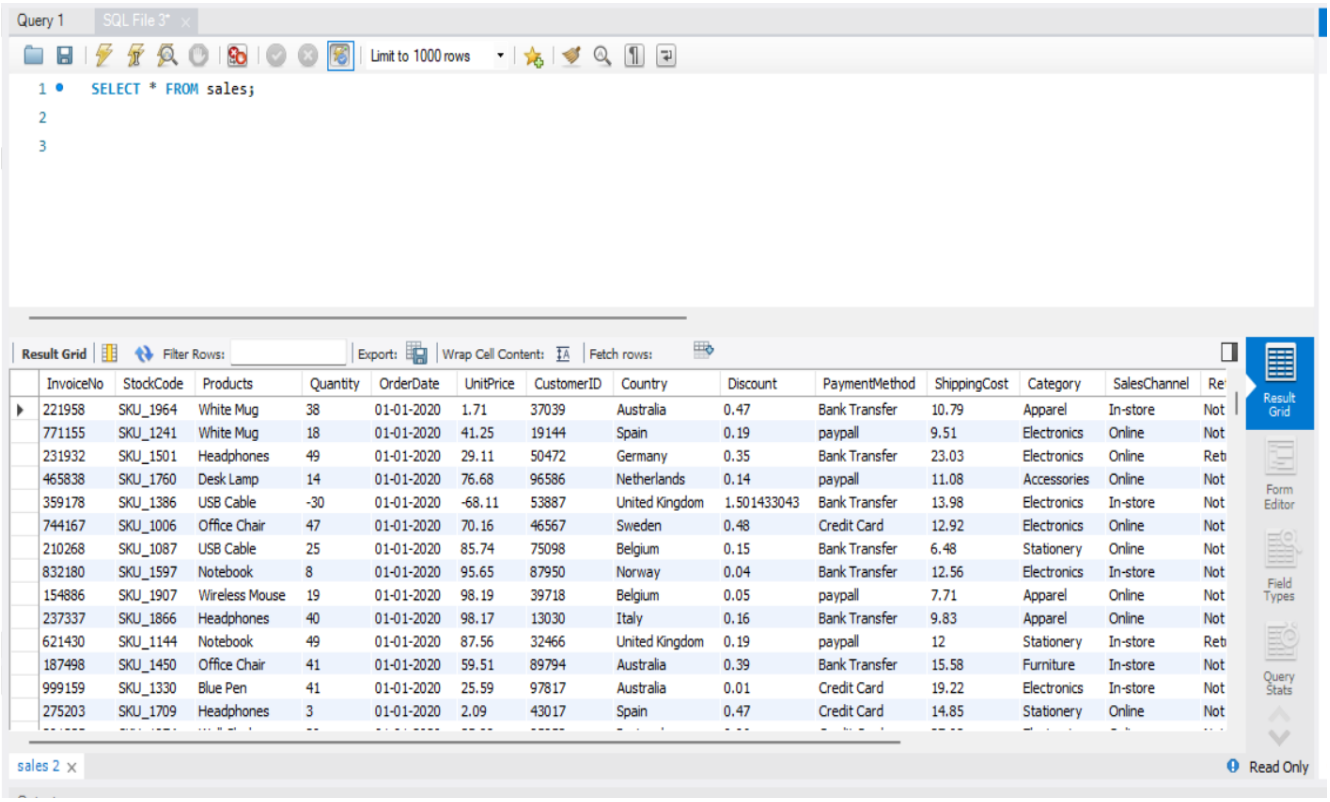
OBJECTIVE: Analyze monthly revenue and order volume

