**Counting Duplicate Records**

with cte as (select \*,

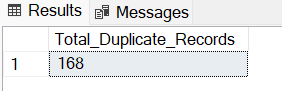
ROW\_NUMBER() over(partition by Record\_id order by record\_id) as rn

from AmazonSaleReport$

)

select count(\*) as Total\_Duplicate\_Records from cte

where rn >1



Removing Duplicates

with cte as (select \*,

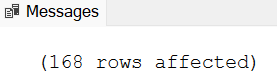
ROW\_NUMBER() over(partition by Record\_id order by record\_id) as rn

from AmazonSaleReport$

)

delete from cte

where rn >1

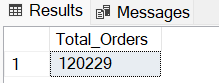


KPIs

1)Total Orders

select count(distinct Order\_id) as Total\_Orders

from AmazonSaleReport$

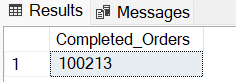


2) Completed orders

select count(distinct Order\_id) as Total\_Shipments

from AmazonSaleReport$

where Status in ('Shipped','Delivered')

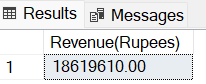


3)Confirmed Revenue (Delivered)

select sum(Amount) as 'Revenue(Rupees)'

from AmazonSaleReport$

where Status = 'Delivered'

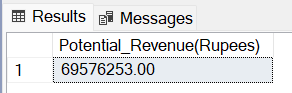


4)Potential Revenue(Delivered + Shipped)

select sum(Amount) as 'Potential\_Revenue(Rupees)'

from AmazonSaleReport$

where Status in ('Shipped','Delivered')

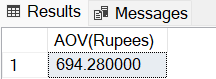


5)Average Order Value

select round(sum(Amount)/count(distinct Order\_id),2) as 'AOV(Rupees)'

from AmazonSaleReport$

where Status in ('Shipped','Delivered')



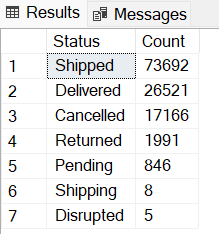
6)Order Status Distribution

select Status, count(distinct Order\_id) as Count

from AmazonSaleReport$

group by Status

order by Count desc

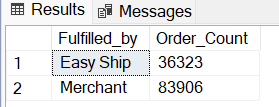


7) Orders by Fulfilment type

select Fulfilled\_by, count(distinct Order\_id) as Order\_Count

from AmazonSaleReport$

group by Fulfilled\_by



8)Revenue by Product Category

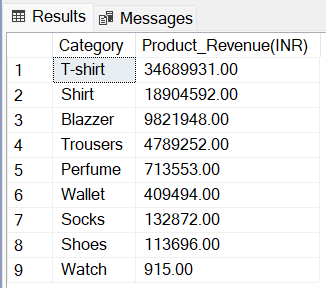
select Category, sum(Amount) as 'Product\_Revenue(INR)'

from AmazonSaleReport$

where Status in ('Shipped', 'Delivered')

group by Category

order by 'Product\_Revenue(INR)' desc



9)Revenue by State(Top 5)

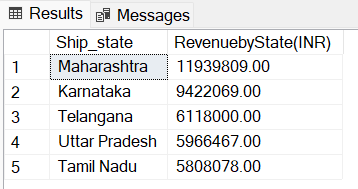
select top 5 Ship\_state, sum(Amount) as 'RevenuebyState(INR)'

from AmazonSaleReport$

where Status in ('Shipped', 'Delivered')

group by Ship\_state

order by sum(Amount) desc



10)Monthly Order Count

select FORMAT(Order\_Date,'MM-yyyy') as Month ,

count(distinct Order\_id) as No\_of\_Orders

from AmazonSaleReport$

group by FORMAT(Order\_Date,'MM-yyyy')

order by Month

