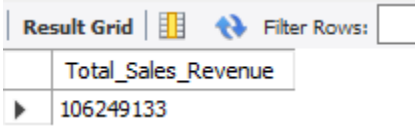
DIWALI SALES SQL QUERIES

1.Overall Sales Analysis

a. Total Sales Revenue

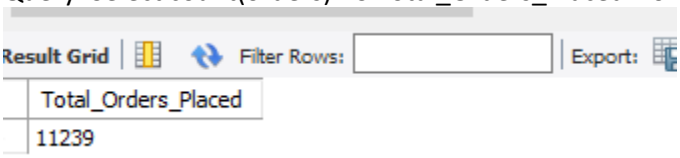
Query: SELECT sum(amount) AS Total_Sales_Revenue from diwali_sales_data;


Result Grid | Filter Rows:

Total_Sales_Revenue
106249133

b. Total Orders Placed

Query: Select count(orders) AS Total_Orders_Placed from diwali_sales_data;

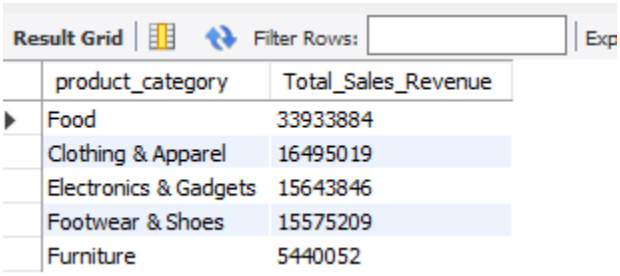

Result Grid | Filter Rows: | Export:

Total_Orders_Placed
11239

2.Product Analysis

a. Product Categories which Contributed the Most to Sales Revenue

Query: Select product_category, sum(amount) AS Total_Sales_Revenue from diwali_sales_data GROUP BY Product_Category ORDER BY Total_Sales_Revenue DESC LIMIT 5;


Result Grid | Filter Rows: | Exp

product_category	Total_Sales_Revenue
Food	33933884
Clothing & Apparel	16495019
Electronics & Gadgets	15643846
Footwear & Shoes	15575209
Furniture	5440052

3.Customer Analysis

a. Distribution of customers across different age groups and genders

Query: Select COUNT(Age_Group), Gender from diwali_sales_data group by Gender, Age_Group;

Result Grid | Filter Rows:

COUNT(Age_Group)	Gender
3269	F
134	M
1272	M
1305	F
277	M
693	F
553	F
155	M
1578	F
574	M

4. Geographical Analysis

a. Top-selling States or Zone

Query: SELECT State, Zone, SUM(Amount) AS Total_Sales_Revenue from diwali_sales_data GROUP BY State, Zone ORDER BY Total_Sales_Revenue DESC LIMIT 5;

Result Grid | Filter Rows: | Exp

State	Zone	Total_Sales_Revenue
Uttar Pradesh	Central	19374968
Maharashtra	Western	14427543
Karnataka	Southern	13523540
Delhi	Central	11603820
Madhya Pradesh	Central	8101142

5.Demographic Analysis

a. Average age of customers

Query: SELECT AVG(Age) AS Average_Customers_Age from Diwali_sales-data;

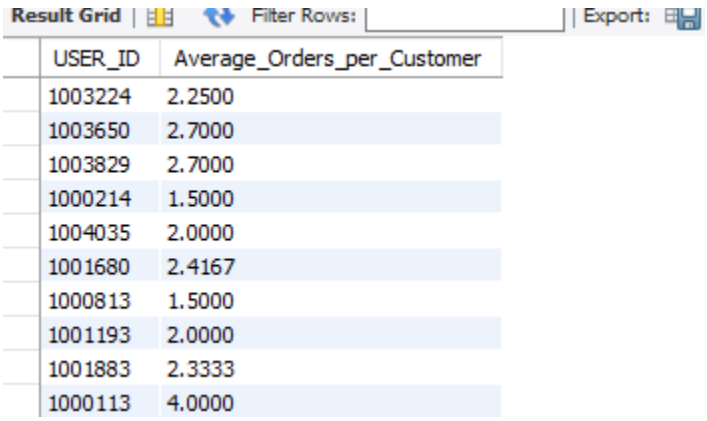
Result Grid | Filter Rows:

Average_Customers_Age
35.4104

6.Order-Frequency Analysis

a. Average Number of Orders per Customer

Query: SELECT USER_ID, AVG(Orders) AS Average_Orders_per_Customer from diwali_sales_data GROUP BY User_ID;



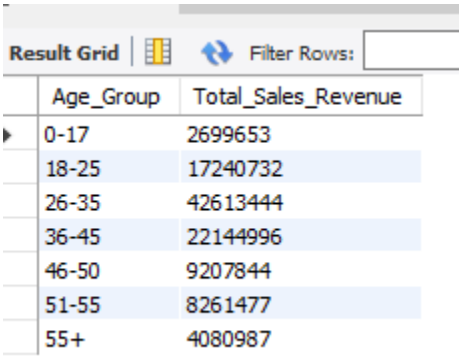
Result Grid | Filter Rows: | Export:

USER_ID	Average_Orders_per_Customer
1003224	2.2500
1003650	2.7000
1003829	2.7000
1000214	1.5000
1004035	2.0000
1001680	2.4167
1000813	1.5000
1001193	2.0000
1001883	2.3333
1000113	4.0000

7.Revenue by Age-Group Analysis

a. Sales Revenue Variation Across Different Age Groups

Query: SELECT Age_Group, SUM(Amount) AS Total_Sales_Revenue from diwali_sales_data group by Age_Group ORDER BY Age_Group;



Result Grid | Filter Rows:

Age_Group	Total_Sales_Revenue
0-17	2699653
18-25	17240732
26-35	42613444
36-45	22144996
46-50	9207844
51-55	8261477
55+	4080987