SQL CODES SUMMARY FOR BUYBUY COMPANY

```sql
CREATE TABLE sales_data (
    sales_date date,
    sales_year varchar,
    cus_id varchar,
        cus_age int,
    cus_gender varchar,
    cus_country text,
    cus_state text,
    prod_category varchar,
    prod_subcategory varchar,
    product varchar,
    ord_quantity int,
    unit_cost int,
    unit_price int,
    cost int,
    revenue int
    );

SELECT *
FROM sales_data;

ALTER TABLE sales_data
ADD COLUMN profit INT

UPDATE sales_data
SET profit = revenue - cost


ALTER TABLE sales_data
ADD sales_month INT

UPDATE sales_data
SET sales_month = EXTRACT (MONTH FROM sales_date)

/*SECTION 1- TIME-PROFIT ANALYSIS*/

--TOTAL PROFIT BY BUYBUY 1Q11 TO 4Q16--
SELECT SUM(profit) AS total_profit
FROM sales_data

--TOTAL PROFIT Q2 YOY 2011 TO 2016--
SELECT SUM(profit) AS total_profit_q2, sales_year
FROM sales_data
WHERE sales_year IN ('2011', '2012', '2013' , '2014', '2015', '2016')
AND sales_month IN (4,5,6)
GROUP BY sales_year
ORDER BY 1 DESC
```

```sql
--ANNUAL PROFIT FROM 2011 TO 2016--
SELECT SUM(profit) as annual_profit, sales_year
FROM sales_data
GROUP BY 2
ORDER BY 1 DESC

/*SECTION  2  REGION-PROFIT ANALYSIS*/

--COUNTRIES WITH MOST AND LEAST PROFIT--
SELECT cus_country, MIN(profit) AS min_profit, MAX(profit) as max_profit
FROM sales_data
GROUP BY 1
ORDER BY 3 DESC

--TOP 1O MOST PROFITABLE COUNTRY--
SELECT cus_country, SUM(profit) as top_profitable_country
FROM sales_data
WHERE sales_year IN ('2011', '2012', '2013' , '2014', '2015', '2016')
GROUP BY 1
ORDER BY 2 DESC
LIMIT 10

--TOP 10 LEAST PROFITABLE--
SELECT cus_country, SUM(profit) as top_profitable_country
FROM sales_data
GROUP BY 1
ORDER BY 2
LIMIT 10

/*SECTION 3 - PRODUCT REVENUE ANALYSIS */
--RANK OF PRODUCT CATEGORY BY REVENUE--
SELECT prod_category, SUM(revenue) as revenue_generated
FROM sales_data
GROUP BY 1
ORDER BY 2

--TOP 2 CATEGORIES HIGHEST NUMBER OF UNIT SOLD--
SELECT prod_category, SUM(ord_quantity) as unit_sold
FROM sales_data
GROUP BY 1
ORDER BY 2 DESC
LIMIT 2

--TOP 10 HIGHEST GROSSING PRODUCTS BY PROFITS--
SELECT product, SUM(profit) as all_time_profits
FROM sales_data
GROUP BY 1
ORDER BY 2 DESC
LIMIT 10
```
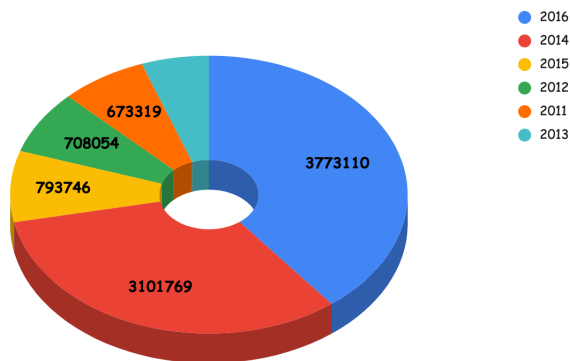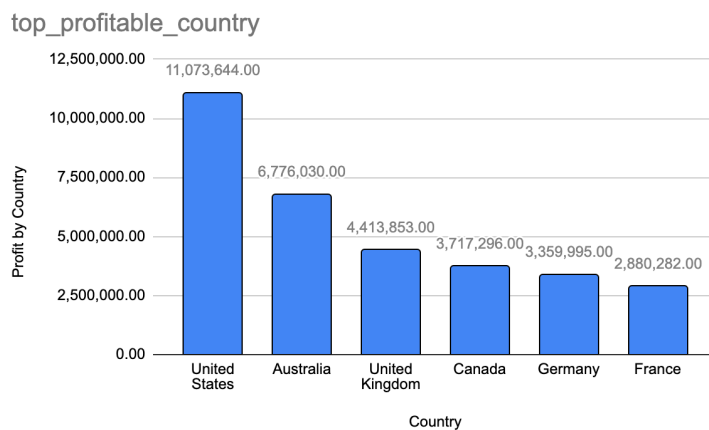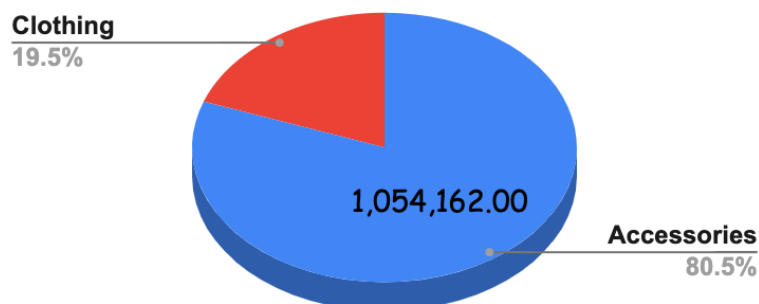
ADVISE TO BUYBUY'S BOARD OF DIRECTORS

The company made the most profit in Q2 of 2016 followed closely by 2014, with 2013 having the lowest profit made in Q2.

The Chart above shows the most profitable country generating the most profit for Buyback business. The United States of America generates the most revenue with France being the lowest.

Top 2 Unit Sold

The above chart shows the top 2 unit sold with Accessories accounting for the most unit sold by the company