

# RETAIL ORDER DATA ANALYSIS

## QUERY 1

Find top 10 highest revenue generating products

Show revenue

## QUERY 2

Find the top 5 cities with the highest profit margins

Show cities

## QUERY 3

Calculate the total discount given for each category

Show category

## QUERY 4

Find the average sale price per product category

Show avg sale price

## QUERY 5

Find the region with the highest average sale price

Show region

## QUERY 6

Find the total profit per category

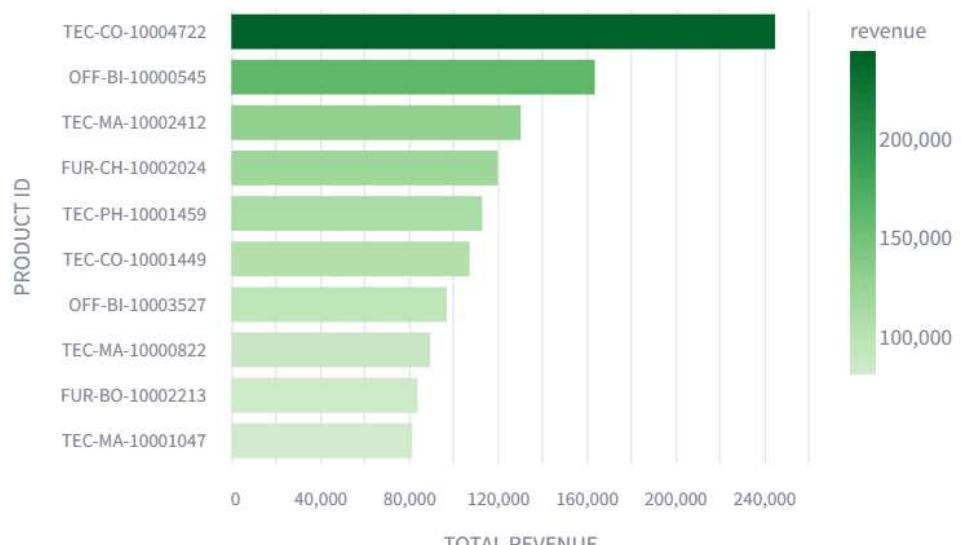
Show total profit

## QUERY 7

## TOP 10 HIGHEST REVENUE GENERATING PRODUCTS

	product_id	sub_category	revenue
0	TEC-CO-10004722	Copiers	245056
1	OFF-BI-10000545	Binders	163777.7
2	TEC-MA-10002412	Machines	130406.4
3	FUR-CH-10002024	Chairs	120090.7
4	TEC-PH-10001459	Phones	113041.9
5	TEC-CO-10001449	Copiers	107388
6	OFF-BI-10003527	Binders	97082.9
7	TEC-MA-10000822	Machines	89622.3
8	FUR-BO-10002213	Bookcases	84014.8
9	TEC-MA-10001047	Machines	81549

Top 10 Highest Revenue Generating Products



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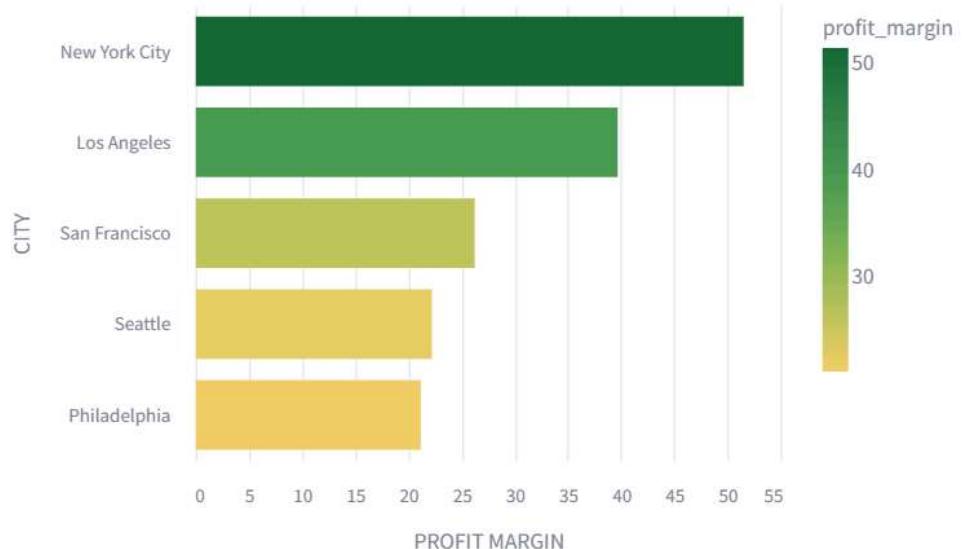
Show total profit

## QUERY 7

## Top 5 CITIES WITH HIGHEST PROFIT MARGINS

	city	profit_margin
0	New York City	51.4973
1	Los Angeles	39.6624
2	San Francisco	26.2203
3	Seattle	22.1964
4	Philadelphia	21.157