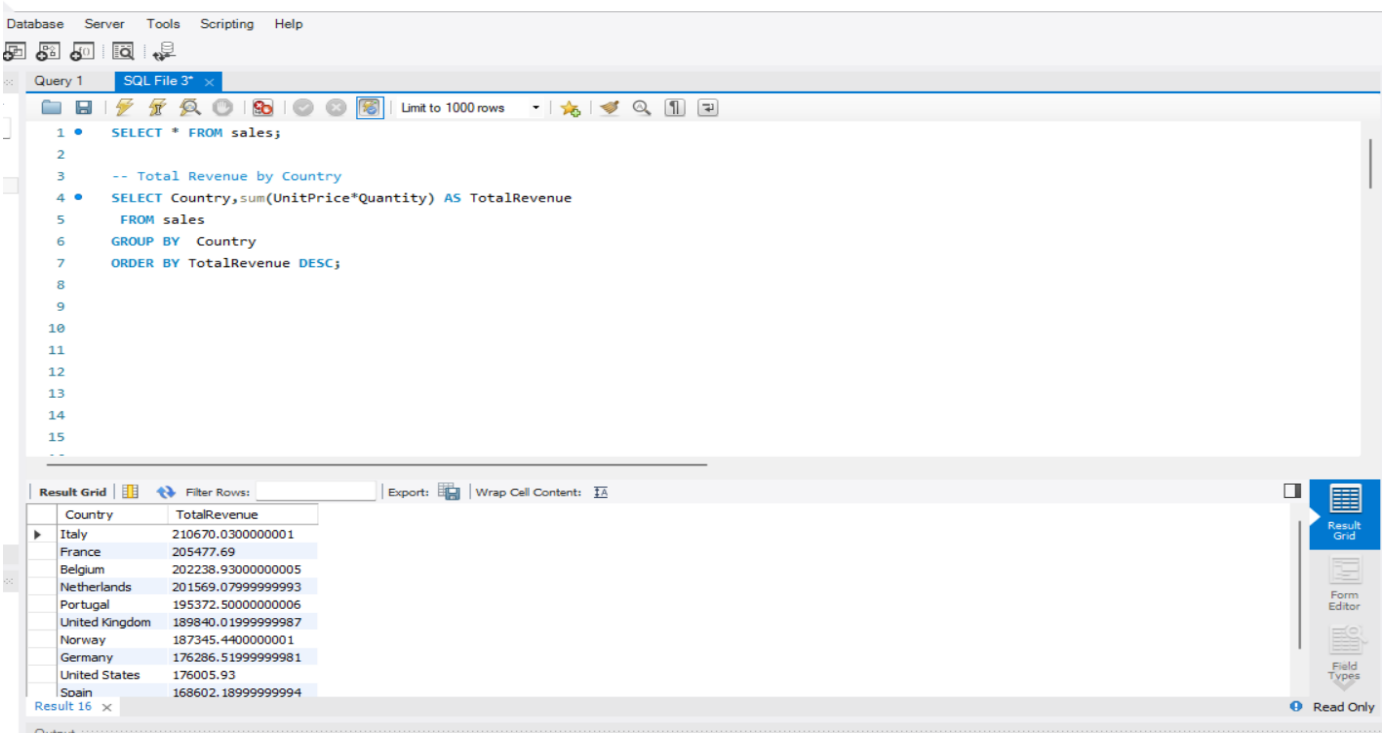
Tools: MySQL

1.Overview of the Sales Dataset



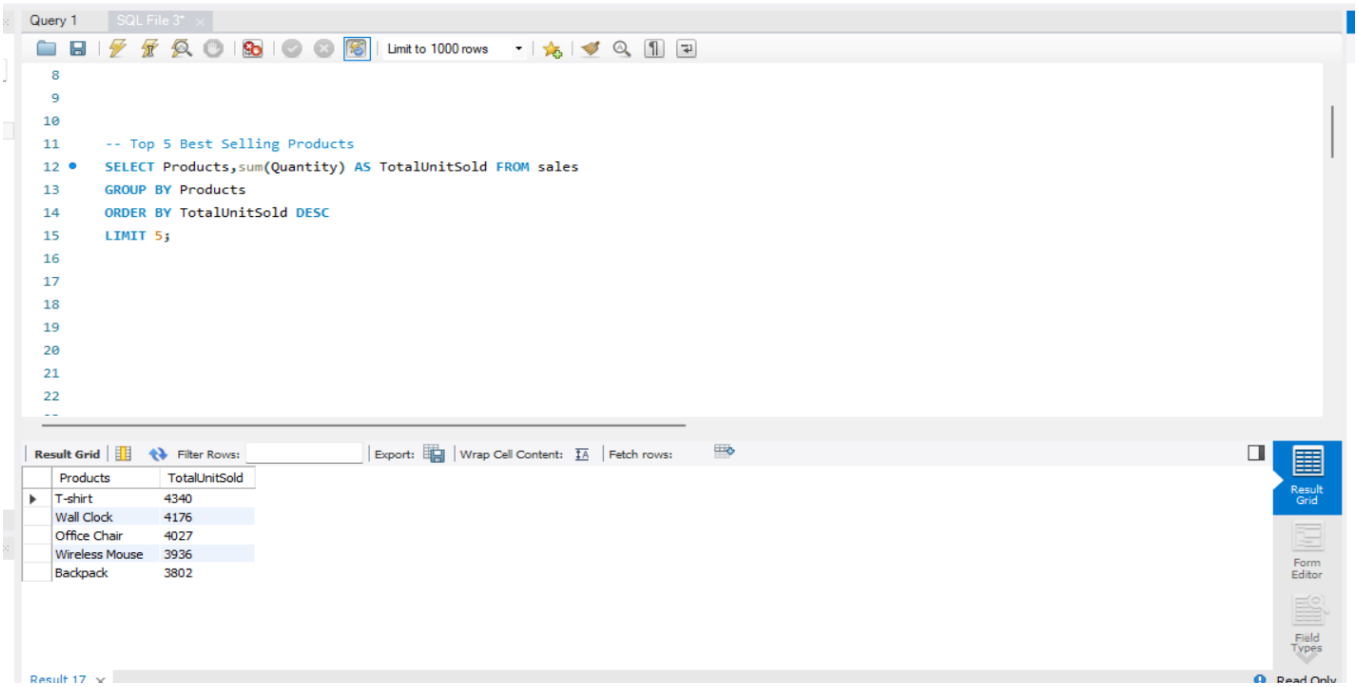
InvoiceNo	StockCode	Products	Quantity	OrderDate	UnitPrice	CustomerID	Country	Discount	PaymentMethod	ShippingCost	Category	SalesChannel	Re
221958	SKU_1964	White Mug	38	01-01-2020	1.71	37039	Australia	0.47	Bank Transfer	10.79	Apparel	In-store	Not
771155	SKU_1241	White Mug	18	01-01-2020	41.25	19144	Spain	0.19	paypall	9.51	Electronics	Online	Not
231932	SKU_1501	Headphones	49	01-01-2020	29.11	50472	Germany	0.35	Bank Transfer	23.03	Electronics	Online	Ret
465838	SKU_1760	Desk Lamp	14	01-01-2020	76.68	96586	Netherlands	0.14	paypall	11.08	Accessories	Online	Not
359178	SKU_1386	USB Cable	-30	01-01-2020	-68.11	53887	United Kingdom	1.501433043	Bank Transfer	13.98	Electronics	In-store	Not
744167	SKU_1006	Office Chair	47	01-01-2020	70.16	46567	Sweden	0.48	Credit Card	12.92	Electronics	Online	Not
210268	SKU_1087	USB Cable	25	01-01-2020	85.74	75098	Belgium	0.15	Bank Transfer	6.48	Stationery	Online	Not
832180	SKU_1597	Notebook	8	01-01-2020	95.65	87950	Norway	0.04	Bank Transfer	12.56	Electronics	In-store	Not
154886	SKU_1907	Wireless Mouse	19	01-01-2020	98.19	39718	Belgium	0.05	paypall	7.71	Apparel	Online	Not
237337	SKU_1866	Headphones	40	01-01-2020	98.17	13030	Italy	0.16	Bank Transfer	9.83	Apparel	Online	Not
621430	SKU_1144	Notebook	49	01-01-2020	87.56	32466	United Kingdom	0.19	paypall	12	Stationery	In-store	Ret
187498	SKU_1450	Office Chair	41	01-01-2020	59.51	89794	Australia	0.39	Bank Transfer	15.58	Furniture	In-store	Not
999159	SKU_1330	Blue Pen	41	01-01-2020	25.59	97817	Australia	0.01	Credit Card	19.22	Electronics	In-store	Not
275203	SKU_1709	Headphones	3	01-01-2020	2.09	43017	Spain	0.47	Credit Card	14.85	Stationery	Online	Not

