**Query Details**

**1**. **Top Products & Cities**

"Which products bring in the most money, and in which cities are they performing well?"

-- Step 1: Rank top 5 products with TOTAL revenue

SELECT

p.product\_id,

p.Shoe\_model,

p.Gender,

SUM(s.revenue) AS total\_revenue

FROM sales s

JOIN product p ON s.product\_id = p.product\_id

GROUP BY p.product\_id, p.Shoe\_model, p.Gender

ORDER BY total\_revenue DESC

LIMIT 5

-- City performance

CREATE TEMP TABLE top\_products AS

SELECT

p.product\_id,

p.Shoe\_model,

p.Gender,

SUM(s.revenue) AS total\_revenue

FROM sales s

JOIN product p ON s.product\_id = p.product\_id

GROUP BY p.product\_id

ORDER BY total\_revenue DESC

LIMIT 5;

SELECT

tp.Shoe\_model,

tp.Gender,

sc.city,

SUM(s.sales) AS total\_units\_sold,

SUM(s.revenue) AS city\_revenue,

ROUND(SUM(s.revenue) \* 100.0 / tp.total\_revenue, 2) AS revenue\_percentage,

RANK() OVER (PARTITION BY tp.product\_id ORDER BY SUM(s.revenue) DESC) AS city\_rank

FROM sales s

JOIN store\_cities sc ON s.store\_id = sc.store\_id

JOIN top\_products tp ON s.product\_id = tp.product\_id

GROUP BY tp.product\_id, sc.city

ORDER BY

tp.total\_revenue DESC,

city\_rank ASC;

**2. Trends Over Time**

"How do sales trends compare year-over-year (2022 vs. 2023 vs. 2024), and are there seasonal peaks?"

-- YoY Sales

SELECT

year,

p.Shoe\_model,

SUM(sales) AS total\_sales

FROM sales s

JOIN product p ON s.product\_id = p.product\_id

GROUP BY year, p.Shoe\_model

ORDER BY year;

-- Seasonal Peaks

SELECT

month,

year,

p.Shoe\_model,

SUM(sales) AS monthly\_sales

FROM sales s

JOIN product p ON s.product\_id = p.product\_id

GROUP BY month, year, p.Shoe\_model

ORDER BY year, month;