Top 5 Cities with Highest Profit Margins



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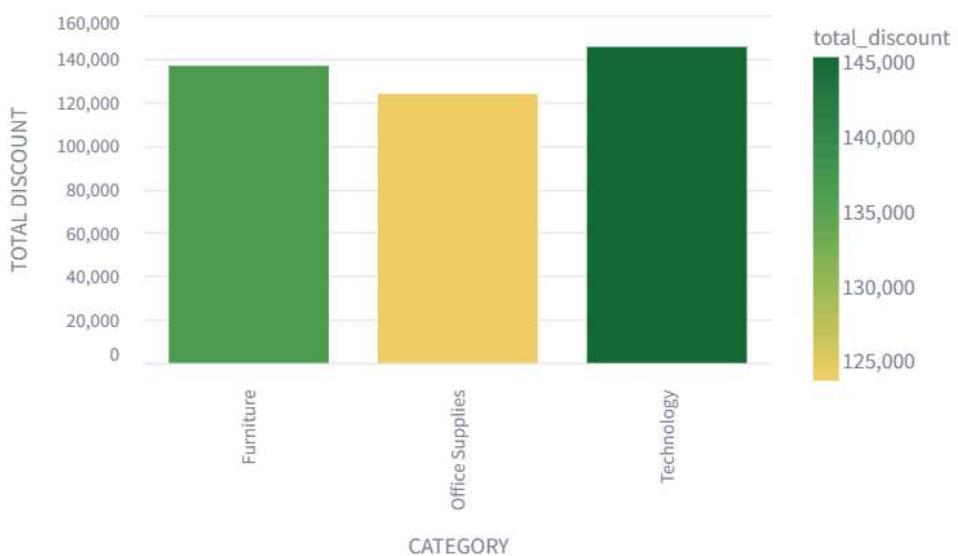
Show product category

# RETAIL ORDER DATA ANALYSIS

## TOTAL DISCOUNT GIVEN FOR EACH CATEGORY

	category	total_discount
0	Office Supplies	123774.9
1	Furniture	136647.6
2	Technology	145419.3

Total discount given for each category



Show product category

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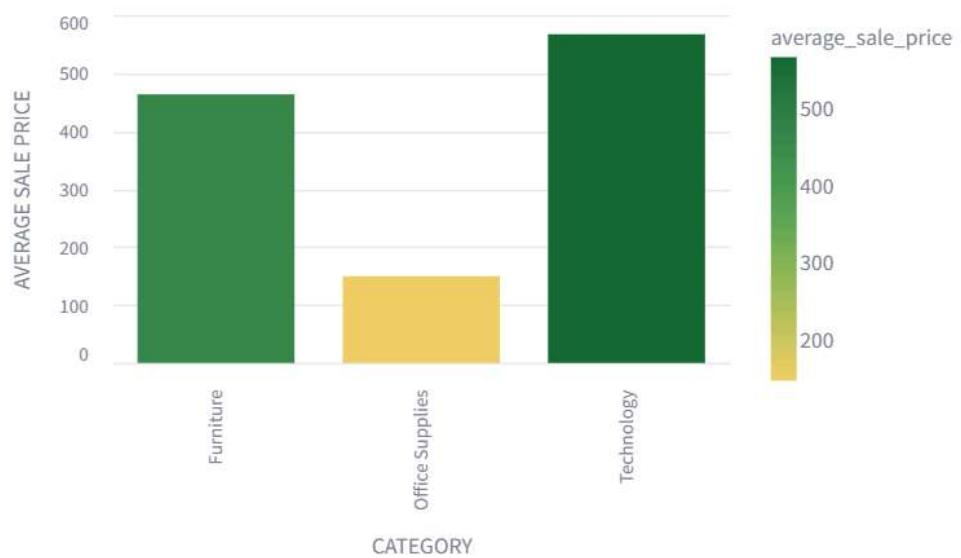
Show revenue per year

# RETAIL ORDER DATA ANALYSIS

## AVERAGE SALE PRICE PER PRODUCT CATEGORY

	category	average_sale_price
0	Office Supplies	149.4663
1	Technology	567.0717
2	Furniture	463.4707

Average sale price per product category



Show revenue per year

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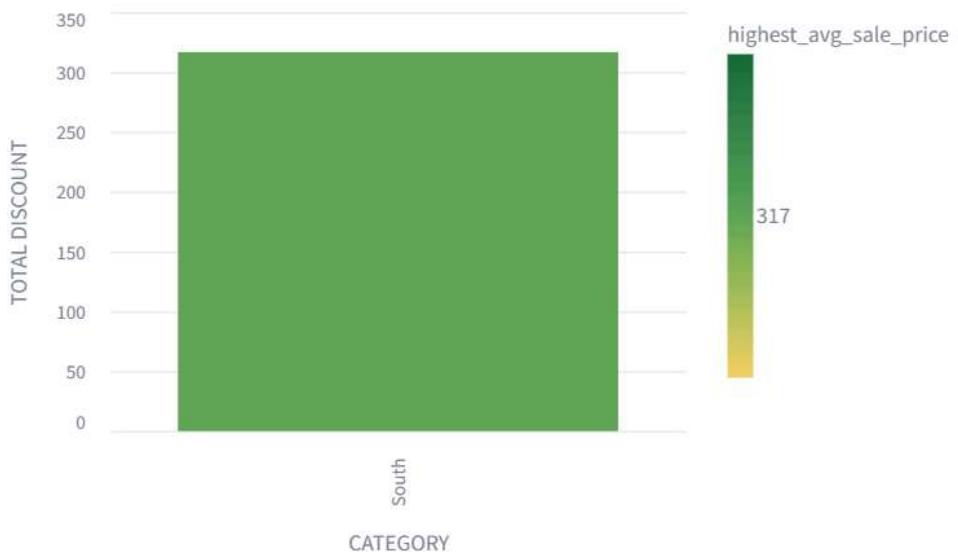
Show revenue per year

