**SQL Queries for Ecommerce Sales**

**KPI’s:**

1. **Year to Date Sales (YTD\_Sales):**

SELECT SUM(sales\_per\_order) AS YTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022;

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1. **Year to Date Profit (YTD\_Profit):**

SELECT SUM(profit\_per\_order) AS YTD\_Profit

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022;

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1. **Year to Date Quantity (YTD\_Quantity):**

SELECT SUM(order\_quantity) AS YTD\_Quantity

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022;

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1. **Year to Date Profit Margin (YTD\_Profit\_Margin):**

SELECT (SUM(profit\_per\_order) / SUM(sales\_per\_order)) \* 100 AS YTD\_Profit\_Margin

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022;

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**Chart’s:**

1. **Sales by Category:**

SELECT category\_name,

SUM(CASE WHEN YEAR(order\_date) = 2022 THEN sales\_per\_order ELSE 0 END) AS YTD\_Sales,

SUM(CASE WHEN YEAR(order\_date) = 2021 THEN sales\_per\_order ELSE 0 END) AS PYTD\_Sales,

((SUM(CASE WHEN YEAR(order\_date) = 2022 THEN sales\_per\_order ELSE 0 END) - SUM(CASE WHEN YEAR(order\_date) = 2021 THEN sales\_per\_order ELSE 0 END)) \* 100.0 / NULLIF(SUM(CASE WHEN YEAR(order\_date) = 2021 THEN sales\_per\_order ELSE 0 END), 0)) AS YoY\_Sales\_Change

FROM ecommerce\_data

GROUP BY category\_name;

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1. **Sales by State and Region:**

SELECT customer\_region, SUM(sales\_per\_order) AS YTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY customer\_region;

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1. **Top 5 Products by YTD sales**:

SELECT TOP 5 product\_name, SUM(sales\_per\_order) AS YTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY product\_name

ORDER BY YTD\_Sales DESC;

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1. **Bottom 5 Products by YTD sales**:

SELECT TOP 5 product\_name, SUM(sales\_per\_order) AS YTD\_Sales

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY product\_name

ORDER BY YTD\_Sales ASC;

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1. **Year to Date Sales by Region**:

SELECT customer\_region, (SUM(sales\_per\_order) / (SELECT SUM(sales\_per\_order) FROM ecommerce\_data WHERE YEAR(order\_date) = 2022)) \* 100 AS Percentage\_Share

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY customer\_region;

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1. **Year to Date Sales by Shipping Time**:

SELECT shipping\_type, (SUM(sales\_per\_order) / (SELECT SUM(sales\_per\_order) FROM ecommerce\_data WHERE YEAR(order\_date) = 2022)) \* 100 AS Percentage\_Share

FROM ecommerce\_data

WHERE YEAR(order\_date) = 2022

GROUP BY shipping\_type;

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