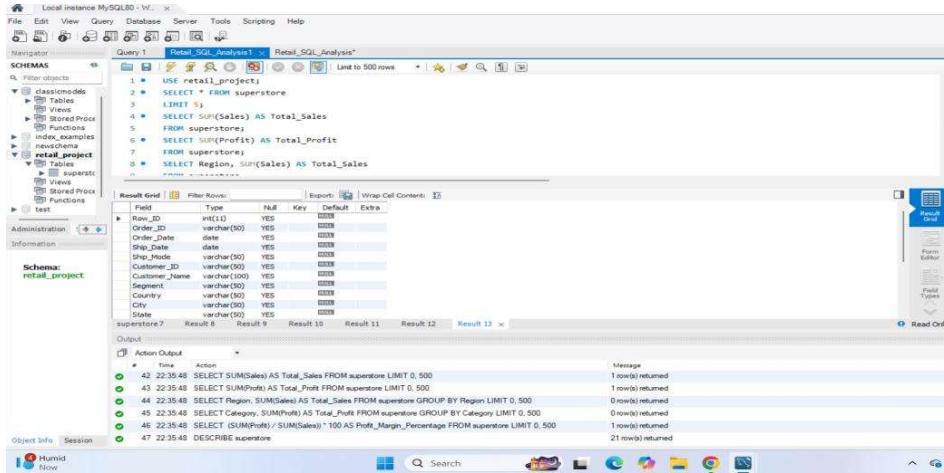


SQL Business Analysis – Retail Project

This document contains SQL queries used to analyze retail sales data and extract key business insights.



The screenshot shows the MySQL Workbench interface with the following details:

- Schemas:** The schema is set to "retail_project".
- Query Editor:** The query "Retail_SQL_Analysis1" is open, containing the following SQL code:

```
1 USE retail_project;
2 SELECT * FROM superstore
3 LIMIT 500;
4 SELECT SUM(Sales) AS Total_Sales
5 FROM superstore;
6 SELECT SUM(Profit) AS Total_Profit
7 FROM superstore;
8 SELECT Region, SUM(Sales) AS Total_Sales
9 FROM superstore
10 GROUP BY Region
11 ORDER BY Total_Sales DESC;
```
- Results Grid:** A table showing the results of the last query, grouped by Region and ordered by Total_Sales descending. The columns are Region and Total_Sales.
- Action Output:** Shows the execution history of the session, including the time of each query and its result count.

1 Total Sales

Calculates the overall revenue generated from all orders in the dataset.

2 Total Profit

Computes the total profit earned across all transactions.

3 Sales by Region

Analyzes total sales performance across different geographical regions.

4 Profit by Category

Evaluates profitability for each product category.

5 Top 5 Products by Sales

Identifies the top five products generating the highest sales revenue.

6 Lowest 5 Products by Profit

Detects products contributing the least profit to the business.

7 Profit Margin (%)

Calculates overall business profitability as a percentage of total sales.

8 Average Discount by Region

Measures the average discount offered across different regions.

9 Sales by Year

Examines yearly sales trends to understand business growth over time.

10 Region with Highest Profit

Determines which region contributes the highest total profit.

The screenshot shows the SSMS interface with the following details:

- File Bar:** File, Edit, View, Query, Database, Server, Tools, Scripting, Help.
- Toolbar:** Standard toolbar icons.
- Navigator:** Shows the database structure under the schema `retail_project`, including tables like `classicmodels`, `superstore`, and `test`.
- Query Editor:** Title bar: `Retail_SQL_Analysis1`. The query text is:

```
10 * GROUP BY Region;
11 *     SELECT Category, SUM(Profit) AS Total_Profit
12 *     FROM superstore
13 *     GROUP BY Category;
14 *     SELECT
15 *         ($SUM(Profit) / SUM(Sales)) * 100 AS Profit_Margin_Percentage
16 *     FROM superstore;
17 *     DESCRIBE superstore;
```
- Result Grid:** Displays the results of the query. The columns are Field, Type, Null, Key, Default, Extra. The rows include fields such as Row_ID, Order_ID, Order_Date, Ship_Date, Ship_Mode, Customer_ID, Customer_Name, Segment, Country, City, State, and Zip.
- Output:** Action Output pane showing the execution history of the session. It lists actions, times, and messages. Actions include selecting sum(sales), profit, and margin percentage, as well as describing the superstore table. Times range from 42 to 47, and messages indicate rows returned.
- Status Bar:** Shows the current result set as `superstore`.