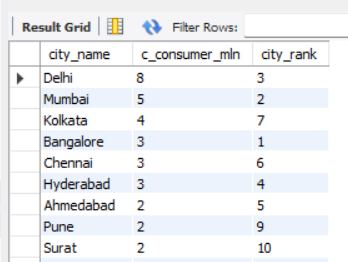
**COFFEE SALES SQL QUERIES**

**1. how many people in each city are estimated to consume coffee, given that 25% of population does?**

SELECT city\_name,ROUND((population\*0.25)/1000000 ) as c\_consumer\_mln,city\_rank

FROM city ORDER BY population DESC;



**2. TOTAL REVENUE FROM COFFEE SALES?**

SELECT ci.city\_name,sum(s.total) as total\_revenue FROM sales as s

JOIN customers as c

ON s.customer\_id=c.customer\_id

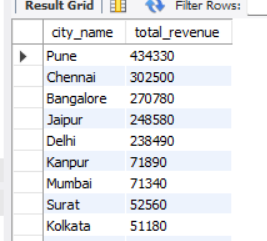
JOIN city as ci

ON c.city\_id=ci.city\_id

WHERE quarter(s.sale\_date)=4 and YEAR(s.sale\_date)=2023

GROUP BY ci.city\_name

ORDER BY SUM(s.total) DESC;



**3. HOW Many units of each coffee product has been sold?**

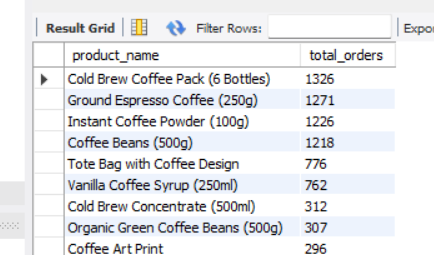
SELECT p.product\_name,count(s.sale\_id) as total\_orders FROM products as p

LEFT JOIN sales as s

ON s.product\_id=p.product\_id

GROUP BY p.product\_name

ORDER BY total\_orders DESC;



**4. avg sales amount per customer in each city?**

SELECT ci.city\_name,sum(s.total) as total\_revenue,COUNT(DISTINCT(s.customer\_id)) as total\_customer,round(sum(s.total)/COUNT(DISTINCT(s.customer\_id)),1) as avg\_per\_cust FROM sales as s

JOIN customers as c

ON s.customer\_id=c.customer\_id

JOIN city as ci

ON c.city\_id=ci.city\_id

GROUP BY ci.city\_name

ORDER BY SUM(s.total) DESC;

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**5 city population and coffee consumers(list of cities with their population,coffee consumers)?**

WITH my\_cte as(SELECT city\_name,ROUND((population\*0.25)/1000000 ,2) as c\_consumer\_mln FROM city),

cust\_table as (select ci.city\_name,count(distinct(c.customer\_id)) as unique\_cust

FROM sales as s

JOIN customers as c

ON c.customer\_id=s.customer\_id

JOIN city as ci

ON ci.city\_id=c.city\_id

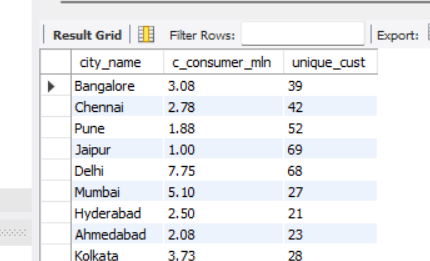
GROUP BY ci.city\_name)

select ct.city\_name, ct.c\_consumer\_mln, cit.unique\_cust

from my\_cte as ct

JOIN cust\_table as cit

ON cit.city\_name=ct.city\_name;



**6.how many unique customers are there in each city who have purchased coffee product?**

select ci.city\_name,count(distinct(c.customer\_id)) as unique\_cust

FROM city as ci

LEFT JOIN customers as c

ON c.city\_id=ci.city\_id

JOIN sales as s

ON s.customer\_id=c.customer\_id

JOIN products as p

ON p.product\_id=s.product\_id

WHERE s.product\_id IN (1,2,3,4,5,6,7,8,9,10,11,12,13,14)

GROUP BY ci.city\_name;

***Output:***

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**7.calculate percentage growth in sales over different time periods by each city?**

WITH MONTHLY\_SALES AS (SELECT ci.city\_name,MONTH(sale\_date) as month, YEAR(sale\_date) as year,sum(s.total) as total\_sales FROM sales as s

JOIN customers as c

ON c.customer\_id=s.customer\_id

JOIN city as ci

ON ci.city\_id=c.city\_id

GROUP BY ci.city\_name,MONTH(sale\_date), YEAR(sale\_date)

ORDER BY ci.city\_name, YEAR(sale\_date),MONTH(sale\_date) ASC

),

growth\_ratio AS (

SELECT

city\_name,

month,

year,

total\_sales as cr\_month\_sales,

LAG(total\_sales,1) OVER(PARTITION BY city\_name ORDER BY year,month) as last\_month\_sales

FROM MONTHLY\_SALES)

SELECT

city\_name,month,

year,

cr\_month\_sales,

last\_month\_sales,

ROUND((cr\_month\_sales-last\_month\_sales)/last\_month\_sales\*100,2)as growth\_ratio

FROM growth\_ratio

WHERE last\_month\_sales IS NOT NULL;

***Output***

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