# RETAIL ORDER DATA ANALYSIS

## REGION WITH THE HIGHEST AVERAGE SALE PRICE

	region	highest_avg_sale_price
0	South	316.6458

Region with the highest average sale price



Show revenue per year

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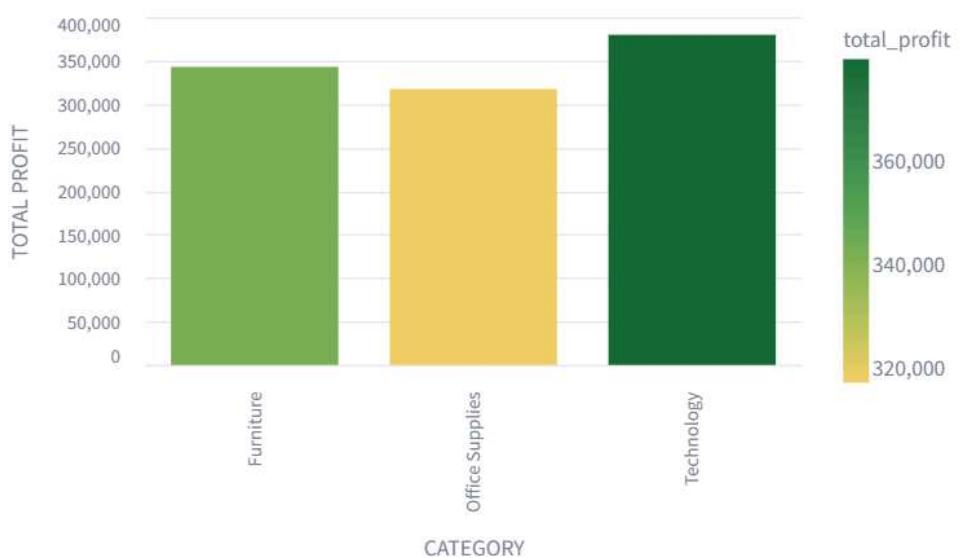
Identify top 10 products that are selling at loss due to high discounts

# RETAIL ORDER DATA ANALYSIS

## TOTAL PROFIT PER CATEGORY

	category	total_profit
0	Office Supplies	317425.1
1	Furniture	342782.4
2	Technology	379720.7

Total profit per category



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Find the total profit per category

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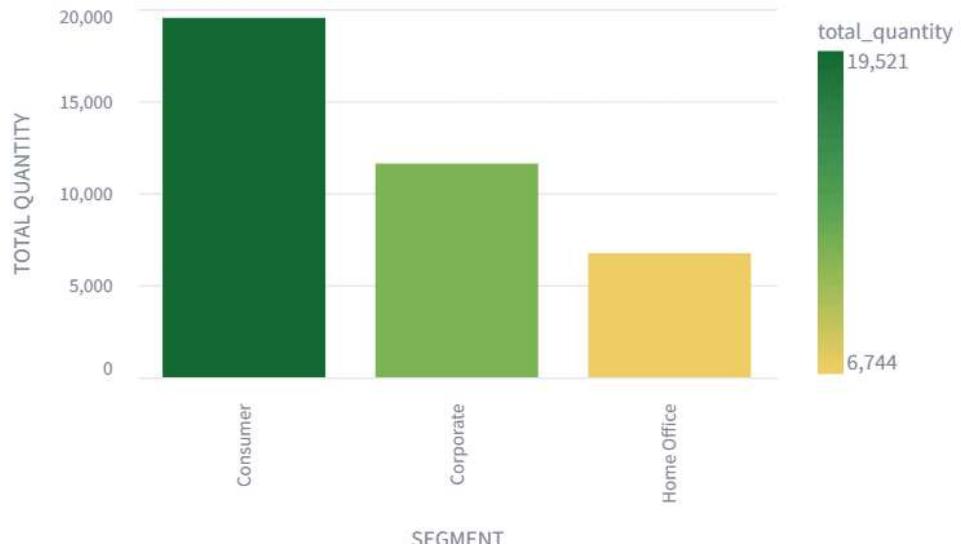
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# RETAIL ORDER DATA ANALYSIS

## TOP 3 SEGMENTS WITH THE HIGHEST QUANTITY OF ORDERS

	segment	total_quantity
0	Consumer	19521
1	Corporate	11608
2	Home Office	6744

### Top 3 segments with the highest quantity of orders



Show segments

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Identify the most valuable segments based on order frequency and revenue

