

SUPERSTORES DATA

select*from superstore_data;

	row_id	order_id	order_date	ship_date	ship_mode	customer_id	customer_name	segment	country	city	state	postal_code
▶	1	CA-2016-152156	2016-11-08 00:00:00	2016-11-11 00:00:00	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420
	2	CA-2016-152156	2016-11-08 00:00:00	2016-11-11 00:00:00	Second Class	CG-12520	Claire Gute	Consumer	United States	Henderson	Kentucky	42420
	3	CA-2016-138688	2016-06-12 00:00:00	2016-06-16 00:00:00	Second Class	DV-13045	Darrin Van Huff	Corporate	United States	Los Angeles	California	90036
	4	US-2015-108966	2015-10-11 00:00:00	2015-10-18 00:00:00	Standard Class	SO-20335	Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311
	5	US-2015-108966	2015-10-11 00:00:00	2015-10-18 00:00:00	Standard Class	SO-20335	Sean O'Donnell	Consumer	United States	Fort Lauderdale	Florida	33311
	6	CA-2014-115812	2014-06-09 00:00:00	2014-06-14 00:00:00	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
	7	CA-2014-115812	2014-06-09 00:00:00	2014-06-14 00:00:00	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
	8	CA-2014-115812	2014-06-09 00:00:00	2014-06-14 00:00:00	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
	9	CA-2014-115812	2014-06-09 00:00:00	2014-06-14 00:00:00	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
	10	CA-2014-115812	2014-06-09 00:00:00	2014-06-14 00:00:00	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
	11	CA-2014-115812	2014-06-09 00:00:00	2014-06-14 00:00:00	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
	12	CA-2014-115812	2014-06-09 00:00:00	2014-06-14 00:00:00	Standard Class	BH-11710	Brosina Hoffman	Consumer	United States	Los Angeles	California	90032
	13	CA-2017-114412	2017-04-15 00:00:00	2017-04-20 00:00:00	Standard Class	AA-10480	Andrew Allen	Consumer	United States	Concord	North Carolina	28027
	14	CA-2016-161389	2016-12-05 00:00:00	2016-12-10 00:00:00	Standard Class	IM-15070	Irene Maddox	Consumer	United States	Seattle	Washington	98103
	15	US-2015-118983	2015-11-22 00:00:00	2015-11-26 00:00:00	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106
	16	US-2015-118983	2015-11-22 00:00:00	2015-11-26 00:00:00	Standard Class	HP-14815	Harold Pawlan	Home Office	United States	Fort Worth	Texas	76106
	17	CA-2014-105893	2014-11-11 00:00:00	2014-11-18 00:00:00	Standard Class	PK-19075	Pete Kriz	Consumer	United States	Madison	Wisconsin	53711
	18	CA-2014-167164	2014-05-13 00:00:00	2014-05-15 00:00:00	Second Class	AG-10270	Alejandro Grove	Consumer	United States	West Jordan	Utah	84084
	19	CA-2014-143336	2014-08-27 00:00:00	2014-09-01 00:00:00	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109
	20	CA-2014-143336	2014-08-27 00:00:00	2014-09-01 00:00:00	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109
	21	CA-2014-143336	2014-08-27 00:00:00	2014-09-01 00:00:00	Second Class	ZD-21925	Zuschuss Donatelli	Consumer	United States	San Francisco	California	94109
	22	CA-2016-137330	2016-12-09 00:00:00	2016-12-13 00:00:00	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025
	23	CA-2016-137330	2016-12-09 00:00:00	2016-12-13 00:00:00	Standard Class	KB-16585	Ken Black	Corporate	United States	Fremont	Nebraska	68025
	24	US-2015-175288	2015-07-27 00:00:00	2015-07-27 00:00:00	Standard Class	GP-38875	Gilbert Pineda	Consumer	United States	El Paso	Texas	79905

1. Monthly Revenue and Order Volume

select

extract(year from order_date) as order_year,

extract(month from order_date) as order_month,

sum(sales) as total_revenue,

count(distinct order_id) as order_volume

from superstore_data

group by order_year, order_month

order by order_year, order_month;

```

44 • select
45     extract(year from order_date) as order_year,
46     extract(month from order_date) as order_month,
47     sum(sales) as total_revenue,
48     count(distinct order_id) as order_volume
49 from superstore_data
50 group by order_year, order_month
51 order by order_year, order_month;
52

```

Result Grid Filter Rows: Export: Wrap Cell Content				
	order_year	order_month	total_revenue	order_volume
▶	2014	1	14161.349999999997	30
	2014	2	4119.84	28
	2014	3	55526.230000000002	71
	2014	4	28139.560000000005	66
	2014	5	23634.66	68
	2014	6	34509.01	66
	2014	7	33500.85	63
	2014	8	27603.509999999998	72
	2014	9	81496.790000000001	127
	2014	10	31394.909999999978	77
	2014	11	78297.259999999994	149
	2014	12	69379.86	141

