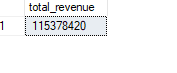
**PRODUCT SALES SQL QUERIES**

**KPI’s**

**1. Total Revenue:**

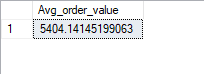
SELECT SUM(Total\_price) AS total revenue FROM Sales\_record;



**2. Average Order Value**

SELECT SUM(Total\_price) / COUNT(distinct order\_id) AS Avg\_order\_value

FROM sales\_record;



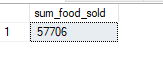
**3. Total Quantity sold**

SELECT SUM(quantity\_sold) AS SUM\_quantity\_sold FROM sales\_record

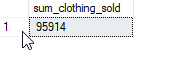


**Total Quantity sold by Product Category**

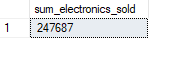
SELECT SUM(quantity\_sold) FROM sales\_record WHERE product\_category = 'Food'



SELECT SUM(quantity\_sold) FROM sales\_record WHERE product\_category = 'Clothing'



SELECT SUM(quantity\_sold) FROM sales\_record WHERE product\_category = 'Electronics'



**4. Total Orders**

SELECT COUNT(distinct order\_id) AS total\_orders FROM sales\_record;



**5. Average Product Per Order**

SELECT CAST (SUM(quantity\_sold) AS decimal(10,2))/ CAST (COUNT(distinct order\_id)AS decimal(10,2)) AS avg\_order\_per\_product

FROM sales\_record;

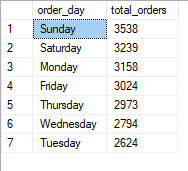


**B. Daily Trend for Total Orders**SELECT DATENAME(DW, order\_date) AS order\_day, COUNT(distinct order\_id) AS total\_orders

FROM sales\_record

GROUP BY DATENAME(DW, order\_date);

***Output:***

****

**C. Monthly Trend for Total Orders**

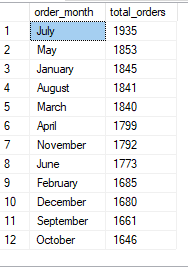
SELECT DATENAME(MONTH, order\_date) AS order\_month, COUNT(distinct order\_id) AS total\_orders

FROM sales\_record

GROUP BY DATENAME(MONTH, order\_date)

ORDER BY total\_orders DESC;

***Output***

****

**D. Percentage of Sales by Product Category**

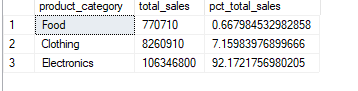
SELECT product\_category, SUM(total\_price) AS total\_sales, SUM(total\_price)\* 100/ (SELECT SUM(Total\_price) FROM sales\_record) AS pct\_total\_sales

FROM sales\_record

GROUP BY product\_category

ORDER BY pct\_total\_sales;

***Output***

****

**E. Percentage of Sales by Product Name**

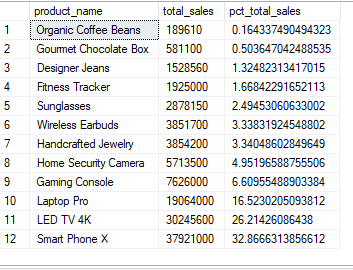
SELECT product\_name, SUM(total\_price) AS total\_sales, SUM(total\_price)\* 100/ (SELECT SUM(Total\_price) FROM sales\_record) AS pct\_total\_sales

FROM sales\_record

GROUP BY product\_name

ORDER BY pct\_total\_sales;

***Output***

****

**F. Total Product Sold by Product Category**

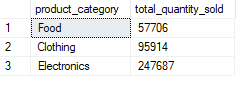
SELECT product\_category, SUM(quantity\_sold) AS total\_quantity\_sold

FROM sales\_record

GROUP BY product\_category

ORDER BY total\_quantity\_sold;

***Output***

****

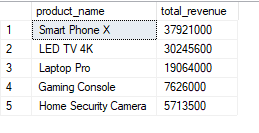
**G. Top 5 Product by Revenue**

SELECT Top 5 product\_name, SUM(total\_price) AS total\_revenue

FROM sales\_record

GROUP BY product\_name

ORDER BY total\_revenue DESC;

****

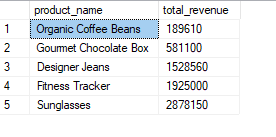
**H. Bottom 5 Product by Revenue**

SELECT Top 5 product\_name, SUM(total\_price) AS total\_revenue

FROM sales\_record

GROUP BY product\_name

ORDER BY total\_revenue ASC;

****

**I. Top 5 Product by Quantity**

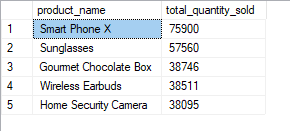
SELECT Top 5 product\_name, SUM(quantity\_sold) AS total\_quantity\_sold

FROM sales\_record

GROUP BY product\_name

ORDER BY quantity\_sold DESC;

***Output***

****

**J. Bottom 5 Product by Quantity**

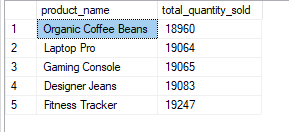
SELECT Top 5 product\_name, SUM(quantity\_sold) AS total\_quantity\_sold

FROM sales\_record

GROUP BY product\_name

ORDER BY total\_quantity\_sold ASC;

***Output***



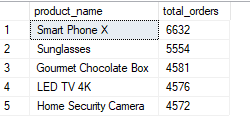
**K. Top 5 Product by Total Orders**

SELECT Top 5 product\_name, COUNT(distinct order\_id) AS total\_orders

FROM sales\_record

GROUP BY product\_name

ORDER BY total\_orders DESC;

****

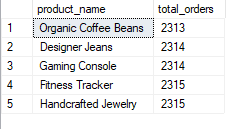
**L. Bottom 5 Product by Total Orders**

SELECT Top 5 product\_name, COUNT(distinct order\_id) AS total\_orders

FROM sales\_record

GROUP BY product\_name

ORDER BY total\_orders ASC;

******

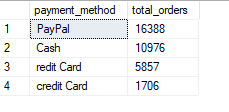
**M. Payment method by Total Orders**

SELECT payment\_method, COUNT(distinct order\_id) AS total\_orders

FROM sales\_record

GROUP BY payment\_method

ORDER BY total\_orders DESC;

****

**N. Location by Total Orders**

SELECT location, COUNT(distinct order\_id) AS total\_orders

FROM sales\_record

GROUP BY location

ORDER BY total\_orders DESC;