Show valuable segment

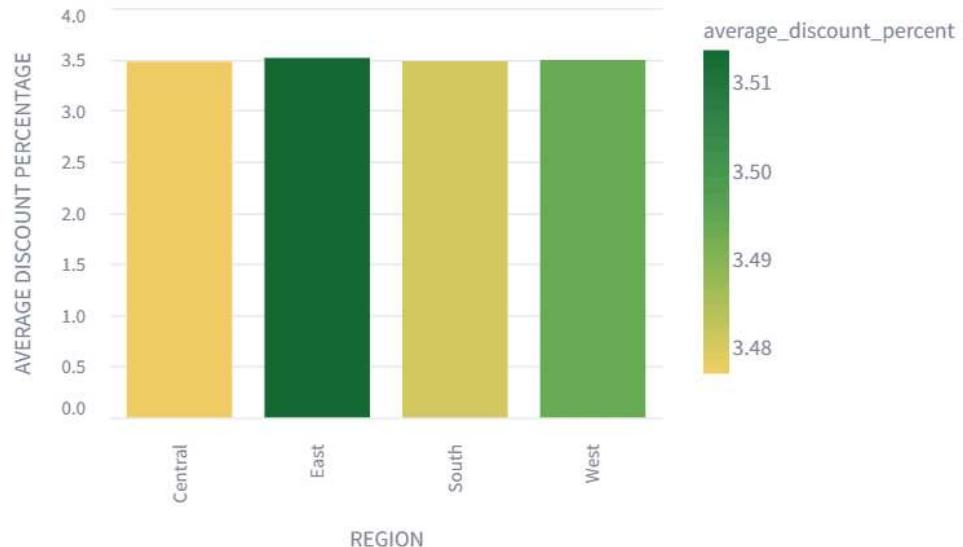
## QUERY 14

# RETAIL ORDER DATA ANALYSIS

## AVERAGE DISCOUNT PERCENTAGE GIVEN PER REGION

	region	average_discount_percent
0	South	3.4811
1	Central	3.4772
2	East	3.5138
3	West	3.4939

Average discount percentage given per region



## QUERY 14

Find the product category with the highest total profit

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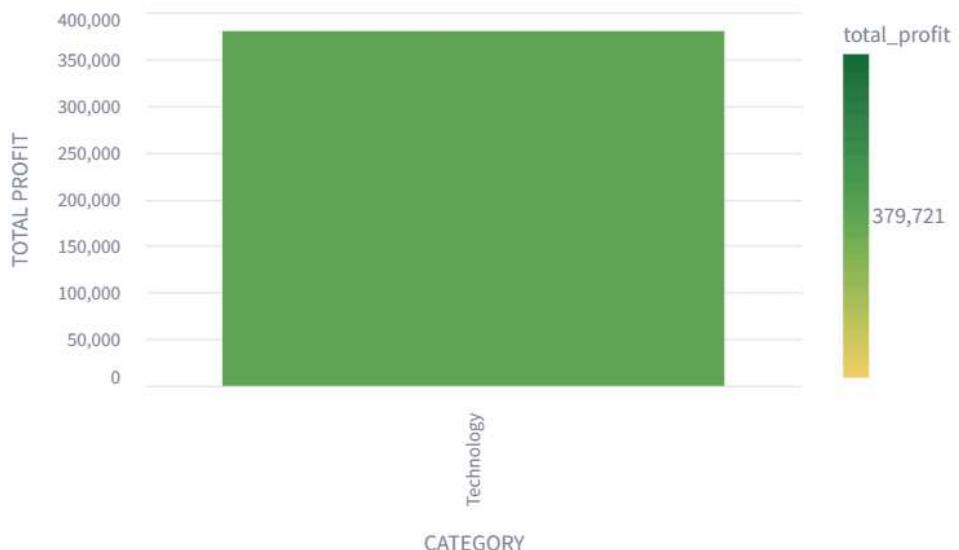
Analyze sales impact of the products with average discount percent

# RETAIL ORDER DATA ANALYSIS

## PRODUCT CATEGORY WITH THE HIGHEST TOTAL PROFIT

	category	total_profit
0	Technology	379720.7

Region with the highest average sale price



Find the product category with the highest total profit

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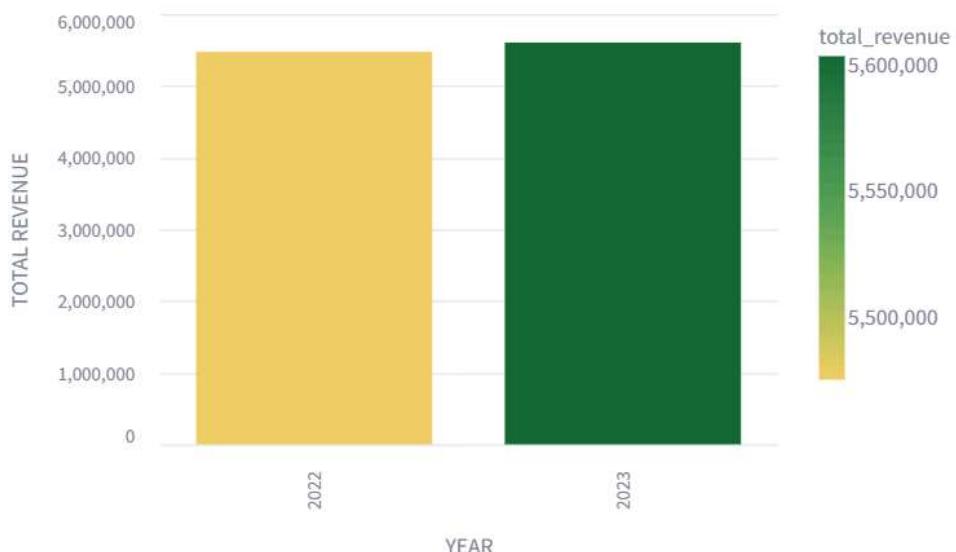
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# RETAIL ORDER DATA ANALYSIS

