

# SQL SCRIPTS-

## SQL Script — Sales Trend Analysis

### Query 1: View table structure

```
PRAGMA table_info(orders);
```

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### Query 2: Monthly Revenue and Order Volume

```
SELECT
    STRFTIME('%Y', InvoiceDate) AS Year,
    STRFTIME('%m', InvoiceDate) AS Month,
    SUM(TotalAmount) AS Total_Revenue,
    COUNT(DISTINCT InvoiceNo) AS Total_Orders
FROM orders
GROUP BY Year, Month
ORDER BY Year, Month;
```

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### Query 3: Total Revenue by Year

```
SELECT
    STRFTIME('%Y', InvoiceDate) AS Year,
    SUM(TotalAmount) AS Annual_Revenue
FROM orders
GROUP BY Year
ORDER BY Year;
```

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### Query 4: Top 5 Countries by Revenue

```
SELECT
    Country,
    ROUND(SUM(TotalAmount), 2) AS Total_Revenue
FROM orders
GROUP BY Country
ORDER BY Total_Revenue DESC
LIMIT 5;
```

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### Query 5: Monthly Order Volume by Category

```
SELECT
    STRFTIME('%Y-%m', InvoiceDate) AS YearMonth,
    Category,
    COUNT(DISTINCT InvoiceNo) AS Order_Count
FROM orders
GROUP BY YearMonth, Category
ORDER BY YearMonth;
```

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### Query 6: Top 5 Months by Revenue

```
SELECT
    STRFTIME('%Y-%m', InvoiceDate) AS YearMonth,
    SUM(TotalAmount) AS Monthly_Revenue
FROM orders
GROUP BY YearMonth
ORDER BY Monthly_Revenue DESC
LIMIT 5;
```

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### Query 7: Average Order Value (AOV) per Month

```
SELECT
    STRFTIME('%Y-%m', InvoiceDate) AS YearMonth,
    ROUND(SUM(TotalAmount) / COUNT(DISTINCT InvoiceNo), 2) AS Avg_Order_Value
```

```
FROM orders
GROUP BY YearMonth
ORDER BY YearMonth;
```

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#### **Query 8: Revenue Trend for a Specific Year (e.g., 2020)**

```
SELECT
    STRFTIME('%m', InvoiceDate) AS Month,
    SUM(TotalAmount) AS Monthly_Revenue,
    COUNT(DISTINCT InvoiceNo) AS Order_Count
FROM orders
WHERE STRFTIME('%Y', InvoiceDate) = '2020'
GROUP BY Month
ORDER BY Month;
```

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#### **Query 9: Category-wise Revenue Share by Year**

```
SELECT
    STRFTIME('%Y', InvoiceDate) AS Year,
    Category,
    ROUND(SUM(TotalAmount), 2) AS Category_Revenue,
    ROUND(
        SUM(TotalAmount) * 100.0 /
        (SELECT SUM(TotalAmount) FROM orders o2 WHERE STRFTIME('%Y', o2.InvoiceDate) =
STRFTIME('%Y', orders.InvoiceDate))
        , 2) AS Revenue_Share_Percent
FROM orders
GROUP BY Year, Category
ORDER BY Year, Category_Revenue DESC;
```

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#### **Query 10: Seasonal Sales Trend by Quarter**

```
SELECT
    STRFTIME('%Y', InvoiceDate) AS Year,
    CASE
        WHEN CAST(STRFTIME('%m', InvoiceDate) AS INTEGER) BETWEEN 1 AND 3 THEN 'Q1 (Jan–
Mar)'
        WHEN CAST(STRFTIME('%m', InvoiceDate) AS INTEGER) BETWEEN 4 AND 6 THEN 'Q2 (Apr–
Jun)'
        WHEN CAST(STRFTIME('%m', InvoiceDate) AS INTEGER) BETWEEN 7 AND 9 THEN 'Q3 (Jul–
Sep)'
        ELSE 'Q4 (Oct–Dec)'
    END AS Quarter,
    ROUND(SUM(TotalAmount), 2) AS Quarterly_Revenue,
    COUNT(DISTINCT InvoiceNo) AS Orders
FROM orders
GROUP BY Year, Quarter
ORDER BY Year, Quarter;
```

	Query Title
1	View table structure
2	Monthly revenue and order volume
3	Total revenue by year
4	Top 5 countries by revenue
5	Monthly order volume by category
6	Top 5 months by revenue
7	Average order value per month
8	Monthly trend for a specific year
9	Category-wise revenue share
10	Quarterly (seasonal) sales trend