2.Total Revenue by Country



Country	TotalRevenue
Italy	210670.0300000001
France	205477.69
Belgium	202238.93000000005
Netherlands	201569.07999999993
Portugal	195372.50000000006
United Kingdom	189840.01999999987
Norway	187345.4400000001
Germany	176286.51999999981
United States	176005.93
Spain	168602.18999999994

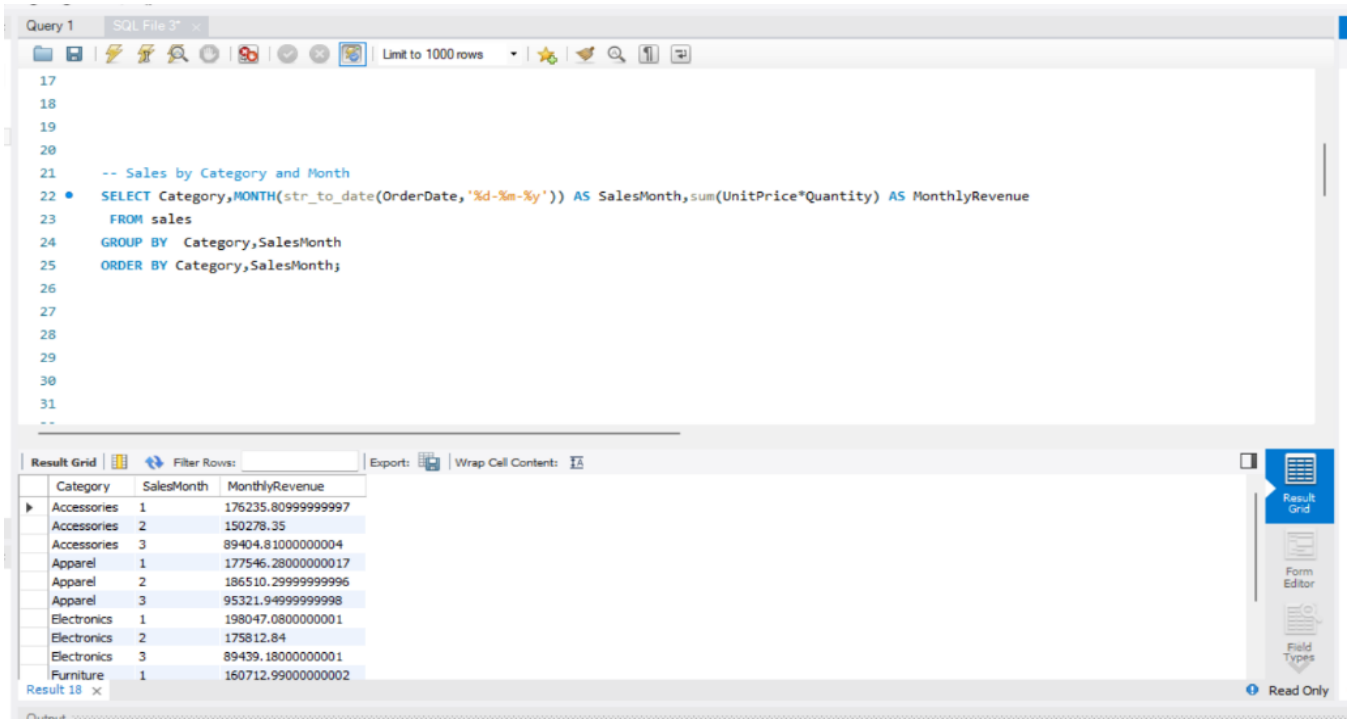
3.Top 5 Best-Selling Products



```
-- Top 5 Best Selling Products
SELECT Products,sum(Quantity) AS TotalUnitSold FROM sales
GROUP BY Products
ORDER BY TotalUnitSold DESC
LIMIT 5;
```