## TOTAL REVENUE GENERATED PER YEAR(Year-over-Year)

	year	total_revenue
0	2022	5475541.3
1	2023	5603786.9

### Total revenue generated per year(Year-over-Year)



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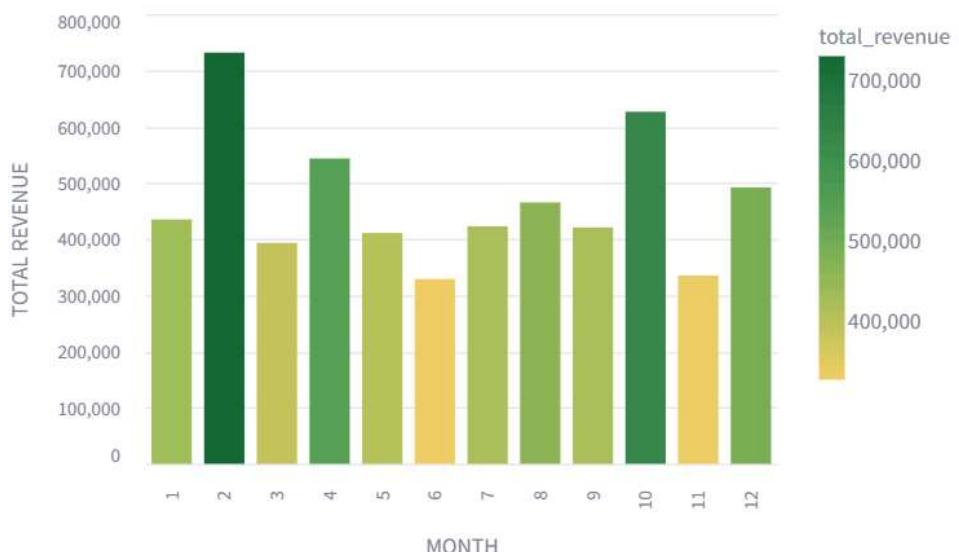
Show ship mode

# RETAIL ORDER DATA ANALYSIS

## TOTAL REVENUE GENERATED PER MONTH IN 2023(Month-over-Month)

	year	month	total_revenue
0	2023	1	434765.5
1	2023	2	731638.8
2	2023	3	393051.9
3	2023	4	543231.5
4	2023	5	410707.9
5	2023	6	328939
6	2023	7	422533.7
7	2023	8	465010.3
8	2023	9	420620.5
9	2023	10	626498.3

## Total revenue generated per month in 2023(Month-over-Month)



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Show revenue per month

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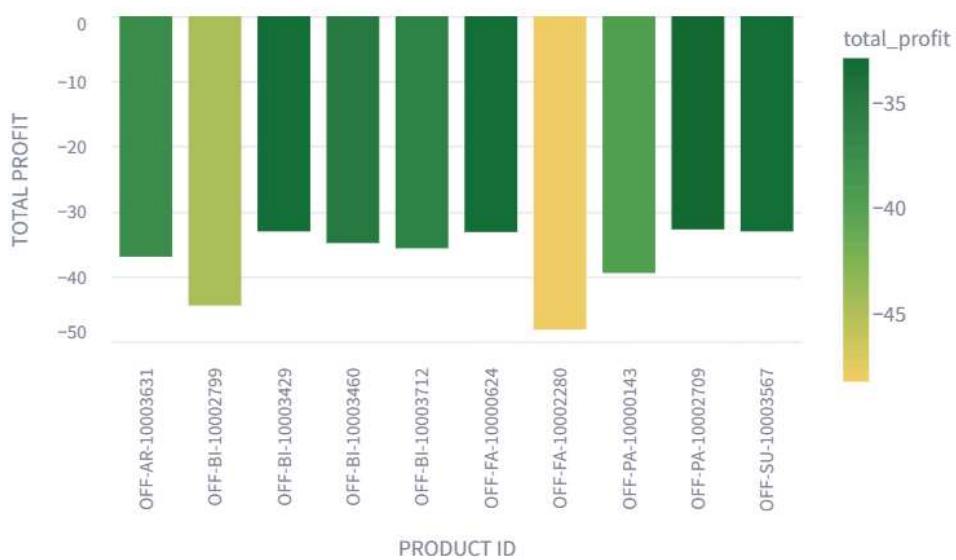
Show product performance

# RETAIL ORDER DATA ANALYSIS

## TOP 10 PRODUCTS THAT ARE SELLING AT LOSS DUE TO HIGH DISCOUNTS

	product_id	sub_category	category	average_discount_percent
0	OFF-FA-10002280	Fasteners	Office Supplies	3.1702
1	OFF-BI-10002799	Binders	Office Supplies	4.575
2	OFF-PA-10000143	Paper	Office Supplies	3.8276
3	OFF-AR-10003631	Art	Office Supplies	3.3
4	OFF-BI-10003712	Binders	Office Supplies	3.8222
5	OFF-BI-10003460	Binders	Office Supplies	4.2222
6	OFF-FA-10000624	Fasteners	Office Supplies	3.6316
7	OFF-BI-10003429	Binders	Office Supplies	4.0488
8	OFF-SU-10003567	Supplies	Office Supplies	4
9	OFF-PA-10002709	Paper	Office Supplies	3.375

