







Object Explorer

Connect      

DESKTOP-1ECS6F0\SQLEXPRESS (SQL S

- Databases
- Security
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- Management
- XEvent Profiler

insertar\_datos.sql...1ECS6F0\Matias (65))\*

```
-- Comprobamos los datos de las tablas con SELECT
SELECT * FROM Clientes;
SELECT * FROM Ventas;
SELECT * FROM Productos;
```

100 %

Results Messages

	ClienteID	Nombre	Ciudad	Pais
1	1	Juan Perez	Buenos Aires	Argentina
2	2	Maria Gutierrez	Rosario	Argentina
3	3	Camila Echam	Gualeguaychu	Argentina
4	4	Federico Gomez	Montevideo	Uruguay
5	5	Roberto Lugo	Florianopolis	Brasil

	VentaID	ClienteID	ProductoID	Fecha	Cantidad	Total
1	1	1	1	2025-10-10	1	850.00
2	2	2	2	2025-10-12	1	30.00
3	3	3	1	2025-10-12	2	1700.00
4	4	4	3	2025-10-15	1	220.00
5	5	3	2	2025-10-17	3	90.00
6	6	5	4	2025-10-20	2	150.00
7	7	2	5	2025-10-22	1	40.00

	ProductoID	Nombre	Categoria	Precio
1	1	Notebook HP Intel i7 12gb	Tecnologia	850.00
2	2	Mouse Logitech	Accesorios	30.00
3	3	Monitor Samsung 24"	Tecnologia	220.00
4	4	Auriculares Gamer Logite...	Accesorios	75.00
5	5	Teclado Inalambrico Trust	Accesorios	40.00


Query executed successfully. | DESKTOP-1ECS6F0\SQLEXPRESS ... | DESKTOP-1ECS6F0\Matias... | VentasEmpresa | 00:00:00 | 5 rows

Solution Explorer - Folder View

Search Solution Explorer - Folder View (Ctrl+)

- Analisis\_Ventas\_Portfolio (C:\Users\Matias\Desktop\Pro
  - 1\_Creacion\_Base\_Datos
    - crear\_base\_y\_tablas.sql
  - 2\_Carga\_de\_Datos
    - insertar\_datos.sql
  - 3\_Consultas\_Analiticas
  - 4\_Vistas
- Analisis\_Ventas\_Portfolio.ssmssqlproj

## Object Explorer

Connect     

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cliente\_top.sql - D...1ECS6F0\Matias (53)

```
use VentasEmpresa
go

-- Buscamos el cliente que realizó mas compras
SELECT
    TOP 1 c.Nombre,
    COUNT(v.VentaID) AS Venta
FROM Ventas v
JOIN Clientes c ON v.ClienteID = c.ClienteID
GROUP BY c.Nombre
ORDER BY Venta DESC;
```

100 %


 Results  Messages

	Nombre	Venta
1	Camila Echam	2








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  - producto\_mas\_vendido.sql
  - ranking\_general.sql
  - ticket\_promedio.sql
  - ventas\_por\_cliente.sql
- 4\_Vistas
- 5\_Capturas
- Analisis\_Ventas\_Portfolio.ssmssqlproj

 Query executed successfully. | DESKTOP-1ECS6F0\SQLEXPRESS ... | DESKTOP-1ECS6F0\Matias... | VentasEmpresa | 00:00:00 | 1 rows

Object Explorer

Connect       

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ingresos\_por\_categ...ECS6F0\Matias (53))

```
USE VentasEmpresa
GO

-- Buscamos los ingresos por categoria

SELECT
    p.Categoria AS Categoria,
    SUM(v.Total) AS TotalVentas
FROM Ventas v
JOIN Productos p ON v.ProductoID = p.ProductoID
GROUP BY Categoria
ORDER BY TotalVentas DESC;
```

100 %

Results Messages

	Categoria	TotalVentas
1	Tecnologia	2770.00
2	Accesorios	310.00

Query executed successfully. | DESKTOP-1ECS6F0\SQLEXPRESS ... | DESKTOP-1ECS6F0\Matias... | VentasEmpresa | 00:00:00 | 2 rows








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Analisis\_Ventas\_Portfolio.ssmssqlproj

Object Explorer

Connect ▾       

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producto\_mas\_vend...CS6F0\Matias (53)

```
USE VentasEmpresa
go

-- Identificamos cual fue el producto mas vendido
SELECT
    TOP 1 p.Nombre AS Producto,
    SUM(v.Cantidad) AS TotalUnidades
FROM Ventas v
JOIN Productos p ON v.ProductoID = p.ProductoID
GROUP BY p.Nombre
ORDER BY TotalUnidades DESC;
```


