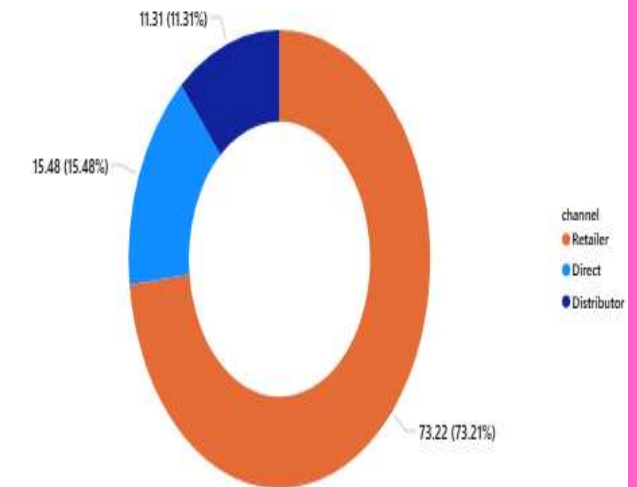




## Request 9: Channel with Highest Gross Sales in 2021

```
WITH CTE1 AS
(
  SELECT
    c.channel,
    ROUND(SUM(g.gross_price * s.sold_quantity) / 1000000, 2) AS gross_sales_mln
  FROM fact_sales_monthly s
  JOIN fact_gross_price g ON s.product_code = g.product_code
  JOIN dim_customer c ON c.customer_code = s.customer_code
  WHERE s.fiscal_year = 2021
  GROUP BY c.channel
)
SELECT
  channel,
  gross_sales_mln,
  ROUND((gross_sales_mln / sum(gross_sales_mln) over()) * 100, 2) AS Percentage
FROM CTE1
ORDER BY Percentage DESC;
```

**Insights:** In 2021, Channel Retailers accounted for 73.22% of total gross sales, while Distributors contributed the lowest at 11.31%.



	channel	gross_sales_mln	Percentage
►	Retailer	1924.17	73.22
	Direct	406.69	15.48
	Distributor	297.18	11.31