Products	TotalUnitSold
T-shirt	4340
Wall Clock	4176
Office Chair	4027
Wireless Mouse	3936
Backpack	3802

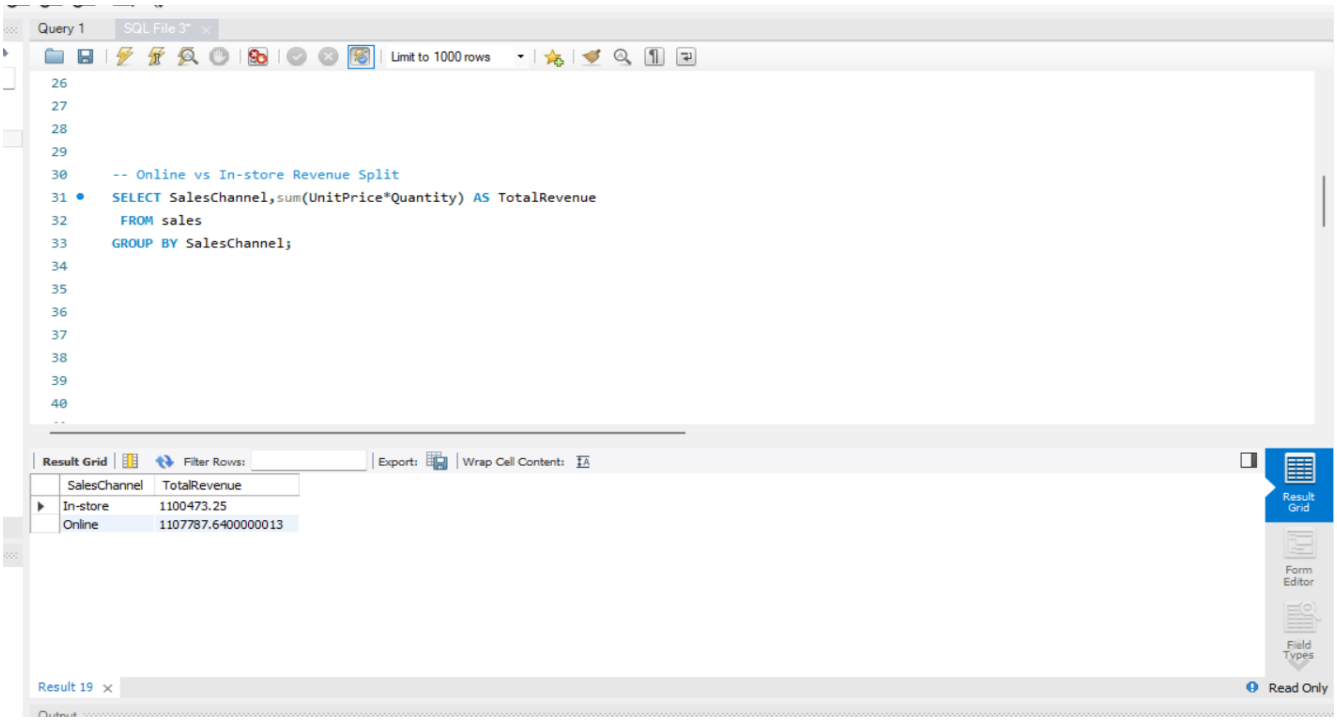
4.Sales by Category and Month



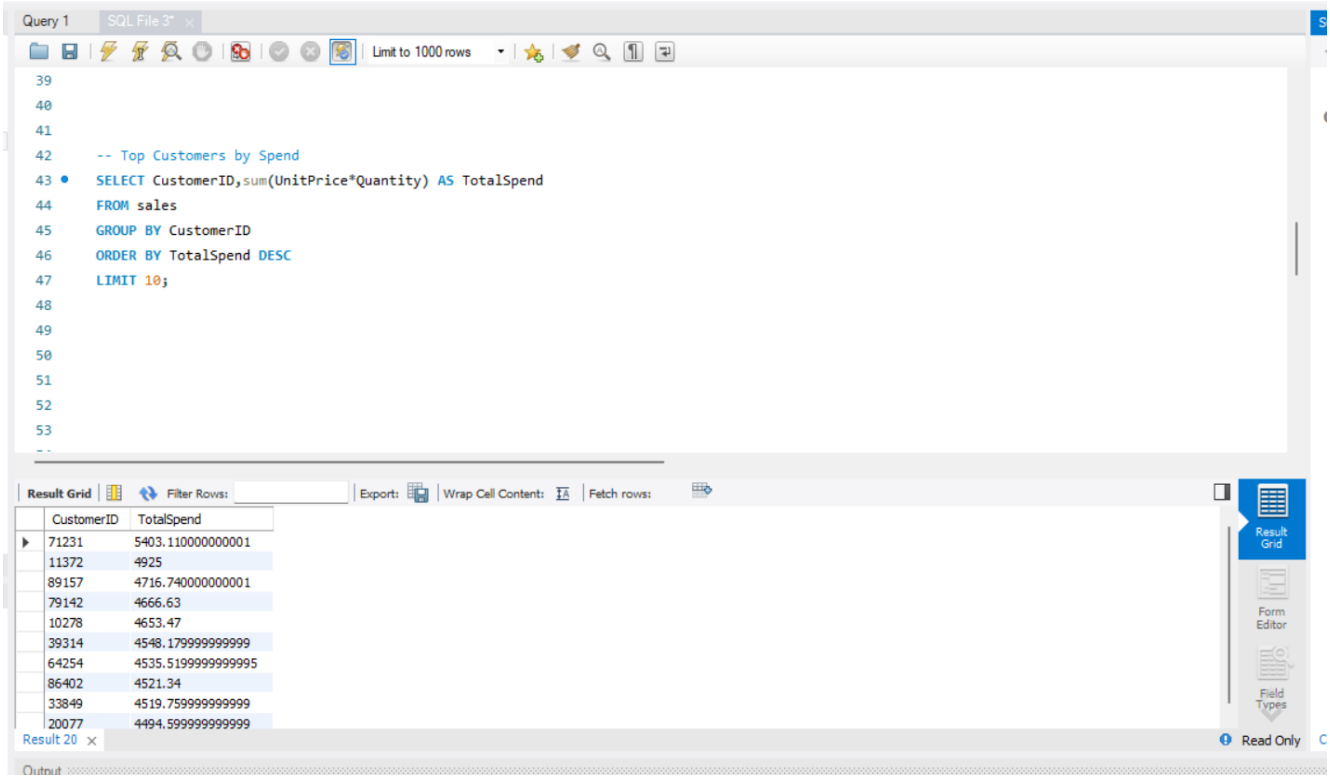
```
-- Sales by Category and Month
SELECT Category,MONTH(str_to_date(OrderDate,'%d-%m-%y')) AS SalesMonth,sum(UnitPrice*Quantity) AS MonthlyRevenue
 FROM sales
GROUP BY  Category,SalesMonth
ORDER BY Category,SalesMonth;
```

Category	SalesMonth	MonthlyRevenue
Accessories	1	176235.80999999997
Accessories	2	150278.35
Accessories	3	89404.81000000004
Apparel	1	177546.28000000017
Apparel	2	186510.29999999996
Apparel	3	95321.94999999998
Electronics	1	198047.0800000001
Electronics	2	175812.84
Electronics	3	89439.18000000001
Furniture	1	160712.99000000002

