

# SALES PRODUCTION ANALYSIS

## SQL ANALYSIS

### KPI Questions:

#### ➤ SALES & REVENUE:

##### 1. Total Sales Revenue:

Select Round (Sum(sales\_amount)) as Total\_Revenue from Sales;

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Total_Revenue			
5019265			

##### 2. Average Order Value:

Select Avg (sales\_amount) as Avg\_Order\_Values from Sales;

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Avg_Order_Values			
5019.265230000003			

##### 3. Monthly Sales:

Select Month(sale\_date) as Month, Year(sale\_date) as Year, Round (Sum(sales\_amount)) as Total\_Sales from Sales Group by Month, Year Order by Year, Month;

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
Month	Year	Total_Sales	
1	2023	476092	
2	2023	368919	
3	2023	402639	
4	2023	438993	
5	2023	389079	
6	2023	418458	
7	2023	374243	
8	2023	443171	
9	2023	367838	
10	2023	460379	
11	2023	467483	
12	2023	392644	
1	2024	19328	

#### 4. Top 5 Performing Regions by Revenue:

Select Round (Sum(sales\_amount)) as Total\_Revenue, Region from Sales Group by Region Order by Total\_Revenue Desc Limit 5;

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	Total_Revenue	Region			
▶	1369613	North			
	1259793	East			
	1235609	West			
	1154251	South			

#### 5. Total Profit:

Select Round (Sum((unit\_price-unit\_cost) \* quantity\_sold)) as Total\_Profit from Sales;

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	Total_Profit				
▶	6487847				

#### 6. Average Discount Rate:

Select Avg(discount) as Avg\_Discount\_Rate from Sales;

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	Avg_Discount_Rate				
▶	0.15239000000000005				

### ➤ SALES REP PERFORMANCE:

#### 7. Top Sales Reps by Revenue:

Select Sales\_Rep, Round (Sum(sales\_amount)) as Total\_Revenue from Sales Group by Sales\_Rep Order by Total\_Revenue;

Result Grid			Filter Rows:	Export:	Wrap Cell Content:
	Sales_Rep	Total_Revenue			
▶	Charlie	860811			
	Alice	965542			
	Eve	970184			
	Bob	1080991			
	David	1141737			

## 8. Sales by Region and Sales Rep:

Select Region\_and\_Sales\_Rep, Round (Sum(sales\_amount)) as Total\_Revenue from Sales Group by Region\_and\_Sales\_Rep Order by Region\_and\_Sales\_Rep;

Region_and_Sales_Rep	Total_Revenue
East-Alice	260789
East-Bob	309876
East-Charlie	165173
East-David	284614
East-Eve	239341
North-Alice	249647
North-Bob	233465
North-Charlie	299789
North-David	282539
North-Eve	304172
South-Alice	239415
South-Bob	251200
South-Charlie	156141
South-David	311417
South-Eve	196078
West-Alice	215691
West-Bob	286449
West-Charlie	239709
West-David	263168
West-Eve	230593

## ➤ CUSTOMER & SALES\_CHANNEL:

## 9. Sales by Customer Type:

Select Customer\_Type, Round (Sum(sales\_amount)) as Total\_Revenue from Sales Group by Customer\_Type;

Customer_Type	Total_Revenue
Returning	2513007
New	2506258

## 10. Sales by Sales Channel:

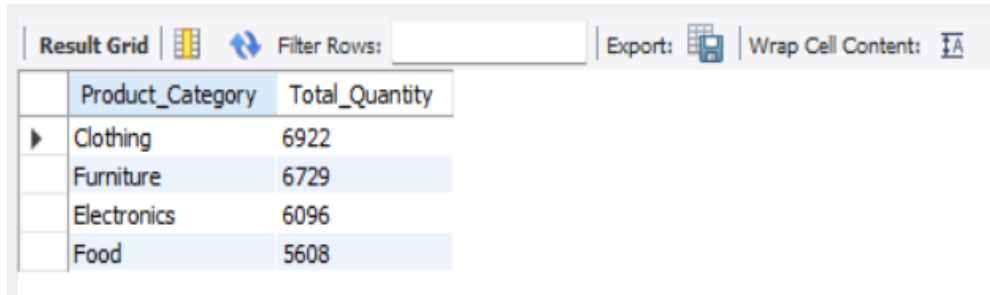
Select Sales\_Channel, Round (Sum(sales\_amount)) as Total\_Revenue from Sales Group by Sales\_Channel;

Sales_Channel	Total_Revenue
Online	2458834
Retail	2560431

## ➤ PRODUCT PERFORMANCE:

### 11. Top Product Categories by Quantity Sold:

Select Product\_Category, Sum(quantity\_sold) as Total\_Quantity from Sales Group by Product\_Category Order by Total\_Quantity Desc;



	Product_Category	Total_Quantity
▶	Clothing	6922
	Furniture	6729
	Electronics	6096
	Food	5608

### 12. Most Profitable Product Category:

Select Product\_Category, Round (Sum((unit\_price-unit\_cost) \* quantity\_sold)) as Profit from Sales Group by Product\_Category Order by Profit Desc limit 1;



	Product_Category	Profit
▶	Furniture	1779461