## Top 10 products that are selling at loss due to high discounts



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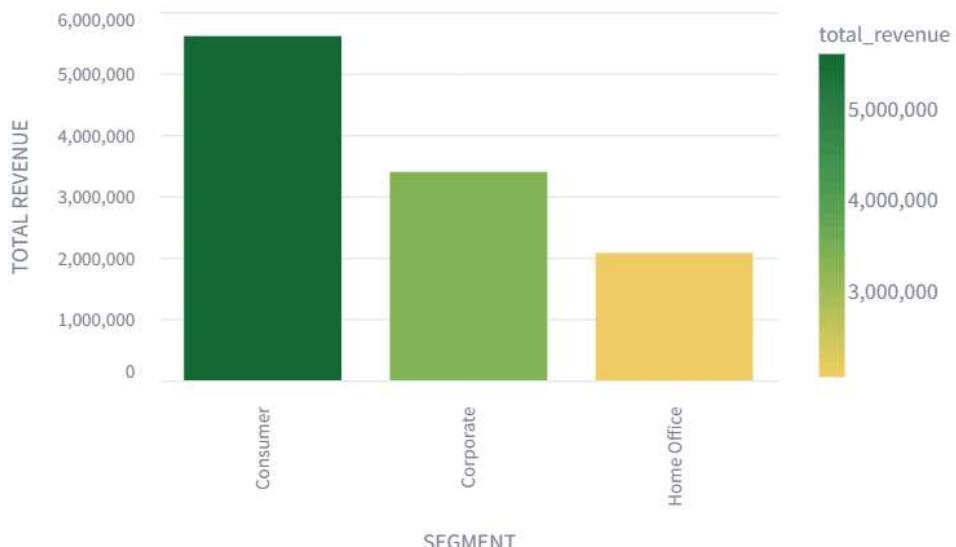
Find top 10 states with High Revenue but Low Profit Margin percentage

# RETAIL ORDER DATA ANALYSIS

## MOST VALUABLE SEGMENTS BASED ON ORDER FREQUENCY AND REVENUE

	segment	total_orders	total_revenue	average_revenue_per_order
0	Consumer	5191	5607860.1	1080.3044
1	Corporate	3020	3394916.1	1124.1444
2	Home Office	1783	2076552	1164.6394

### Most valuable segments based on order frequency and revenue



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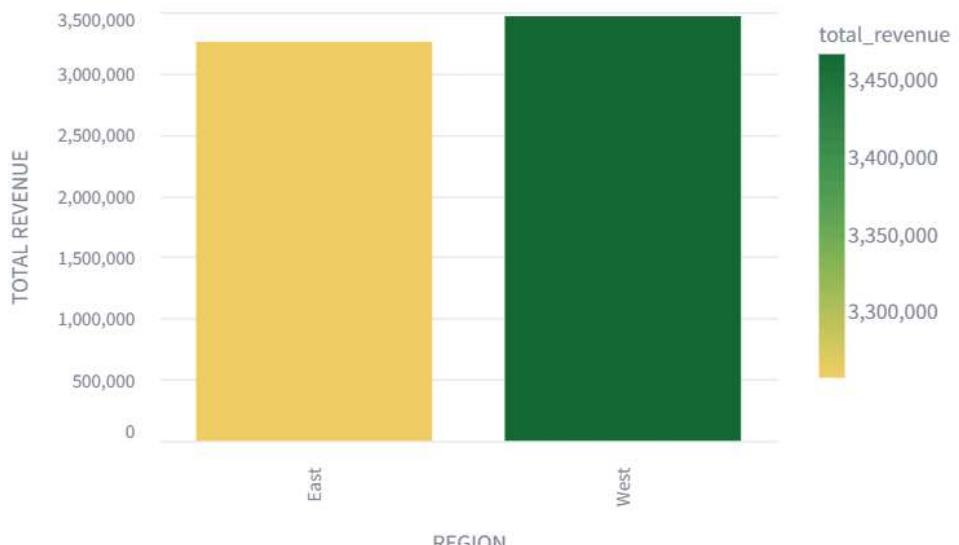
Find top 10 states with High Revenue but Low Profit Margin percentage

# RETAIL ORDER DATA ANALYSIS

## TOP 2 BEST-PERFORMING REGIONS BASED ON REVENUE

	region	total_revenue
0	West	3467409.6
1	East	3257983.8

### Top 2 best-performing regions based on revenue



Show best performing regions

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Find top 5 postal codes with high orders