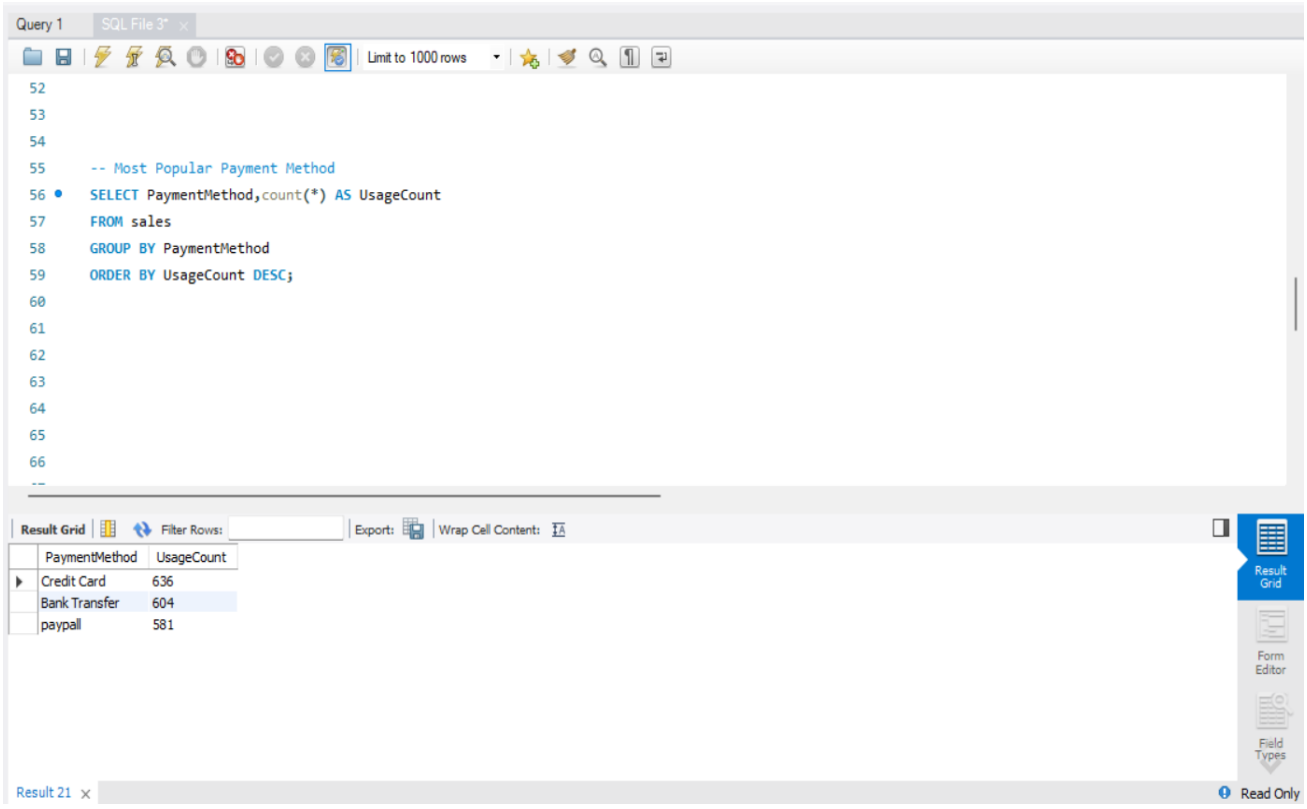
5.Online VS In-Store Revenue Split



6.Top Customers by Spend



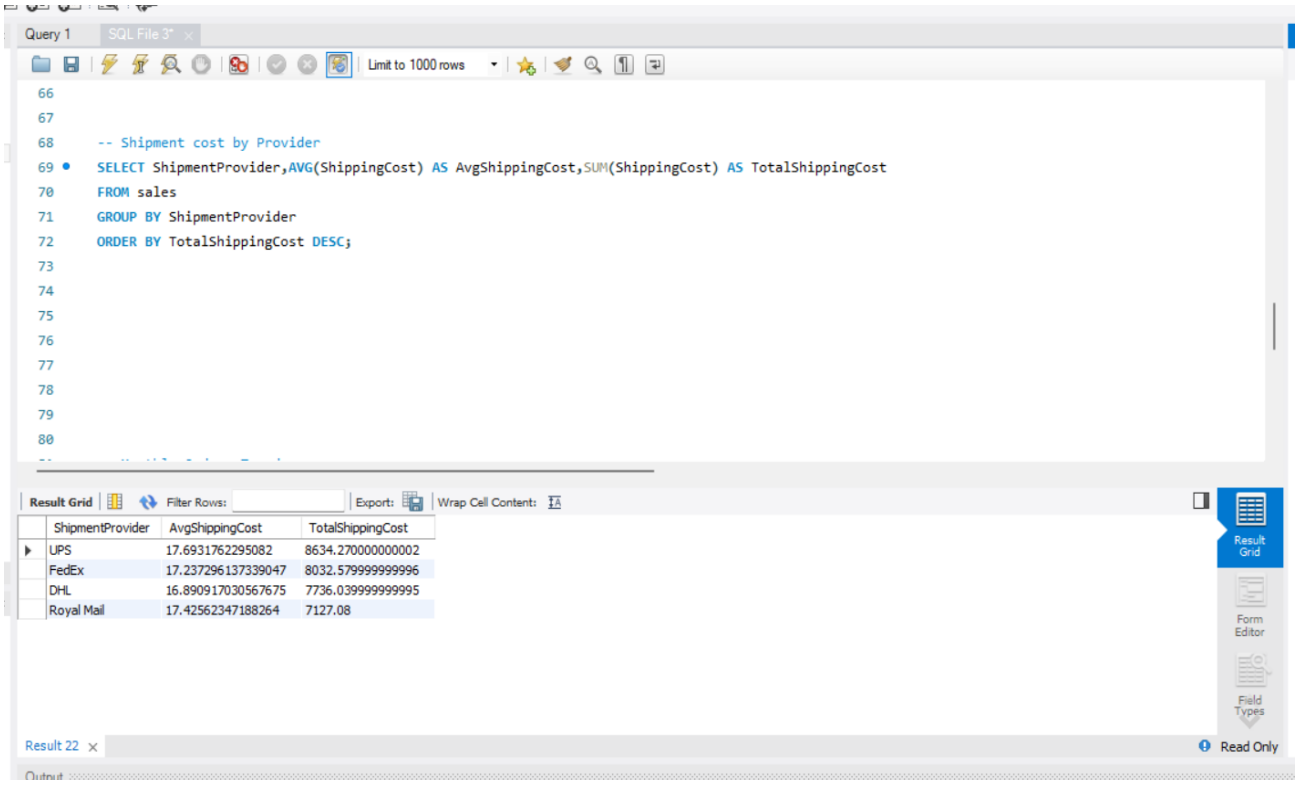
7.Most Popular Payment Method



```
-- Most Popular Payment Method
SELECT PaymentMethod,count(*) AS UsageCount
FROM sales
GROUP BY PaymentMethod
ORDER BY UsageCount DESC;
```

