**SQL Case Study: Texture Tales**

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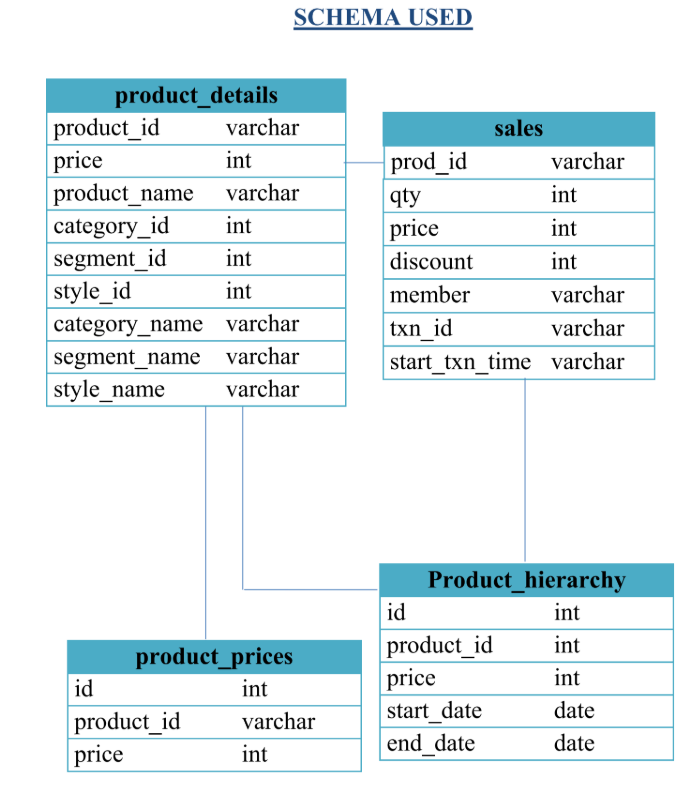
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**INTRODUCTION:**

Texture Tales Clothing Company prides themselves on providing an optimized range of clothing and lifestyle wear for the modern adventurer!

I, the CEO of this trendy fashion company is asking you to assist the team’s merchandising teams analyze their sales performance and generate a basic financial report to share with the wider business



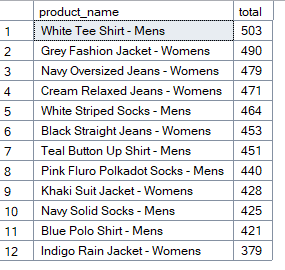
**CASE STUDY QUESTIONS**

1. **What was the total quantity sold for all products?**

select product\_name,sum(qty) as total from sales join product\_details on prod\_id=product\_id

group by product\_name

order by 2 desc;



1. **What is the total generated revenue for all products before discounts?**

select sum(qty\*price) as total\_revenue from sales;

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1. **What was the total discount amount for all products?**

select sum(qty\*price\*discount)/100 as total\_discount\_amount from sales;



1. **How many unique transactions were there?**

select count(distinct txn\_id) as Unique\_transactions from sales;



1. **What are the average unique products purchased in each transaction?**

select avg(product\_count) from (select txn\_id, count(distinct prod\_id)as product\_count from sales

group by txn\_id)a



1. **What is the average discount value per transaction?**

select avg(total\_discount\_amount) from (select txn\_id,sum(qty\*price\*discount)/100 as total\_discount\_amount from sales

group by txn\_id)a

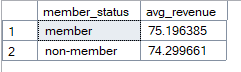


1. **What is the average revenue for member transactions and non- member transactions?**

select case when member = 'true' then 'member' else 'non-member' end as member\_status, avg(qty \* price \* (1 - discount / 100.0)) as avg\_revenue

from sales

group by case when member = 'true' then 'member' else 'non-member' end;

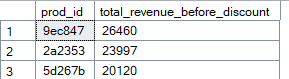


1. **What are the top 3 products by total revenue before discount?**

select top 3 prod\_id,sum(qty \* price) as total\_revenue\_before\_discount from sales

group by prod\_id

order by total\_revenue\_before\_discount desc;

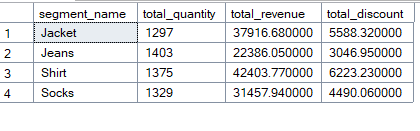


1. **What are the total quantity, revenue and discount for each segment?**

select pd.segment\_name, sum(s.qty) as total\_quantity, sum(s.qty \* s.price \* (1 - s.discount / 100.0)) as total\_revenue,sum(s.qty \* s.price \* s.discount / 100.0) as total\_discount

from sales s join product\_details pd on s.prod\_id = pd.product\_id

group by pd.segment\_name;



1. **What is the top selling product for each segment?**

select b.segment\_id,b.segment\_name,b.product\_id,b.product\_name,sum(a.qty) as Product\_Qty

from sales as a join product\_details as b on a.prod\_id = b.product\_id

group by b.segment\_id,b.segment\_name,b.product\_id,b.product\_name

order by Product\_Qty desc;



1. **What are the total quantity, revenue and discount for each category?**

select pd.category\_name, sum(s.qty) as total\_quantity, sum(s.qty \* s.price \* (1 - s.discount / 100.0)) as total\_revenue,sum(s.qty \* s.price \* s.discount / 100.0) as total\_discount

from sales s join product\_details pd on s.prod\_id = pd.product\_id

group by pd.category\_name;



1. **What is the top selling product for each category?**

select category\_id,category\_name,product\_id,product\_name,sum(qty) from product\_details join sales on product\_id=prod\_id

group by category\_id,category\_name,product\_id,product\_name

order by 5 desc;