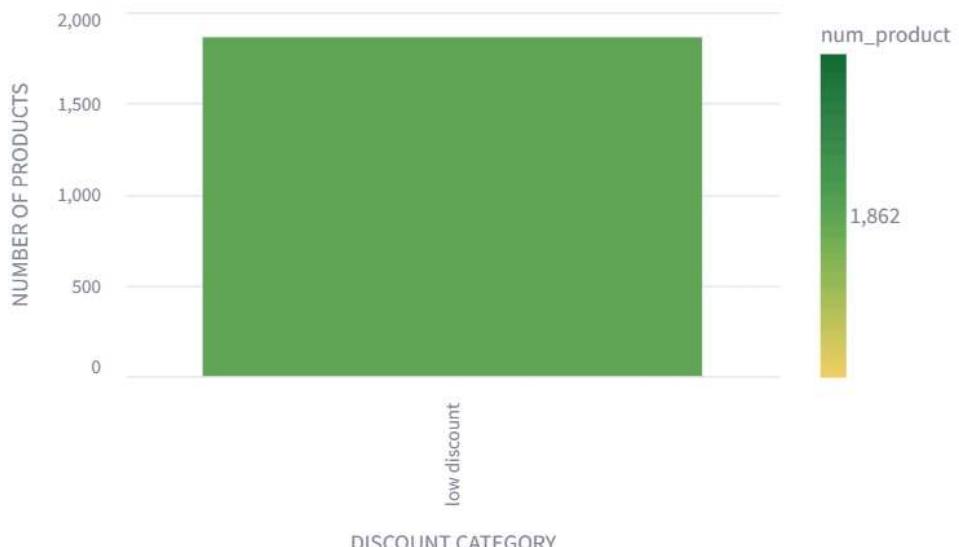
Show postal codes

# RETAIL ORDER DATA ANALYSIS

## SALES IMPACT OF THE PRODUCTS WITH AVERAGE DISCOUNT PERCENT

	discount_category	num_product
0	low discount	1862

Sales impact on products with average discount percentage



Show best performing regions

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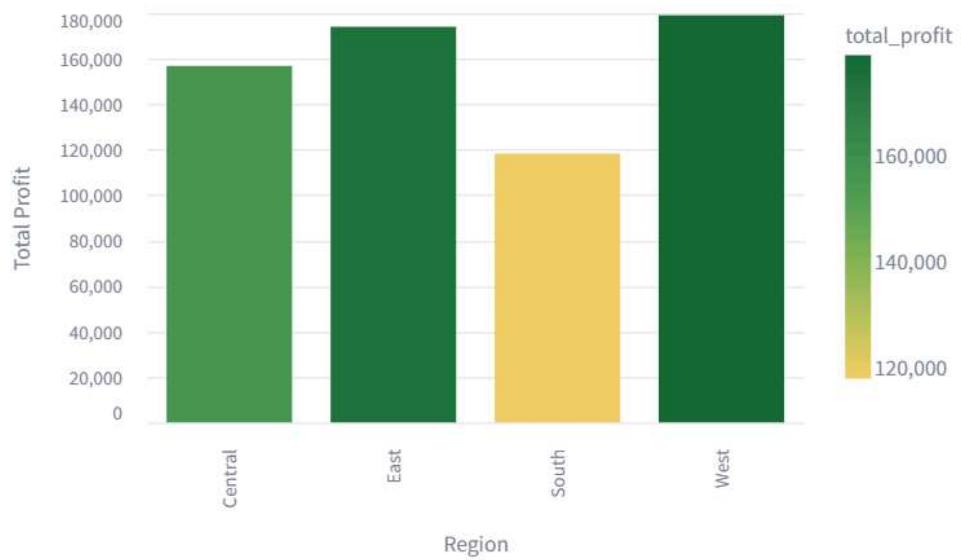
Show postal codes

# RETAIL ORDER DATA ANALYSIS

## PROFITABILITY OF SHIP MODE IN DIFFERENT REGIONS (TOP 4)

	region	ship_mode	total_profit
0	West	Standard Class	179064.8
1	East	Standard Class	174022.1
2	Central	Standard Class	156802.3
3	South	Standard Class	118234.6

Profitability of ship mode in different regions (top 4)



Show best performing regions

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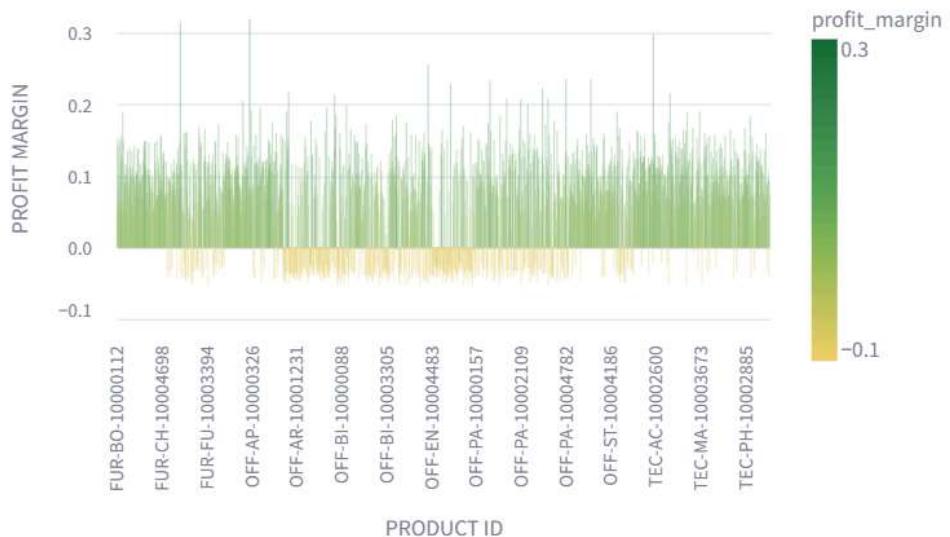
Show postal codes

# RETAIL ORDER DATA ANALYSIS

## PRODUCT PERFORMANCE BASED ON PROFIT MARGIN

	product_id	sub_category	total_revenue	total_profit	profit_margin
0	OFF-AP-10000124	Appliances	117.6	37.6	0.3197
1	FUR-FU-10001379	Furnishings	116.7	36.7	0.3145
2	TEC-AC-10002380	Accessories	85.5	25.5	0.2982
3	OFF-EN-10003798	Envelopes	174.6	44.6	0.2554
4	OFF-PA-10004782	Paper	418.6	98.6	0.2355
5	OFF-ST-10001627	Storage	117.6	27.6	0.2347
6	OFF-PA-10000605	Paper	182.6	42.6	0.2333
7	OFF-LA-10000414	Labels	570.5	130.5	0.2287
8	OFF-PA-10003309	Paper	566.6	126.6	0.2234
9	OFF-AR-10000614	Art	357.8	77.8	0.2174