PaymentMethod	UsageCount
Credit Card	636
Bank Transfer	604
paypall	581

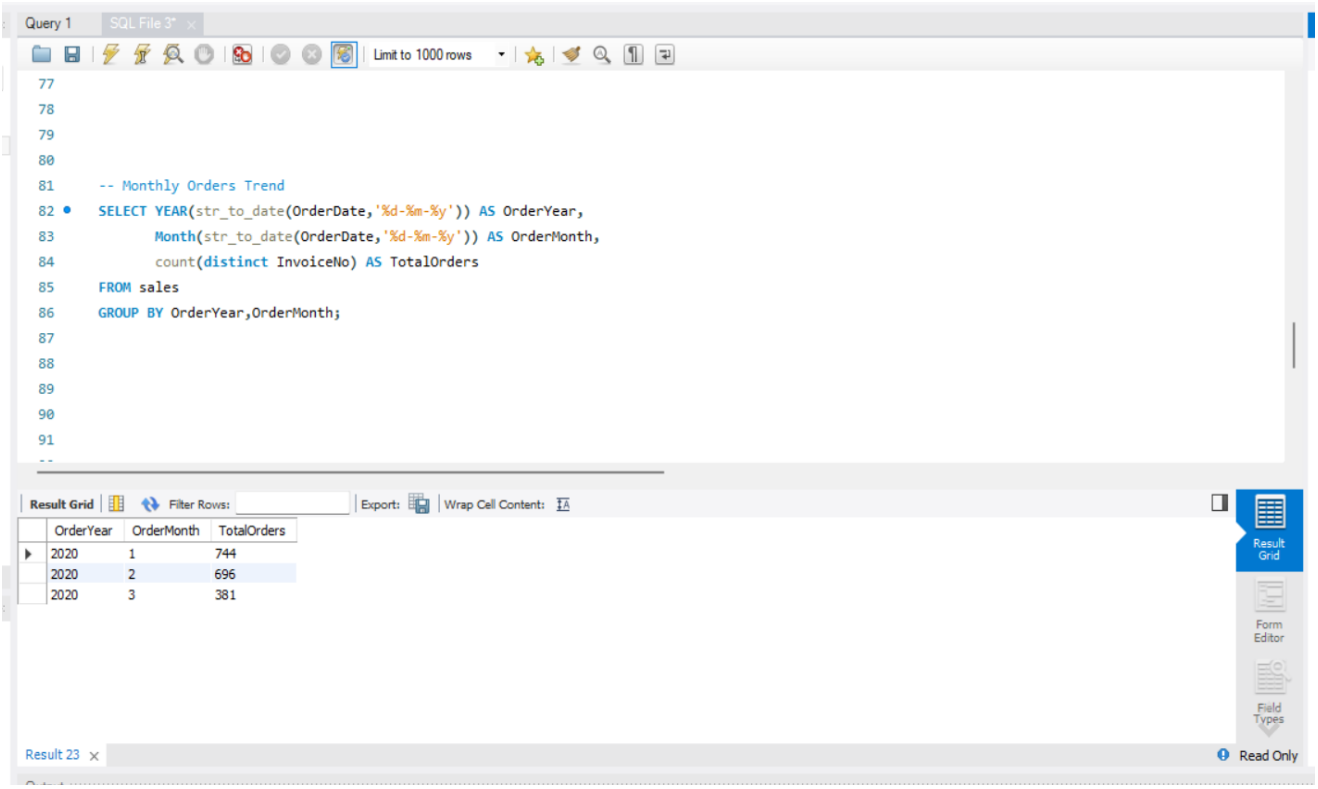
8.Shipment cost by Provider



```
-- Shipment cost by Provider
SELECT ShipmentProvider,AVG(ShippingCost) AS AvgShippingCost,SUM(ShippingCost) AS TotalShippingCost
FROM sales
GROUP BY ShipmentProvider
ORDER BY TotalShippingCost DESC;
```

