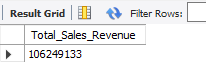
**DIWALI SALES SQL QUERIES**

1.Overall Sales Analysis

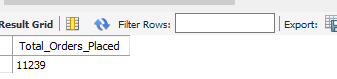
1. Total Sales Revenue

Query: SELECT sum(amount) AS Total\_Sales\_Revenue from diwali\_sales\_data;



1. Total Orders Placed

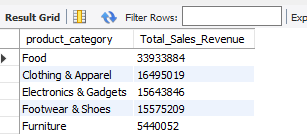
Query: Select count(orders) AS Total\_Orders\_Placed from diwali\_sales\_data;



2.Product Analysis

1. Product Categories which Contributed the Most to Sales Revenue

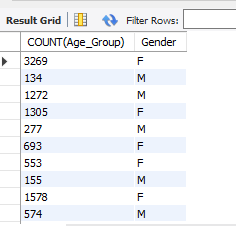
Query: Select product\_category, sum(amount) AS Total\_Sales\_Revenue from diwali\_sales\_data GROUP BY Product\_Category ORDER BY Total\_Sales\_Revenue DESC LIMIT 5;



3.Customer Analysis

1. Distribution of customers across different age groups and genders

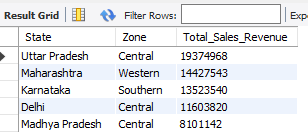
Query: Select COUNT(Age\_Group), Gender from diwali\_sales\_data group by Gender, Age\_Group;



4. Geographical Analysis

1. Top-selling States or Zone

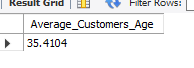
Query: SELECT State, Zone, SUM(Amount) AS Total\_Sales\_Revenue from diwali\_sales\_data GROUP BY State, Zone ORDER BY Total\_Sales\_Revenue DESC LIMIT 5;



5.Demographic Analysis

1. Average age of customers

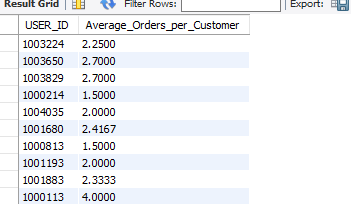
Query: SELECT AVG(Age) AS Average\_Customers\_Age from Diwali\_sales-data;



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;



7.Revenue by Age-Group Analysis

1. 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;