Product performance based on profit margin



Show best performing regions

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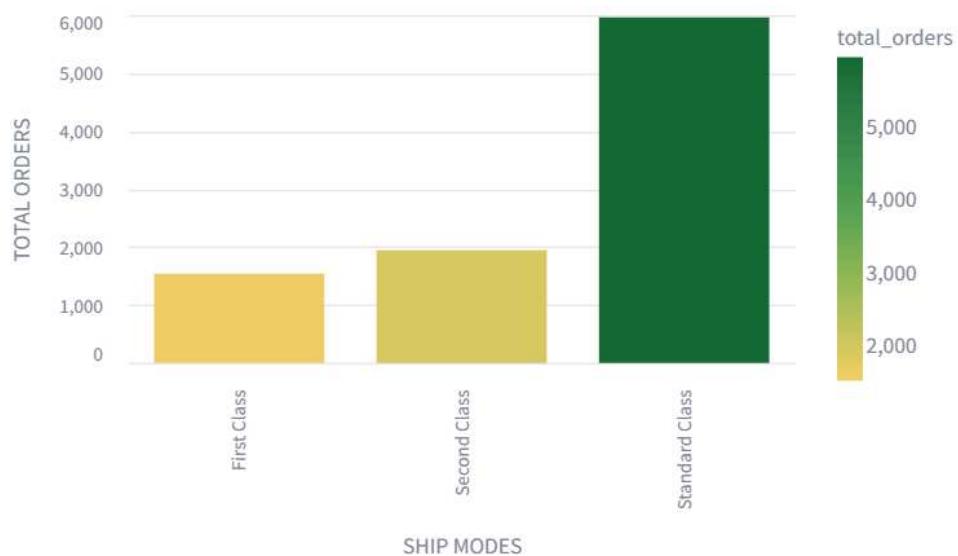
Show postal codes

# RETAIL ORDER DATA ANALYSIS

## TOP MOST 3 USABLE SHIPPING MODES

	total_orders	ship_mode	profit
0	5962	Standard Class	628123.8
1	1945	Second Class	216657.2
2	1538	First Class	143217.9

Top most 3 usable shipping modes



Show best performing regions

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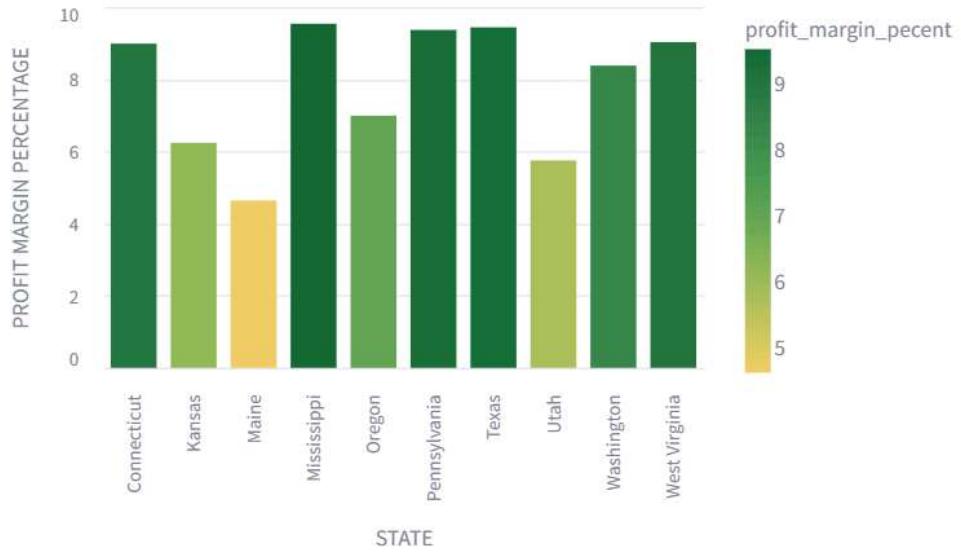
Show postal codes

# RETAIL ORDER DATA ANALYSIS

## TOP 10 STATES WITH HIGH REVENUE BUT LOW PROFIT MARGIN PERCENTAGE

	state	total_revenue	profit_margin_percent
0	Texas	804,879.20	9.44
1	Kansas	8,618.00	6.24
2	Oregon	76,296.60	6.99
3	Maine	7,414.20	4.64
4	Washington	668,161.20	8.38
5	Pennsylvania	581,119.10	9.37
6	Mississippi	57,161.40	9.54
7	Connecticut	56,774.80	8.99
8	West Virginia	5,793.20	9.03
9	Utah	49,559.40	5.75

Top 10 states with High Revenue but Low Profit Margin percentage



Show best performing regions

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# RETAIL ORDER DATA ANALYSIS

## TOP 5 POSTAL CODES WITH HIGH ORDERS

	postal_code	city	total_orders	total_revenue
0	10035	New York City	263	381,428.
1	10024	New York City	230	331,835.
2	10009	New York City	229	265,840.
3	94122	San Francisco	203	258,515.
4	10011	New York City	193	239,237.

Top 5 postal codes with high orders

