* **Queries used in SQL**

1. Show all customer records

SELECT \* FROM customers;

1. Show total number of customers

SELECT count(\*) FROM customers;

1. Show transactions for Chennai market (market code for chennai is Mark001

SELECT \* FROM transactions where market\_code='Mark001';

1. Show distinct product codes that were sold in chennai

SELECT distinct product\_code FROM transactions where market\_code='Mark001';

1. Show transactions where currency is US dollars

SELECT \* from transactions where currency="USD"

1. Show transactions in 2020 join by date table

SELECT transactions.\*, date.\* FROM transactions INNER JOIN date ON transactions. order\_date=date.date where date.year=2020;

1. Show total revenue in year 2020,

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and transactions.currency="INR" or transactions.currency="USD";

1. Show total revenue in year 2020, January Month,

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and date.month\_name="January" and (transactions.currency="INR" or transactions.currency="USD");

1. Show total revenue in year 2020 in Chennai

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and transactions.market\_code="Mark001";

* **DAX used in Power BI** :

1. To create Total Profit % :

Total\_Profit % = DIVIDE('sales transactions'[Total\_profit\_margin],'Basic Measures'[Revenue],0)

1. To find out the Revenue of Last Year:

Revenue LY = CALCULATE('Basic Measures'[Revenue],SAMEPERIODLASTYEAR('sales date'[date]))

1. To find the Revenue Contribution% :

Revenue contrib % = DIVIDE([Revenue],CALCULATE([Revenue],ALL('sales products'),ALL('sales customers'),ALL('sales markets')))

1. To find the Profit Contribution%:

Profit\_contrib % = DIVIDE([Total\_profit\_margin],CALCULATE('sales transactions'[Total\_profit\_margin],ALL('sales products'),ALL('sales customers'),ALL('sales markets')))