Digital Sales Performance Management SQL Queries

Use Ecommerce\_Database

Select \* from ecommerce\_data

Select \* from us\_state\_long\_lat\_codes

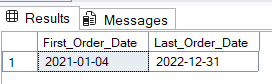
1. KPI Banner — YTD Sales, Profit, Quantity, Profit Margin (2022)

SELECT

MIN(order\_date) AS First\_Order\_Date,

MAX(order\_date) AS Last\_Order\_Date

FROM ecommerce\_data;



SELECT

SUM(sales\_per\_order) AS YTD\_Sales,

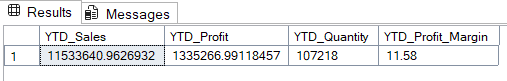
SUM(profit\_per\_order) AS YTD\_Profit,

SUM(order\_quantity) AS YTD\_Quantity,

ROUND(SUM(profit\_per\_order) / SUM(sales\_per\_order) \* 100, 2) AS YTD\_Profit\_Margin

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022;



2. Year-on-Year (Sales, Profit, Quantity, Margin)

SELECT

YEAR(order\_date) AS [Year],

SUM(sales\_per\_order) AS Total\_Sales,

SUM(profit\_per\_order) AS Total\_Profit,

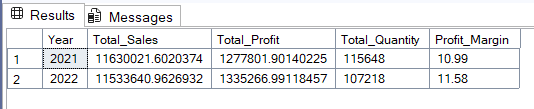
SUM(order\_quantity) AS Total\_Quantity,

ROUND(SUM(profit\_per\_order) / SUM(sales\_per\_order) \* 100, 2) AS Profit\_Margin

FROM ecommerce\_data

GROUP BY YEAR(order\_date)

ORDER BY [Year];



3. YTD, PYTD, and YoY Growth by Customer Segment (2021 vs 2022)

WITH ytd AS (

SELECT customer\_segment, SUM(sales\_per\_order) AS YTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY customer\_segment

),

pytd AS (

SELECT customer\_segment, SUM(sales\_per\_order) AS PYTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2021

GROUP BY customer\_segment

)

SELECT

ytd.customer\_segment,

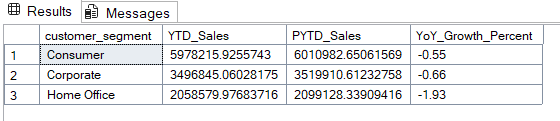
ytd.YTD\_Sales,

pytd.PYTD\_Sales,

ROUND(((ytd.YTD\_Sales - pytd.PYTD\_Sales) / NULLIF(pytd.PYTD\_Sales, 0)) \* 100, 2) AS YoY\_Growth\_Percent

FROM ytd

JOIN pytd ON ytd.customer\_segment = pytd.customer\_segment;



4. YTD Sales by State (2022)

SELECT

customer\_state,

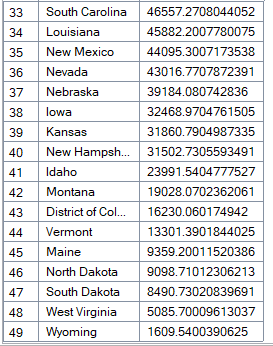
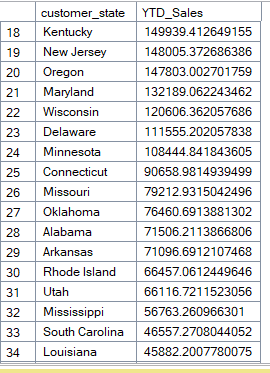
SUM(sales\_per\_order) AS YTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY customer\_state

ORDER BY YTD\_Sales DESC;



5. Top 5 and Bottom 5 Products by Sales (All-Time)

-- Top 5

SELECT TOP 5 product\_name, SUM(sales\_per\_order) AS Total\_Sales

FROM ecommerce\_data

GROUP BY product\_name

ORDER BY Total\_Sales DESC;

-- Bottom 5

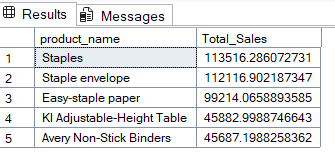
SELECT TOP 5 product\_name, SUM(sales\_per\_order) AS Total\_Sales

FROM ecommerce\_data

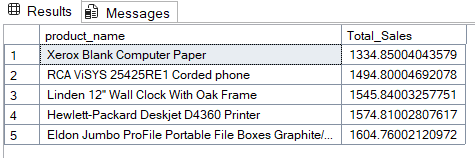
GROUP BY product\_name

ORDER BY Total\_Sales ASC;

TOP 5



BOTTOM 5



6. YTD Sales by Region (2022)

SELECT

customer\_region,

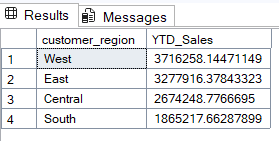
SUM(sales\_per\_order) AS YTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY customer\_region

ORDER BY YTD\_Sales DESC;



7. YTD Sales by Shipping Type (2022)

SELECT

shipping\_type,

SUM(sales\_per\_order) AS YTD\_Sales,

ROUND(

SUM(sales\_per\_order) \* 100.0 /

(SELECT SUM(sales\_per\_order) FROM ecommerce\_data WHERE YEAR(order\_date) = 2022)

, 2) AS Sales\_Percentage

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY shipping\_type

ORDER BY Sales\_Percentage DESC;