100 %

Results Messages

	Producto	TotalUnidades
1	Mouse Logitech	4




Query executed successfully. | DESKTOP-1ECS6F0\SQLEXPRESS ... | DESKTOP-1ECS6F0\Matias... | VentasEmpresa | 00:00:00 | 1 rows

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ranking\_general.sql...ECS6F0\Matias (61)

```
USE VentasEmpresa
GO
```

```
-- Elaboramos un ranking general de clientes según volumen de compras y monto total gastado.
```

```
SELECT
    c.Nombre,
    COUNT(v.VentaID) AS Compras,
    SUM(v.Total) AS TotalGastado
FROM Ventas v
JOIN Clientes c ON v.ClienteID = c.ClienteID
GROUP BY c.Nombre
ORDER BY TotalGastado DESC;
```

100 %


Results Messages

	Nombre	Compras	TotalGastado
1	Camila Echam	2	1790.00
2	Juan Perez	1	850.00
3	Federico Gomez	1	220.00
4	Roberto Lugo	1	150.00
5	Maria Gutierrez	2	70.00







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 Query executed successfully. | DESKTOP-1ECS6F0\SQLEXPRESS ... | DESKTOP-1ECS6F0\Matias... | VentasEmpresa | 00:00:00 | 5 rows

Object Explorer

Connect      

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ticket\_promedio.sql...ECS6F0\Matias (53))

```
USE VentasEmpresa
GO

-- Calculamos el ticket promedio de venta para medir el valor medio de las transacciones
SELECT
    AVG(v.Total) AS TicketPromedio
FROM Ventas v;
```

100 %

Results Messages

	TicketPromedio
1	440.000000

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Object Explorer

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ventas\_por\_cliente....ECS6F0\Matias (53))

```
USE VentasEmpresa
GO
-- Generamos una tabla maestra uniendo las tres tablas con JOIN para tener una tabla de reportes b

SELECT
    v.VentaID,
    c.Nombre AS Cliente,
    p.Nombre AS Producto,
    p.Categoria,
    v.Fecha,
    v.Cantidad,
    v.Total
FROM Ventas v
JOIN Clientes c ON v.ClienteID = c.ClienteID
JOIN Productos p ON v.ProductoID = p.ProductoID
ORDER BY v.Fecha;
```

100 %

Results Messages

	VentaID	Cliente	Producto	Categoria	Fecha	Cantidad	Total
1	1	Juan Perez	Notebook HP Intel i7 12gb	Tecnologia	2025-10-10	1	850.00
2	2	Maria Gutierrez	Mouse Logitech	Accesorios	2025-10-12	1	30.00
3	3	Camila Echam	Notebook HP Intel i7 12gb	Tecnologia	2025-10-12	2	1700.00
4	4	Federico Gomez	Monitor Samsung 24"	Tecnologia	2025-10-15	1	220.00
5	5	Camila Echam	Mouse Logitech	Accesorios	2025-10-17	3	90.00
6	6	Roberto Lugo	Auriculares Gamer Logitech	Accesorios	2025-10-20	2	150.00
7	7	Maria Gutierrez	Teclado Inalambrico Trust	Accesorios	2025-10-22	1	40.00







Query executed successfully. | DESKTOP-1ECS6F0\SQLEXPRESS ... | DESKTOP-1ECS6F0\Matias... | VentasEmpresa | 00:00:00 | 7 rows

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ventas\_por\_cliente....ECS6F0\Matias (53))

-- Calculamos el total de ventas por cliente para identificar los principales compradores

```
SELECT
    c.Nombre AS Cliente,
    SUM(v.Total) AS TotalGastado
FROM Ventas v
JOIN Clientes c ON v.ClienteID = c.ClienteID
GROUP BY c.Nombre
ORDER BY TotalGastado DESC;
```

100 %

Results Messages

	Cliente	TotalGastado
1	Camila Echam	1790.00
2	Juan Perez	850.00
3	Federico Gomez	220.00
4	Roberto Lugo	150.00
5	Maria Gutierrez	70.00

Query executed successfully. | DESKTOP-1ECS6F0\SQLEXPRESS ... | DESKTOP-1ECS6F0\Matias... | VentasEmpresa | 00:00:00 | 5 rows

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