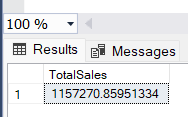
KPI Report

1 . Total Sales :

SELECT SUM (sales) AS Total Sales

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

Output: 

2 . Profit Margin :

SELECT

SUM(Profit) AS TotalProfit,

SUM(Sales) AS TotalSales,

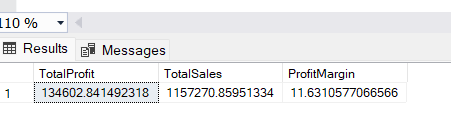
(SUM(Profit) / SUM(Sales)) \* 100 AS ProfitMargin

FROM

[SAMPLESUPERSTORE].[dbo].[Sample Superstore]

;

Output :



3. Average Sales Per Order

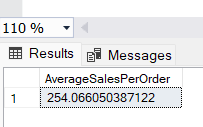
SELECT

AVG(Sales) AS AverageSalesPerOrder

FROM

[SAMPLESUPERSTORE].[dbo].[Sample Superstore]

;

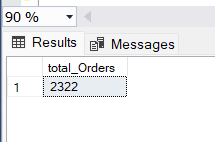
Output : 

4. Total Orders

SELECT COUNT(DISTINCT Order\_id) AS total\_Orders

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

;



5 .Sales by State

SELECT TOP 10

State,

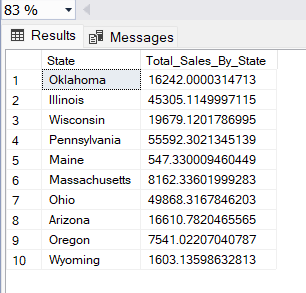
SUM(Sales) AS Total\_Sales\_By\_State

FROM

[SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY

State;

Output: 

6. Sales by City

SELECT TOP 10

City,

SUM(Sales) AS Total\_Sales\_By\_City

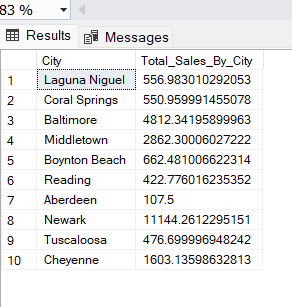
FROM

[SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY

City;

OUTPUT:



7 . Sales by Region

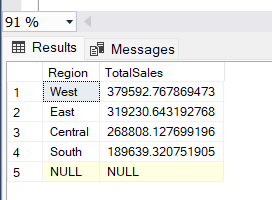
SELECT Region, SUM(Sales) AS TotalSales

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY Region

ORDER BY TotalSales DESC

;

Output : 

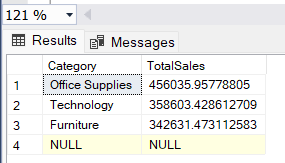
8. Sales Category

SELECT Category, SUM(sales) AS TotalSales

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY Category

ORDER BY TotalSales DESC ;



9. Sub Category Sales

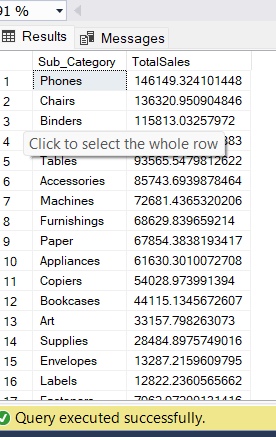
SELECT Sub\_Category, SUM(sales) AS TotalSales

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY Sub\_Category

ORDER BY TotalSales DESC ;

OUTPUT :





10. Payment Mode By Sales

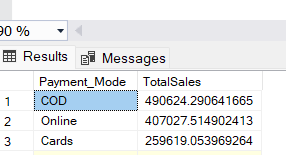
SELECT Payment\_Mode, SUM(Sales) AS TotalSales

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY Payment\_Mode

ORDER BY TotalSales DESC;

Output:



11. Ship\_Mode Frequency

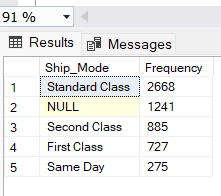
SELECT Ship\_Mode, COUNT(\*) AS Frequency

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY Ship\_Mode

ORDER BY Frequency DESC

;

Output : 

12. Unique Order\_ID

SELECT

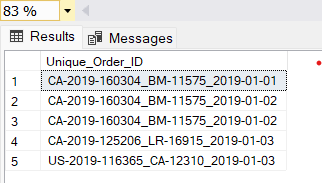
CONCAT(Order\_ID, '\_', Customer\_ID, '\_', Order\_Date) AS Unique\_Order\_ID

FROM

[SAMPLESUPERSTORE].[dbo].[Sample Superstore]

;

OUTPUT :



13. Top 5 Selling Products

SELECT TOP 5

Product\_Name,

SUM(Sales) AS TotalSales

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

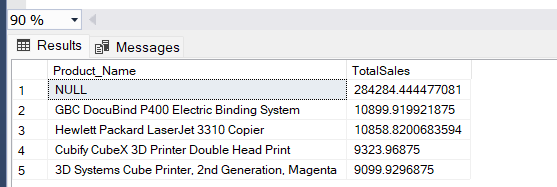
GROUP BY

Product\_Name

ORDER BY

TotalSales DESC;

Output :



14.Bottom 5 Selling products

SELECT TOP 5

Product\_Name,

SUM(Sales) AS TotalSales

FROM [SAMPLESUPERSTORE].[dbo].[Sample Superstore]

GROUP BY

Product\_Name

ORDER BY

TotalSales ASC

;

OUTPUT :

