

IPHONE 15 SERIES SALES ANALYSIS !



Presented by: Nitish Kumar



Here are the tables used in this project

- CUSTOMERS
- PRODUCTS
- SALES

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1)FIND THE EARLIEST SALE DATE?



```
SELECT MIN(sale_date)  
FROM sales;
```

OUTPUT

```
MIN(sale_date)  
2023-10-01
```

2)CALCULATE PERCENTAGE OF TOTAL SALES?

```
● ● ●  
SELECT sale_date  
      ,total_price  
      ,100 *( total_price/SUM(total_price)OVER()) AS percentage_of_total_sales  
FROM sales;
```

OUTPUT

sale_date	total_price	percentage_of_total_sales
2023-10-01	139800.00	13.209865
2023-10-02	179700.00	16.980062
2023-10-03	49900.00	4.715109
2023-10-04	139800.00	13.209865
2023-10-05	179700.00	16.980062
2023-10-06	49900.00	4.715109
2023-10-07	139800.00	13.209865
2023-10-08	179700.00	16.980062

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3)FIND CUSTOMERS WITH HIGHEST TOTAL SPENDING?

```
SELECT C.customer_id  
      ,C.customer_name  
      ,SUM(S.total_price) AS Total  
      ,RANK() OVER (ORDER BY SUM(S.total_price) DESC) AS  
      Highest_Total_Spending_Rank  
FROM sales AS S  
JOIN customers AS C USING (customer_id)  
GROUP BY C.customer_id  
      ,C.customer_name ;
```

OUTPUT

customer_id	customer_name	Total	Highest_Total_Spending_Rank
2	Anjali Reddy	319500.00	1
3	Neha Gupta	229600.00	2
1	Rajesh Kumar	189700.00	3
5	Sneha Singh	179700.00	4
4	Amit Patel	139800.00	5



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4) DENSE RANKING OF PRODUCTS BY STAR RATING?

```
SELECT product_name  
      ,DENSE_RANK() OVER(ORDER BY star_rating DESC) AS star_rating_rank  
FROM sales;
```

OUTPUT

```
product_name      star_rating_rank
iPhone 15          1
iPhone 15 Pro     2
iPhone 15 Pro     2
iPhone 15 Pro     2
iPhone 15          3
iPhone 15          3
iPhone 15 Mini    4
iPhone 15 Mini    4
```

5) RANK PRODUCTS BY TOTAL SALES?

```
SELECT product_name  
      ,SUM(total_price) AS Total_Sales  
      ,ROW_NUMBER() OVER(ORDER BY SUM(total_price) DESC) AS Product_rank  
  FROM sales  
 GROUP BY product_name;
```

OUTPUT

product_name	Total_Sales	Product_rank
iPhone 15	539100.00	1
iPhone 15 Pro	419400.00	2
iPhone 15 Mini	99800.00	3

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6) CALCULATE THE PRICE DIFFERENCE WITH LEAD AND LAG ?

```
SELECT product_name  
      ,sale_price  
      ,LAG(sale_price) OVER(ORDER BY product_id) AS previous_sale_price,  
      LEAD(sale_price) OVER (ORDER BY product_id) AS next_sale_price,  
      (sale_price - LAG(sale_price) OVER (ORDER BY product_id)) AS price_diff_with_previous,  
      (LEAD(sale_price) OVER (ORDER BY product_id) - sale_price) AS price_diff_with_next  
   FROM products;
```

OUTPUT

product_name	sale_price	previous_sale_price	next_sale_price	price_dif
iPhone 15 Pro	69900.00	null	59900.00	null
iPhone 15	59900.00	69900.00	49900.00	-10000.00
iPhone 15 Mini	49900.00	59900.00	69900.00	-10000.00
iPhone 15 Pro	69900.00	49900.00	59900.00	20000.00
iPhone 15	59900.00	69900.00	49900.00	-10000.00
iPhone 15 Mini	49900.00	59900.00	69900.00	-10000.00
iPhone 15 Pro	69900.00	49900.00	59900.00	20000.00
iPhone 15	59900.00	69900.00	49900.00	-10000.00
iPhone 15 Mini	49900.00	59900.00	69900.00	-10000.00
iPhone 15 Pro	69900.00	49900.00	59900.00	20000.00
iPhone 15	59900.00	69900.00	49900.00	-10000.00
iPhone 15 Mini	49900.00	59900.00	69900.00	-10000.00
iPhone 15 Pro	69900.00	49900.00	59900.00	20000.00
iPhone 15	59900.00	69900.00	49900.00	-10000.00
iPhone 15 Mini	49900.00	59900.00	null	-10000.00

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7)FIND CUSTOMERS WHOSE NAMES HAVE 'I' AS THE THIRD LETTER?

```
SELECT customer_id  
      ,customer_name  
  FROM customers  
 WHERE customer_name LIKE "__i%";
```

OUTPUT

<code>customer_id</code>	<code>customer_name</code>
4	Amit Patel
6	Priya Sharma

8)LIST CUSTOMERS WHO MADE MULTIPLE PURCHASES USING CTE?

```
WITH CustomerPurchases AS
(
    SELECT customer_name
          ,COUNT(sale_id) AS Total_Purchases
     FROM sales
    JOIN customers USING (customer_id)
    GROUP BY customer_name
)

SELECT customer_name
      ,Total_Purchases
     FROM CustomerPurchases
    WHERE Total_Purchases > 1 ;
```

OUTPUT

customer_name	Total_Purchases
Rajesh Kumar	2
Anjali Reddy	2
Neha Gupta	2

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9)CATEGORIZE PRODUCTS BY STAR RATING?



```
SELECT product_name  
      ,star_rating  
      ,CASE  
          WHEN star_rating >= 4.8 THEN 'Excellent'  
          WHEN star_rating >= 4.7 THEN "GOOD"  
          ELSE "AVERAGE"  
      END AS rating_category  
FROM products ;
```

OUTPUT

product_name	star_rating	rating_category
iPhone 15 Pro	4.80	Excellent
iPhone 15	4.70	GOOD
iPhone 15 Mini	4.60	AVERAGE
iPhone 15 Pro	4.80	Excellent
iPhone 15	4.70	GOOD
iPhone 15 Mini	4.60	AVERAGE
iPhone 15 Pro	4.80	Excellent
iPhone 15	4.70	GOOD
iPhone 15 Mini	4.60	AVERAGE
iPhone 15 Pro	4.80	Excellent
iPhone 15	4.70	GOOD
iPhone 15 Mini	4.60	AVERAGE
iPhone 15 Pro	4.80	Excellent
iPhone 15	4.70	GOOD
iPhone 15 Mini	4.90	Excellent

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10)FIND THE DAY OF THE WEEK FOR EACH SALE?



```
SELECT sale_id  
      ,sale_date  
      ,DAYNAME(sale_date) AS Day_of_the_Week  
  FROM sales;
```

OUTPUT

sale_id	sale_date	Day_of_the_Week
1	2023-10-01	Sunday
2	2023-10-02	Monday
3	2023-10-03	Tuesday
4	2023-10-04	Wednesday
5	2023-10-05	Thursday
6	2023-10-06	Friday
7	2023-10-07	Saturday
8	2023-10-08	Sunday

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Thank
you

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