



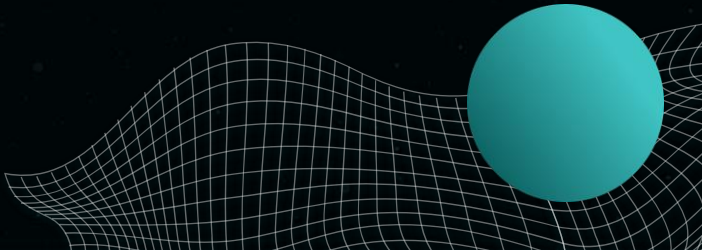
Cracking the Code: Analyzing Computer Sales Data





INTRODUCTION

Welcome to our exploration of computer sales data! In this presentation, we'll be diving into the fascinating world of computer sales to uncover valuable insights that can guide business decisions. By analyzing sales trends, customer preferences, and market dynamics, we aim to shed light on what drives success in computer sales and how businesses can optimize their strategies for maximum impact. Join us on this journey as we decode the data behind computer sales and unlock the secrets to sustained growth and profitability in the tech industry.



Retrieve all sales data for transactions involving laptops from the 'sales' table.

```
SELECT
    *
FROM
    sales
WHERE
    producttype = 'laptop';
```

SaleID	Contact	Gender	Age	State	ProductID	ProductType	SalePrice	Profit	Lead	SaleMonth	SaleYear
4	Moe Eggert	M	35	PA	I3593	Laptop	399.99	72.09	Website	March	2018
5	Jessica Elk	F	55	PA	15M-ED	Laptop	699.99	98.09	Flyer 4	March	2018
7	Michelle Samms	F	46	OH	GA401IV	Laptop	1349.99	180.34	Email	May	2018
9	Ed Klondike	M	52	OH	81TC00	Laptop	649.99	122.34	Email	July	2018
11	Rick James	M	49	PA	GA401IV	Laptop	1349.99	180.34	Flyer 3	November	2018

Retrieve all sales data for transactions involving female customers from the 'sales' table.

```
SELECT
    *
FROM
    sales
WHERE
    gender = 'f';
```

SaleID	Contact	Gender	Age	State	ProductID	ProductType	SalePrice	Profit	Lead	SaleMonth	SaleYear
2	Margo Simms	F	37	WV	GT13-0024	Desktop	1249.99	230.89	Flyer 4	January	2018
5	Jessica Elk	F	55	PA	15M-ED	Laptop	699.99	98.09	Flyer 4	March	2018
6	Sally Struthers	F	45	PA	GT13-0024	Desktop	1249.99	230.89	Flyer 2	April	2018
7	Michelle Samms	F	46	OH	GA401IV	Laptop	1349.99	180.34	Email	May	2018
12	Sue Etna	F	54	OH	GT13-0024	Desktop	1249.99	230.89	Flyer 2	November	2018

Retrieve all sales data from the 'sales' table and sort the results alphabetically by the contact name.

```
SELECT
    *
FROM
    sales
ORDER BY contact ASC;
```

SaleID	Contact	Gender	Age	State	ProductID	ProductType	SalePrice	Profit	Lead	SaleMonth	SaleYear
54	Andy Sands	M	56	OH	AN515-55-53AG	Tablet	689.99	156.69	Flyer 1	December	2018
15	Andy Sands	M	56	OH	MY2J2LL	Tablet	999.99	146.69	Flyer 1	December	2018
14	Doug Johnson	M	51	PA	I3670	Desktop	649.99	118.64	Website	December	2018
38	Doug Johnson	M	51	PA	GA401IV	Laptop	1349.99	180.34	Website	May	2020
53	Doug Johnson	M	51	PA	GMA4000BST	Desktop	599.99	148.64	Website	May	2018

Count the number of sales transactions per month and show the results grouped by sale month.

```
SELECT
    salemonth, COUNT(*) AS gender
FROM
    sales
GROUP BY salemonth;
```

salemonth	gender
January	8
February	14
March	9
April	15
May	15

Retrieve all sales data where the sale price is higher than the average sale price of 500.

```
SELECT
    *
FROM
    sales
WHERE
    saleprice > (SELECT
        AVG(500)
        FROM
            sales);
```

SaleID	Contact	Gender	Age	State	ProductID	ProductType	SalePrice	Profit	Lead	SaleMonth	SaleYear
2	Margo Simms	F	37	WV	GT13-0024	Desktop	1249.99	230.89	Flyer 4	January	2018
3	Sam Stine	M	26	PA	I3670	Desktop	649.99	118.64	Website	February	2018
5	Meera Martin	F	55	PA	15M-ED	Laptop	699.99	98.09	Flyer 4	March	2018
6	Sally Struthers	F	45	PA	GT13-0024	Desktop	1249.99	230.89	Flyer 2	April	2018
7	Michelle Samms	F	46	OH	GA401IV	Laptop	1349.99	180.34	Email	May	2018

Retrieve all sales data from the 'sales' table where the sale year is 2019 or later.

```
SELECT
    *
FROM
    sales
WHERE
    saleyear >= '2019-01-01';
```

SaleID	Contact	Gender	Age	State	ProductID	ProductType	SalePrice	Profit	Lead	SaleMonth	SaleYear
16	Kim Collins	F	49	PA	I3593	Laptop	399.99	72.09	Flyer 2	January	2019
17	Edna Sanders	F	46	OH	15M-ED	Laptop	699.99	98.09	Email	February	2019
18	Michelle Samms	F	46	NY	MY2J2LL	Tablet	999.99	146.69	Website	March	2019
19	Mick Roberts	M	23	PA	I3593	Laptop	399.99	72.09	Flyer 4	March	2019
20	Sally Struthers	F	45	NY	81TC00	Laptop	649.99	122.34 649.00	Website	April	2019

Retrieve all sales data for transactions involving products with a product type that starts with 'laptop'.

```
SELECT
    *
FROM
    sales
WHERE
    producttype LIKE 'laptop%';
```

SaleID	Contact	Gender	Age	State	ProductID	ProductType
4	Moe Eggert	M	35	PA	I3593	Laptop
5	Meera Martin	F	55	PA	15M-ED	Laptop
7	Michelle Samms	F	46	OH	GA401IV	Laptop
9	Ed Klondike	M	52	OH	81TC00	Laptop
11	Rick James	M	49	PA	GA401IV	Laptop

Classify products into categories (Affordable, Moderate, Expensive) based on their sale prices using a CASE statement.

```
SELECT
    producttype,
    CASE
        WHEN saleprice < 500 THEN 'Affordable'
        WHEN saleprice >= 5000 AND saleprice < 6000 THEN 'Moderate'
        ELSE 'Expensive'
    END AS category
FROM sales;
```

producttype	category
Desktop	Expensive
Desktop	Expensive
Laptop	Affordable
Laptop	Expensive
Desktop	Expensive

List the top 3 most sold product types along with their quantity
sql query

```
SELECT  
    producttype, sum(saleprice) AS sale_count, productid  
FROM  
    sales  
GROUP BY producttype , productid  
LIMIT 3;
```

producttype	sale_count	productid
Desktop	4999.96	GT13-0024
Desktop	1299.98	I3670
Laptop	1999.95	I3593