ELE_STORE Analysis - SQL

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INTRODUCTION:

The purpose of this analysis is to examine various aspects of the ELE_STORE database by running SQL queries to gain insights into total sales, profit, order quantities, regions, cities, manufacturers, and more.

1. Created the Database 'ELE_STORE':
   The first step in the project was to create a new MySQL database called 'ELE_STORE'.
   SQL Query:
   ```
   CREATE DATABASE ELE_STORE;
   USE ELE_STORE;
   ```

2. Imported the CSV file into the Database:
   The CSV file was imported into the database as a table named 'ELE_STORE1' for analysis.

QUERIES AND RESULTS:

- Total Number of Orders Placed

```
SELECT COUNT(*)  TOTAL_ORDERS
FROM ELE_STORE1;
```

- Unique Channels and Their Count

```
SELECT DISTINCT CHANNEL
FROM  ELE_STORE1;
```

- How Many Cities Are There?

```
SELECT COUNT(DISTINCT CITY)
FROM ELE_STORE1;
```

- Total Sales and Total Profit

```
SELECT SUM(SALES) AS TOTAL_SALES, SUM(PROFIT) AS TOTAL_PROFIT
FROM ELE_STORE1;
```

- Total Sales by Region and Country

```
SELECT COUNTRY, REGION, SUM(SALES) AS TOTAL_SALES
FROM ELE_STORE1
GROUP BY COUNTRY, REGION;
```

- Total Order Quantity by Promotion Name

```
SELECT PROMOTIONNAME, SUM(ORDERQTY) AS TOTAL_ORDER_QTY
FROM ELE_STORE1
GROUP BY PROMOTIONNAME;
```

- Total Sales in Asia Region

```
SELECT SUM(SALES) AS TOTAL_ASIA_SALES
FROM ELE_STORE1
WHERE REGION = 'ASIA';
```

- Total Profit in Asia Region and India

```
SELECT REGION, SUM(PROFIT) AS TOTAL_PROFIT
FROM ELE_STORE1
WHERE REGION='ASIA'
GROUP BY REGION
UNION ALL
SELECT COUNTRY, SUM(PROFIT) AS TOTAL_PROFIT
FROM ELE_STORE1
WHERE COUNTRY='INDIA'
GROUP BY COUNTRY;
```

- Total Order Quantity by Manufacturer and Product Name

```
SELECT Manufacturer, ProductName, SUM(OrderQty) AS TOTAL_ORDER_QTY
FROM ELE_STORE1
GROUP BY Manufacturer, ProductName;
```

- Total Order Quantity Greater Than 27 by City

```
SELECT CITY, SUM(OrderQty) AS TOTAL_ORDER_QTY
FROM ELE_STORE1
GROUP BY CITY
HAVING SUM(OrderQty) > 27;
```

- Total Sales in China and Beijing

```
SELECT COUNTRY, SUM(SALES) AS TOTAL_SALES
FROM ELE_STORE1
WHERE COUNTRY = 'CHINA'
GROUP BY COUNTRY
UNION ALL
SELECT CITY, SUM(SALES) AS TOTAL_SALES
FROM ELE_STORE1
WHERE CITY = 'BEIJING'
GROUP BY CITY;
```

- Total Sales in Asian Holiday Promotion

```
SELECT PROMOTIONNAME, SUM(SALES) AS TOTAL_SALES
FROM ELE_STORE1
WHERE PROMOTIONNAME = 'Asian Holiday Promotion'
GROUP BY PROMOTIONNAME;
```

- Total Profit by Contoso, Ltd Manufacturer

```
SELECT MANUFACTURER, SUM(PROFIT) AS TOTAL_CONT_PROFIT
FROM ELE_STORE1
WHERE MANUFACTURER = 'CONTOSO, LTD'
GROUP BY MANUFACTURER;
```

- Total Sales and Total Order Quantity by Product Category

```
SELECT PRODUCTCATEGORY, SUM(SALES) AS TOTAL_SALES, SUM(ORDERQTY) AS
TOTAL_ORDER_QTY
FROM ELE_STORE1
GROUP BY PRODUCTCATEGORY;
```

- Total Sales Between 1057 and 26700 by Region

```
SELECT REGION, SUM(SALES) AS TOTAL_SALES
FROM ELE_STORE1
WHERE SALES BETWEEN 1057 AND 26700
GROUP BY REGION;
```

- Total Orders in Pittsfield City

```
SELECT CITY, COUNT(ORDERID) AS TOTAL_ORDERS
FROM ELE_STORE1
WHERE CITY = 'Pittsfield'
GROUP BY CITY;
```

- Total Sales and Total Profit by Region, Country, and City

```
SELECT REGION, COUNTRY, CITY, SUM(SALES) AS TOTAL_SALES, SUM(PROFIT) AS
TOTAL_PROFIT FROM ELE_STORE1
GROUP BY REGION, COUNTRY, CITY
ORDER BY REGION;
```

- Total Unit Cost and Total Price by Product Category, Subcategory, and Manufacturer

```
SELECT PRODUCTCATEGORY, PRODUCTSUBCATEGORY, Manufacturer,
        SUM(UNITCOST) AS TOTAL_UC, SUM(PRICE) AS TOTAL_PRICE
FROM ELE_STORE1
GROUP BY PRODUCTCATEGORY, PRODUCTSUBCATEGORY, Manufacturer
ORDER BY PRODUCTCATEGORY
```

CONCLUSION:

The queries above provide an in-depth look into various metrics such as sales, profit, order quantities, and product performance across different regions, countries, and cities. These queries help in identifying patterns, evaluating promotional effects, and understanding market performance.

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