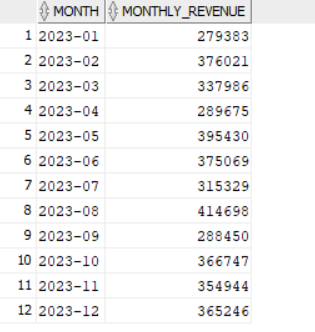
TO\_CHAR(ORDER\_DATE,'YYYY-MM') AS MONTH,

SUM(REVENUE) AS MONTHLY\_REVENUE

FROM SALES\_DATA\_COSMETICS

GROUP BY TO\_CHAR(ORDER\_DATE,'YYYY-MM')

ORDER BY MONTH;



Revenue by Product Category

SELECT

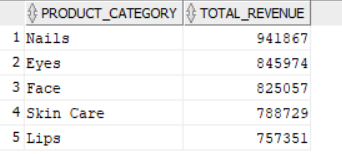
PRODUCT\_CATEGORY,

SUM(REVENUE) AS TOTAL\_REVENUE

FROM SALES\_DATA\_COSMETICS

GROUP BY PRODUCT\_CATEGORY

ORDER BY TOTAL\_REVENUE DESC;



Top 5 Products by Revenue

SELECT \* FROM (

SELECT Product\_Name,

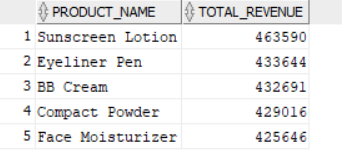
SUM(Revenue) AS Total\_Revenue

FROM SALES\_DATA\_COSMETICS

GROUP BY Product\_Name

ORDER BY Total\_Revenue DESC

) WHERE ROWNUM <=5;



Least 5 products by Revenue

SELECT \* FROM (

SELECT product\_name,

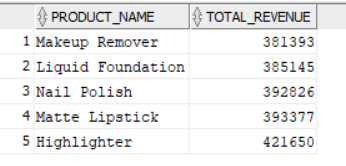
SUM(Revenue) AS Total\_Revenue

FROM SALES\_DATA\_COSMETICS

GROUP BY product\_name

ORDER BY Total\_Revenue ASC

) WHERE ROWNUM<=5



**Revenue by Region**

SELECT

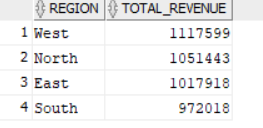
REGION,

SUM(REVENUE) AS TOTAL\_REVENUE

FROM SALES\_DATA\_COSMETICS

GROUP BY REGION

ORDER BY TOTAL\_REVENUE DESC;



Sales by Payment Method

SELECT

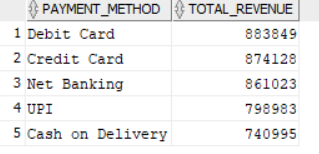
PAYMENT\_METHOD,

SUM(REVENUE) AS TOTAL\_REVENUE

FROM SALES\_DATA\_COSMETICS

GROUP BY PAYMENT\_METHOD

ORDER BY TOTAL\_REVENUE DESC;



Customer Demographics: Gender-wise Revenue

SELECT

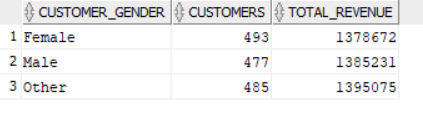
CUSTOMER\_GENDER,

COUNT(DISTINCT CUSTOMER\_ID) AS CUSTOMERS,

SUM(REVENUE) AS TOTAL\_REVENUE

FROM SALES\_DATA\_COSMETICS

GROUP BY CUSTOMER\_GENDER;



Orders with Returns

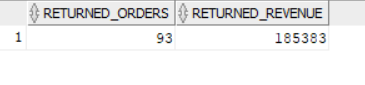
SELECT

COUNT(\*) AS Returned\_Orders,

SUM(Revenue) AS Returned\_Revenue

FROM SALES\_DATA\_COSMETICS

WHERE Return\_Flag = 1;



Delivery Status Analysis

SELECT

Delivery\_Status,

COUNT(\*) AS Order\_Count,

SUM(Revenue) AS Revenue

FROM SALES\_DATA\_COSMETICS

GROUP BY Delivery\_Status;

