HELLO

my name is Suhana Anwar.
I've recently completed a project where I worked with a sales dataset using SQL.
In this project, I explored the data by writing different queries to extract meaningful insights

Find out which product category had the purchase?

```sql
SELECT category,COUNT(*) as Total_purchase
from Sales_data
Group by category
Order by Total_purchase DESC;
```

Result Grid | Filter Rows:

category	Total_purchase
Home & Kitchen	549
Books	534
Clothing	531
Toys	523
Sports	520
Beauty	505
Electronics	498

Calculate total renveue (sum of final_price) month by month?

```sql
select
    DATE_FORMAT(STR_TO_DATE(Purchase_date, '%d-%m-%y'), '%y-%m') AS Purchase_month,
    ROUND(SUM(final_price),0) AS Total_Revenue
FROM SALES_data
GROUP BY Purchase_month
ORDER BY Purchase_month;
```

Result Grid | Filter Rows:

Purchase_month	Total_Revenue
20-01	42607
20-02	42019
20-03	42700
20-04	46260
20-05	45092
20-06	33578
20-07	45380
20-08	45750
20-09	40575
20-10	47903
20-11	22956

What is the average discount for each product category?

```sql
SELECT Category,
 round(AVG(discount),0) AS average_discount
FROM sales_data
GROUP BY Category
ORDER BY average_discount DESC;
```

Result Grid | Filter Rows:

Category	average_discount
Home & Kitchen	20
Sports	19
Books	19
Electronics	19
Clothing	18
Toys	18
Beauty	18

Which payment method uses most by the users?

```sql
SELECT payment_method,count(*)AS payment_method_count
FROM sales_data
GROUP BY payment_method
LIMIT 5;
```

Result Grid | Filter Rows:

payment_method	payment_method_count
Net Banking	716
Credit Card	760
UPI	757
Cash on Delivery	696
Debit Card	731

Find the users who spent more money overall?

```sql
SELECT user_id ,
  sum(final_price) AS Money_spent
  FROM SALES_DATA
  GROUP BY USER_ID
  ORDER BY money_spent DESC
  LIMIT 5;
```

Result Grid | Filter Row

user_id	Money_spent
8b885340	496.82
20797b76	495.02
d8970dd2	493.04
da7bc76a	492.41
68722b9b	491.7

Find the product where discount was greater than 30?

```
SELECT product_id,price ,discount
FROM sales_data
WHERE discount > 30
ORDER BY discount DESC;
```

product_id	price	discount
0816ee12-5	241.86	50
31308875-b	415.36	50
eeb0635d-a	26.26	50
df52cac6-d	352.95	50
411c40d9-1	40.78	50
b896f670-9	224.52	50
cc379a88-b	188.07	50
159dca37-7	154.62	50
af65c4a5-5	435.6	50
ade73cc0-5	30.8	50
56c95db1-7	274.87	50
dd1ca92d-a	215.44	50
cd9ba20a-7	431.44	50
9822591f-3	417.57	50
bf258db9-2	29.92	50
c0712648-3	61.84	50
7f74df77-2	377.75	50

What percentage of total revenue comes from each category?

```sql
SELECT
    category,
    ROUND(SUM(final_price),0) AS Total_category_revenue,
    ROUND((SUM(final_price) * 100) / (SELECT SUM(final_price) FROM sales_data), 2)
    AS percentage_total_revenue
FROM sales_data
GROUP BY category
ORDER BY percentage_total_revenue DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell

category	Total_category_revenue	percentage_total_revenue
Clothing	115315	15.23
Books	111149	14.68
Home & Kitchen	110328	14.57
Sports	108519	14.33
Toys	107290	14.17
Beauty	104215	13.76
Electronics	100462	13.27

How many unique users made purchase each month?

```sql
SELECT
    category,
    ROUND(SUM(final_price),0) AS Total_category_revenue,
    ROUND((SUM(final_price) * 100) / (SELECT SUM(final_price) FROM sales_data), 2)
    AS percentage_total_revenue
FROM sales_data
GROUP BY category
ORDER BY percentage_total_revenue DESC;
```

Result Grid | Filter Rows:

Purchase_month	Active_users
05-20	221
04-20	224
03-20	213
02-20	193
01-20	210
NULL	1454

List the product with the highest discount applied?

```sql
SELECT product_ID,category, discount
FROM sales_data
ORDER BY discount desc
LIMIT 5;
```

Result Grid | Filter Rows:

product_ID	category	discount
90a62e58-d	Sports	50
339b8269-a	Sports	50
a526d0bf-9	Books	50
8.63E+02	Beauty	50
c65f5cbc-4	Clothing	50

THANK YOU

For Your Attention