Sales Trend Analysis Report

Introduction:

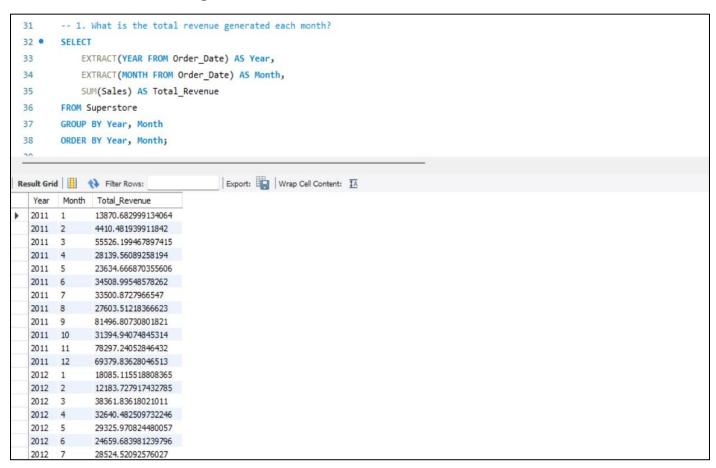
Sales Trend Analysis Using MySQL

This document presents a series of SQL queries executed on the Superstore dataset to analyze sales performance trends. The goal is to uncover meaningful business insights from monthly revenue and order volume across different time periods.

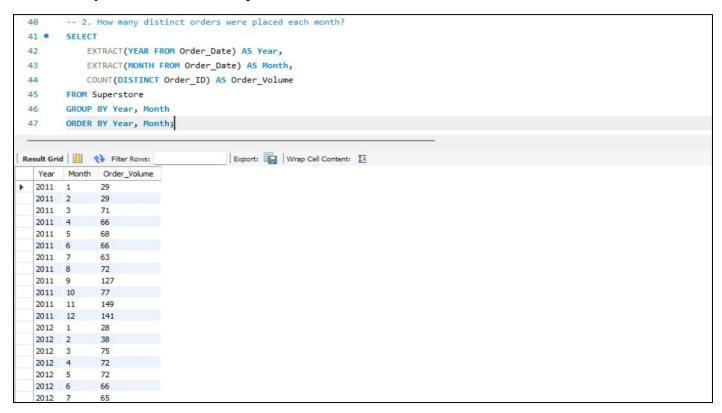
MySQL's powerful aggregation functions, date extraction techniques, and sorting capabilities were used to answer key business questions. Each query was crafted to understand patterns in revenue generation, order volume, profitability, and seasonal variations.

The screenshots below show the query results for each analysis, providing a clear view of the trends across different years and months.

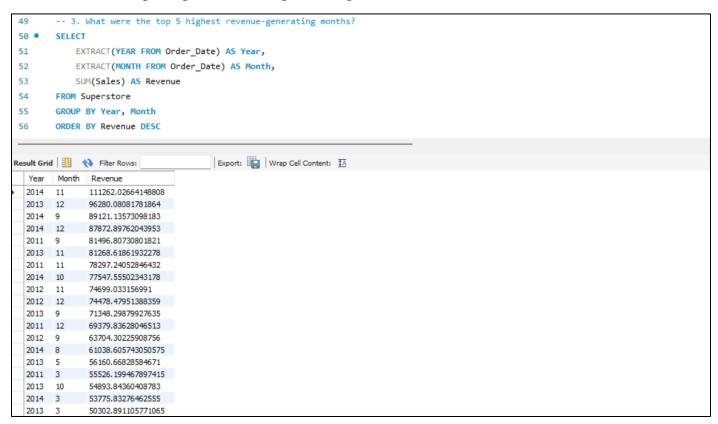
1. What is the total revenue generated each month?



2. How many distinct orders were placed each month?



3. What were the top 5 highest revenue-generating months?



4. Which month had the highest number of orders?

```
-- 4. Which month had the highest number of orders?
 61 •
        SELECT
            EXTRACT(YEAR FROM Order_Date) AS Year,
 62
            EXTRACT(MONTH FROM Order_Date) AS Month,
 63
            COUNT(DISTINCT Order_ID) AS Order_Count
 65
      FROM Superstore
        GROUP BY Year, Month
 66
 67
       ORDER BY Order_Count DESC
 68
       LIMIT 1;
Result Grid | 🔢  Filter Rows:
                                        Export: Wrap Cell Content: 🖽 | Fetch rows:
   Year Month Order_Count
2014 11
```

5. Which month and year had the highest profit?

```
-- 5. Which month and year had the highest profit?
       SELECT
 72 •
 73
          EXTRACT(YEAR FROM Order_Date) AS Year,
          EXTRACT(MONTH FROM Order_Date) AS Month,
 74
 75
           SUM(Profit) AS Total Profit
 76
       FROM Superstore
       GROUP BY Year, Month
 78
       ORDER BY Total_Profit DESC
 79
       LIMIT 1;
Export: Wrap Cell Content: 🖽 | Fetch rows:
  Year Month Total_Profit
▶ 2013 12
            17547.963401466608
```

6. Which year had the highest total sales?



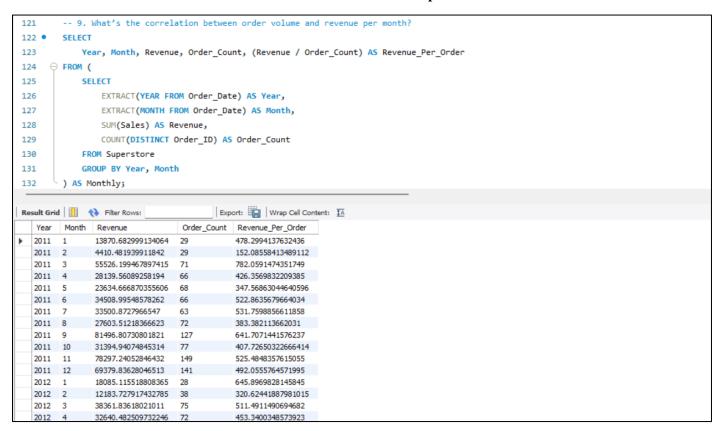
7. How does revenue trend across months in a single year (e.g., 2014)?

```
-- 7. How does revenue trend across months in a single year (e.g., 2014)?
96 •
       SELECT
97
           EXTRACT(MONTH FROM Order_Date) AS Month,
98
           SUM(Sales) AS Revenue
99
       FROM Superstore
100
       WHERE EXTRACT(YEAR FROM Order_Date) = 2014
101
       GROUP BY Month
102
       ORDER BY Month;
Export: Wrap Cell Content: IA
  Month Revenue
         44592.05354332924
  2 20244.702346920967
        53775.83276462555
  4 39611.0578520298
         45485, 47797238827
  6 47520.58467233181
        47654.39691078663
  8 61038.605743050575
        89121.13573098183
  10 77547.55502343178
         111262.02664148808
  11
  12
        87872.89762043953
```

8. Which month consistently generates low sales across years?



9. What's the correlation between order volume and revenue per month?



10. Which months should we focus marketing on (based on low order volume)?