ShipmentProvider	AvgShippingCost	TotalShippingCost
UPS	17.6931762295082	8634.270000000002
FedEx	17.237296137339047	8032.579999999996
DHL	16.890917030567675	7736.039999999995
Royal Mail	17.42562347188264	7127.08

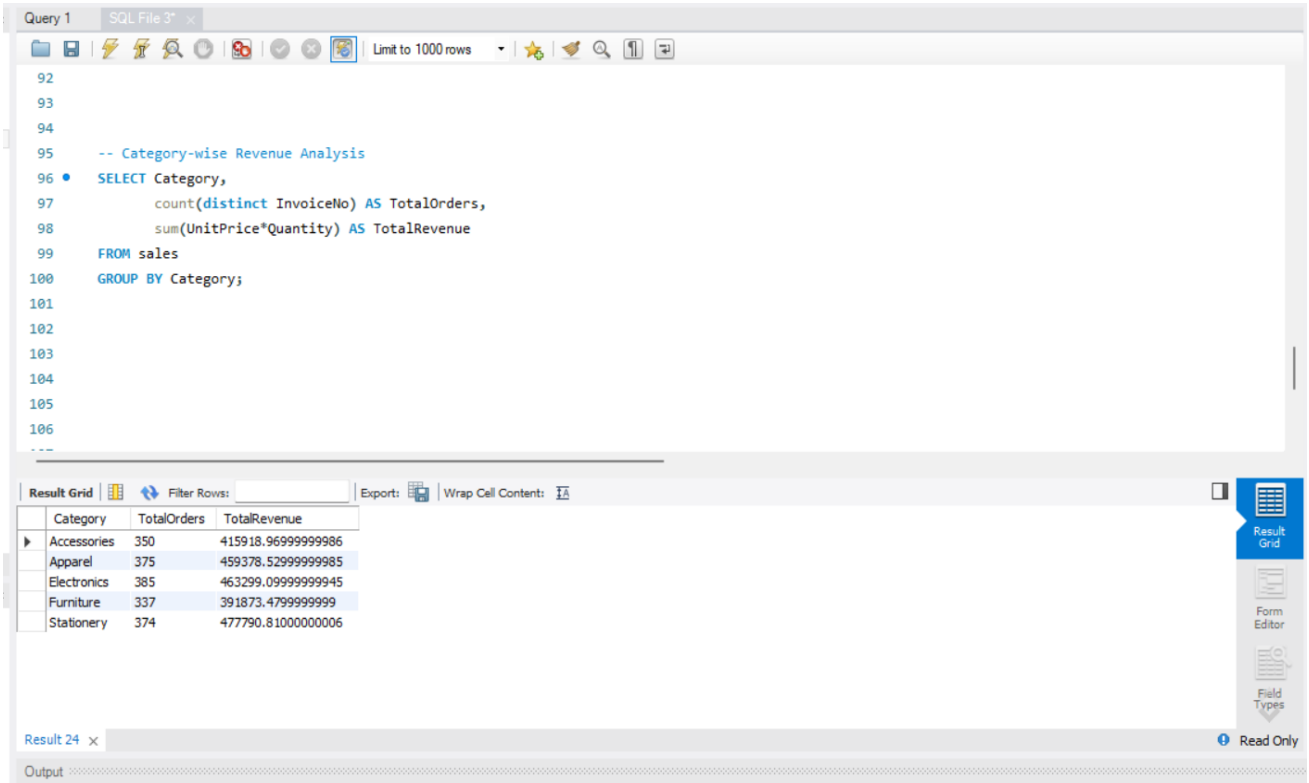
9.Monthly Orders Trend



```
-- Monthly Orders Trend
SELECT YEAR(str_to_date(OrderDate,'%d-%m-%y')) AS OrderYear,
       Month(str_to_date(OrderDate,'%d-%m-%y')) AS OrderMonth,
       count(distinct InvoiceNo) AS TotalOrders
FROM sales
GROUP BY OrderYear,OrderMonth;
```

OrderYear	OrderMonth	TotalOrders
2020	1	744
2020	2	696
2020	3	381

10.Category-wise Revenue Analysis



```
-- Category-wise Revenue Analysis
SELECT Category,
       count(distinct InvoiceNo) AS TotalOrders,
       sum(UnitPrice*Quantity) AS TotalRevenue
FROM sales
GROUP BY Category;
```

Category	TotalOrders	TotalRevenue
Accessories	350	415918.96999999986
Apparel	375	459378.52999999985
Electronics	385	463299.09999999945
Furniture	337	391873.4799999999
Stationery	374	477790.81000000006

11.Monthly Revenue and Order Volume Report