2. Quarterly and Yearly summaries

```

select
    extract(year from order_date) as order_year,
    quarter(order_date) as quarter,
    sum(sales) as total_revenue,
    count(distinct order_id) as order_volume
from superstore_data
group by order_year, quarter
order by order_year, quarter;

```

	order_year	quarter	total_revenue	order_volume
▶	2014	1	73807.420000000004	129
	2014	2	86283.229999999995	200
	2014	3	142601.150000000002	262
	2014	4	179072.030000000002	367
	2015	1	68630.68	141
	2015	2	86626.209999999999	210
	2015	3	128609.689999999984	268
	2015	4	180559.600000000002	401
	2016	1	91971.579999999996	177
	2016	2	134672.699999999995	287
	2016	3	141970.729999999992	372
	2016	4	232650.540000000015	457
	2017	1	122861.799999999999	236
	2017	2	132358.049999999996	362
	2017	3	193621.160000000001	440
	2017	4	276153.500000000001	622

3. Segment-wise performance

```
select
    segment,
    SUM(sales) AS total_revenue,
    SUM(profit) AS total_profit,
    COUNT(DISTINCT order_id) AS order_volume
from superstore_data
group by segment
order by total_revenue desc;
```

	segment	total_revenue	total_profit	order_volume
▶	Consumer	1150166.17999999916	132669.88000000004	2543
	Corporate	696604.59999999967	90366.57000000012	1494
	Home Office	425679.28999999999	59822.010000000075	894

4. Top 10 Category and Sub-category analysis

```
SELECT
    category,
    sub_category,
    SUM(sales) AS total_revenue,
    SUM(profit) AS total_profit
FROM superstore_data
GROUP BY category, sub_category
ORDER BY total_revenue DESC;
```

category	sub_category	total_revenue	total_profit
Technology	Phones	329753.14000000001	44448.40000000001
Furniture	Chairs	328449.130000000047	26590.149999999998
Office Supplies	Storage	216803.200000000033	21528.130000000023
Furniture	Tables	206965.68	-17725.590000000015
Office Supplies	Binders	199905.719999999994	29982.839999999993
Technology	Machines	189238.679999999996	3384.73
Technology	Accessories	167380.31000000002	41936.779999999997
Technology	Copiers	149528.01000000001	55617.899999999999
Furniture	Bookcases	114880.050000000006	-3472.5600000000018
Office Supplies	Appliances	107532.139999999998	18138.07

5. Shipping Mode Analysis

```
select
    ship_mode,
    COUNT(DISTINCT order_id) AS order_count,
    SUM(sales) AS total_sales,
    SUM(profit) AS total_profit
from superstore_data
```

group by ship_mode
order by total_sales desc;

ship_mode	order_count	total_sales	total_profit
Standard Class	2945	1342260.4999999853	161548.38999999978
Second Class	949	453341.73000000001	56505.600000000035
First Class	778	349494.86999999996	48778.940000000001
Same Day	259	127352.96999999993	16025.529999999995

6. Geographical analysis

select
 region,
 state,
 SUM(sales) AS total_sales,
 SUM(profit) AS total_profit
from superstore_data
group by region, state
order by total_sales desc
limit 10;

region	state	total_sales	total_profit
West	California	450567.630000000035	74669.41000000001
East	New York	309453.55999999999	73507.200000000001
Central	Texas	169553.57999999993	-25534.939999999962
West	Washington	136590.19999999992	32976.670000000006
East	Pennsylvania	114911.320000000002	-15446.460000000012
South	Florida	88876.910000000002	-3382.6499999999999
Central	Illinois	79009.349999999996	-12031.100000000002
East	Ohio	76617.720000000002	-17071.219999999994
Central	Michigan	75991.580000000003	24340.920000000002
South	Virginia	70309.089999999998	18461.07

7. Discount impact

select
 AVG(discount) AS avg_discount,
 SUM(profit) AS total_profit,
 SUM(sales) AS total_sales
from superstore_data;

avg_discount	total_profit	total_sales
0.15516711367857353	282858.45999999995	2272450.0699999963

8. Customer Analysis

```
select
  customer_name,
  COUNT(order_id) AS orders_count,
  SUM(sales) AS total_sales,
  SUM(profit) AS total_profit
from superstore_data
group by customer_name
order by total_sales desc
limit 10;
```

customer_name	orders_count	total_sales	total_profit
Sean Miller	15	25043.07	-1980.75
Tamara Chand	11	19017.85	8964.480000000001
Raymond Buch	18	15117.349999999999	6976.089999999999
Tom Ashbrook	10	14595.619999999999	4703.799999999999
Adrian Barton	19	14355.609999999997	5438.91
Sanjit Chand	22	14142.34	5757.42
Ken Lonsdale	27	14071.92	768.8599999999999
Hunter Lopez	11	12873.3	5622.429999999999
Sanjit Engle	19	12209.440000000002	2650.67
Christopher Conant	11	12129.08	2177.05