## Sales Insights Data Analysis Project

### Data Analysis Using SQL

1. Show all customer records

`SELECT \* FROM customers;`

1. Show total number of customers

`SELECT count(\*) FROM customers;`

1. Show transactions for Chennai market (market code for chennai is Mark001

`SELECT \* FROM transactions where market\_code='Mark001';`

1. Show distrinct product codes that were sold in chennai

`SELECT distinct product\_code FROM transactions where market\_code='Mark001';`

1. Show transactions where currency is US dollars

`SELECT \* from transactions where currency="USD"`

1. Show transactions in 2020 join by date table

`SELECT transactions.\*, date.\* FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020;`

1. Show total revenue in year 2020,

`SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and transactions.currency="INR\r" or transactions.currency="USD\r";`

1. Show total revenue in year 2020, January Month,

`SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and and date.month\_name="January" and (transactions.currency="INR\r" or transactions.currency="USD\r");`

1. Show total revenue in year 2020 in Chennai

`SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020

and transactions.market\_code="Mark001";`

Data Analysis Using Power BI

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1. Formula to create norm\_amount column

`= Table.AddColumn(#"Filtered Rows", "norm\_amount", each if [currency] = "USD" or [currency] ="USD#(cr)" then [sales\_amount]\*75 else [sales\_amount], type any)`