**--revenue by year**

SELECT DATE\_PART('YEAR', occurred\_at),

SUM(standard\_amt\_usd) standard\_sales,

SUM(gloss\_amt\_usd) gloss\_sales,

SUM(poster\_amt\_usd) poster\_sales,

SUM(total\_amt\_usd) total\_sales

FROM orders

GROUP BY 1

ORDER BY 1

**--total revenue by month**

SELECT DATE\_TRUNC('month', occurred\_at),

SUM(standard\_amt\_usd) standard\_sales,

SUM(gloss\_amt\_usd) gloss\_sales,

SUM(poster\_amt\_usd) poster\_sales,

SUM(total\_amt\_usd) total\_sales

FROM orders

GROUP BY 1

ORDER BY 1

**--top 10 customers by revenue**

SELECT a.id id, a.name company\_name,

COUNT(total) order\_count, SUM(standard\_qty) standard\_qty\_ord,

SUM(gloss\_qty) gloss\_qty\_ord, SUM(poster\_qty) poster\_qty\_ord,

SUM(standard\_amt\_usd) standard\_sales\_usd,

SUM(gloss\_amt\_usd) gloss\_sales\_usd,

SUM(poster\_amt\_usd) poster\_sales\_usd,

SUM(total\_amt\_usd) total\_sales\_usd

FROM orders o

JOIN accounts a

ON o.account\_id = a.id

GROUP BY 1,2

ORDER BY order\_count DESC, total\_sales\_usd DESC

**--top 10 customers by counts of orders--**

SELECT a.id id, a.name company\_name,

COUNT(total) order\_count, SUM(standard\_qty) standard\_qty\_ord,

SUM(gloss\_qty) gloss\_qty\_ord, SUM(poster\_qty) poster\_qty\_ord

FROM orders o

JOIN accounts a

ON o.account\_id = a.id

GROUP BY 1,2

ORDER BY order\_count DESC

LIMIT 10

**-- Top 10 Sales Rep performance based on Num of order, num of customers, total revenue--**

SELECT s.id sales\_rep\_id, s.name sales\_rep\_name, COUNT(o.id) num\_of\_ord, SUM(total\_amt\_usd) Total\_revenue

FROM orders o

JOIN accounts a

ON o.account\_id = a.id

JOIN sales\_reps s

ON a.sales\_rep\_id = s.id

GROUP BY 1,2

ORDER BY Total\_revenue DESC

LIMIT 10

**--Region with highest sales revenue--**

SELECT r.id region\_id, r.name region\_name, SUM(o.total) total\_qty\_ord, SUM(o.total\_amt\_usd) total\_revenue

FROM orders o

JOIN accounts a

ON o.account\_id = a.id

JOIN sales\_reps s

ON a.sales\_rep\_id = s.id

JOIN region r

ON s.region\_id = r.id

GROUP BY 1,2

ORDER BY 4 DESC

**--Customer segmentation--**

SELECT a.name company\_name, SUM(total\_amt\_usd) total\_sales,

CASE

WHEN SUM(total\_amt\_usd) <= 14138.11 THEN 'Low\_Value\_Customer'

WHEN SUM(total\_amt\_usd) <= 66118.61 THEN 'Medium\_Value\_Customer'

WHEN SUM(total\_amt\_usd) <= 276366.11 THEN 'High\_Value\_Customer'

ELSE 'Very High\_Value\_Customer'

END AS customer\_segment

FROM accounts a

JOIN orders o

ON a.id = o.account\_id

GROUP BY 1

ORDER BY 2 DESC

**--customer segmentation and region--**

SELECT a.name company\_name, r.name region\_name, SUM(total\_amt\_usd) total\_sales,

CASE

WHEN SUM(total\_amt\_usd) <= 14138.11 THEN 'Low\_Value\_Customer'

WHEN SUM(total\_amt\_usd) <= 66118.61 THEN 'Medium\_Value\_Customer'

WHEN SUM(total\_amt\_usd) <= 276366.11 THEN 'High\_Value\_Customer'

ELSE 'Very High\_Value\_Customer'

END AS customer\_segment

FROM orders o

JOIN accounts a

ON a.id = o.account\_id

JOIN sales\_reps s

ON a.sales\_rep\_id = s.id

JOIN region r

ON s.region\_id =r.id

GROUP BY 1,2

ORDER BY 3 DESC

**-- Total Num of acct--**

SELECT id, name

FROM accounts

**--web events channel--**

SELECT channel, COUNT (channel) channel\_count

FROM web\_events

GROUP BY 1

ORDER BY 2 DESC

**--Number of sales reps--**

SELECT id sales\_rep\_id, name sales\_rep\_name

FROM sales\_reps

**-- years with the lowest revenue--**

SELECT DATE\_PART('YEAR', occurred\_at), COUNT(total) count\_of\_orders, SUM(total\_amt\_usd) total\_sales

FROM orders

GROUP BY 1

ORDER BY 2,3