**1. Total Sales: For a specific Period**

SELECT SUM(round((Sales),2)) AS Total\_Sales

FROM sales\_details

WHERE Order\_Date BETWEEN '2020-01-04' AND '2020-12-31';

**Trend Analysis: Monthly Trend**

SELECT

date\_format(order\_date,'%m') as Month,

date\_format(order\_date,'%Y') as Year,

sum(sales) as Monthly\_Recurring\_Revenue

from sales\_details

where License is not null

group by Month, Year

order by Month, Year;

**Trend Analysis: Yearly Trend**

SELECT date\_format(order\_date,'%Y') as Year,

SUM(round((Sales),2)) as Annual\_Recurring\_Revenue

from sales\_details

where License is not null

group by Year

order by Year;

**2. Total Number of Orders: For a specific Period**

SELECT COUNT(DISTINCT Order\_ID) AS Total\_Orders

FROM sales\_details

WHERE Order\_Date BETWEEN '2021-01-01' AND '2021-12-31';

**Trend Analysis: Monthly Trend**

SELECT

DATE\_FORMAT(Order\_Date,'%m') AS Month,

DATE\_FORMAT(Order\_Date,'%Y') AS Year,

COUNT(DISTINCT Order\_ID) as Total\_No\_Orders\_By\_Month

from sales\_details

where License is not null

GROUP BY Month, Year

ORDER BY Month, Year;

**Trend Analysis: Yearly Trend**

SELECT

DATE\_FORMAT(Order\_Date,'%Y') AS Year,

COUNT(DISTINCT Order\_ID) as Total\_No\_Orders\_By\_Year

from sales\_details

where License is not null

GROUP BY Year

ORDER BY Year;

**3.Average Order Value (AOV)- For a specific Period**

SELECT ROUND(SUM(Sales) / NULLIF(COUNT(DISTINCT Order\_ID),0),2) AS Average\_Order\_Value

FROM sales\_details

WHERE Order\_Date BETWEEN '2020-01-01' AND '2020-12-31';

**Trend Analysis: Monthly Trend-** **Average Order Value**

SELECT date\_format(Order\_date,'%m-%Y') AS Month,

Round(sum(Sales) / nullif(count(distinct Order\_ID),0),2) as Avergare\_Order\_Value\_Monthly

from sales\_details

where Order\_Date

group by Month

order by Month;

**Trend Analysis: Yearly Trend- Average Order Value**

SELECT year(Order\_date) AS Year,

Round(sum(Sales) / nullif(count(distinct Order\_ID),0),2) as Avergare\_Order\_Value\_Yearly

from sales\_details

where Order\_Date

group by Year

order by Year;

**4. Total Profit - For a specific Period**

SELECT ROUND(SUM(Profit),2) AS Total\_Profit

FROM sales\_details

WHERE Order\_Date

BETWEEN '2020-01-01' AND '2020-12-31';

**Trend Analysis: Monthly Trend**

SELECT

MONTH(Order\_Date) AS Month,

YEAR(Order\_Date) AS Year,

ROUND(SUM(Profit),2) AS Total\_Profit

FROM sales\_details

WHERE Order\_Date

GROUP BY Month, Year

ORDER BY Month, Year;

**Trend Analysis: Yearly Trend**

SELECT

YEAR(Order\_Date) AS Year,

ROUND(SUM(Profit),2) AS Total\_Profit\_By\_Year

FROM sales\_details

WHERE Order\_Date

GROUP BY Year

ORDER BY Year;

**5. Total Quantity Sold - For a specific Period**

SELECT

SUM(Quantity) AS Total\_Quantity\_Sold\_Specific\_Date

FROM sales\_details

WHERE Order\_Date BETWEEN '2020-01-01' AND '2020-12-31';

**Trend Analysis: Monthly Trend**

SELECT Month(Order\_Date) AS Month,

Year(Order\_Date) AS Year,

SUM(Quantity) AS Total\_Quantity\_Sold\_by\_Month

FROM sales\_details

WHERE Order\_Date

GROUP BY Month, Year

ORDER BY Month, Year;

**Trend Analysis: Yearly Trend**

SELECT

Year(Order\_Date) AS Year,

SUM(Quantity) AS Total\_Quantity\_Sold\_By\_Year

FROM sales\_details

WHERE Order\_Date

GROUP BY Year

ORDER BY Year;

**6. Customer Count - For a specific Period**

SELECT

COUNT(DISTINCT Customer\_ID) AS Customers\_Specific\_Period

FROM sales\_details

WHERE Order\_Date BETWEEN '2020-01-01' AND '2020-01-31';

**Trend Analysis: Monthly Trend**

SELECT Month(Order\_Date) AS Month,

Year(Order\_Date) AS Year,

COUNT(DISTINCT Customer\_ID) AS Unique\_Customers\_By\_Month

FROM sales\_details

WHERE Order\_Date

GROUP BY Month, Year

ORDER BY Month, Year;

**Trend Analysis: Yearly Trend**

SELECT

Year(Order\_Date) AS Year,

COUNT(DISTINCT Customer\_ID) AS Unique\_Customers\_By\_Year

FROM sales\_details

WHERE Order\_Date

GROUP BY Year

ORDER BY Year;

**7. Discount Amount - For a specific Period**

SELECT

ROUND(SUM(Discount),2) AS Discount\_Value\_Specific\_Period

FROM sales\_details

WHERE Order\_Date BETWEEN '2020-01-01' AND '2020-12-31';

**Trend Analysis: Monthly Trend**

SELECT Month(Order\_Date) AS Month,

Year(Order\_Date) AS Year,

ROUND(SUM(Discount),2) AS Discount\_Value\_By\_Month

FROM sales\_details

WHERE Order\_Date

GROUP BY Month, Year

ORDER BY Month, Year;

**Trend Analysis: Yearly Trend**

SELECT

Year(Order\_Date) AS Year,

ROUND(SUM(Discount),2) AS Discount\_Value\_By\_Year

FROM sales\_details

WHERE Order\_Date

GROUP BY Year

ORDER BY Year;