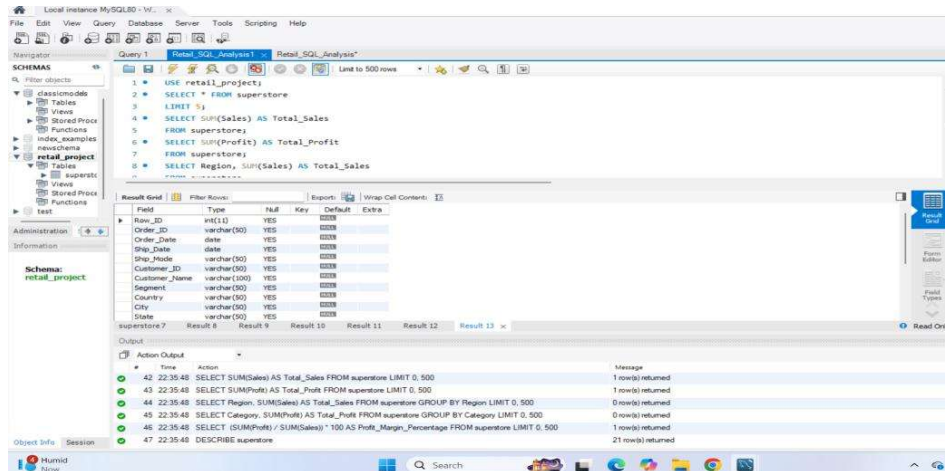


## SQL Business Analysis – Retail Project

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



### 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 displays a SQL IDE interface with a query editor and a results pane. The query editor contains the following SQL code:

```
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;
```

The results pane shows the output of the query, including a table of superstore columns and a list of actions performed during execution.

Field	Type	Null	Key	Default	Extra
Row_ID	int(11)	YES			
Order_ID	varchar(30)	YES			
Order_Date	date	YES			
Ship_Date	date	YES			
Ship_Mode	varchar(30)	YES			
Customer_ID	varchar(30)	YES			
Customer_Name	varchar(100)	YES			
Segment	varchar(30)	YES			
Country	varchar(30)	YES			
City	varchar(30)	YES			
State	varchar(30)	YES			

The output pane shows the following actions and messages:

#	Time	Action	Message
42	22:35:48	SELECT SUM(Sales) AS Total_Sales FROM superstore LIMIT 0, 500	1 row(s) returned
43	22:35:48	SELECT SUM(Profit) AS Total_Profit FROM superstore LIMIT 0, 500	1 row(s) returned
44	22:35:48	SELECT Region, SUM(Sales) AS Total_Sales FROM superstore GROUP BY Region LIMIT 0, 500	0 row(s) returned
45	22:35:48	SELECT Category, SUM(Profit) AS Total_Profit FROM superstore GROUP BY Category LIMIT 0, 500	0 row(s) returned
46	22:35:48	SELECT (SUM(Profit) / SUM(Sales)) * 100 AS Profit_Margin_Percentage FROM superstore LIMIT 0, 500	1 row(s) returned
47	22:35:48	DESCRIBE superstore	21 row(s) returned