



# E- COMMERCE SALES DATA

---



# Description :

ANALYZED A 51K+ TRANSACTION E-COMMERCE SALES DATASET CONTAINING ORDERS, CUSTOMERS, PRODUCTS, AND PROFIT METRICS. CLEANED AND TRANSFORMED DATA USING POWER QUERY, AND APPLIED SQL QUERIES TO UNCOVER SALES TRENDS, TOP MARKETS, AND PROFIT DRIVERS.



# QUERIES

A photograph of a lit candle and dried flowers against a warm, textured background. The candle is white and lit, with a small flame. The dried flowers are brown and spiky, resembling thistles. The background is a warm, textured brown.

- Total Revenue
- Monthly Sales Trend
- Top 10 Products by Revenue
- Top 10 Customers by Spend
- Region Wise Revenue
- Average Order Value



## Total Revenue

```
-- Total Revenue  
SELECT round(SUM(quantity * price),2) AS total_revenue  
FROM sales;
```

Result Grid		Filter Row	
	total_revenue		
▶	48542751.63		




# Monthly Sales Trend

```
-- Monthly Sales Trend
SELECT DATE_FORMAT(OrderDate, '%Y-%m') AS Month,
       ROUND(SUM(Quantity * Price), 2) AS Revenue
FROM sales
GROUP BY Month
ORDER BY Month;
```

Result Grid				 Filter Rows
	Month	Revenue		
▶	2011-01	353534.14		
	2011-02	376473.81		
	2011-03	466932.94		
	2011-04	420776.01		
	2011-05	596082.18		
	2011-06	805250.47		
	2011-07	417800.97		
	2011-08	844348.78		
	2011-09	1084350.51		
	2011-10	740927.26		
	2011-11	1191544.09		
	2011-12	1268232.69		
	2012-01	550225.45		
	2012-02	353534.14		

# Top 10 Products by Revenue

```
-- Top 10 Products by Revenue
SELECT Product, ROUND(SUM(Quantity * Price), 2) AS Revenue
FROM sales
GROUP BY Product
ORDER BY Revenue DESC
LIMIT 10;
```

Result Grid     Filter Rows: <input type="text"/>   Export: 		
	Product	Revenue
▶	Apple Smart Phone, Full Size	408285.87
	Motorola Smart Phone, Full Size	380760.77
	Cisco Smart Phone, Full Size	368885.35
	Nokia Smart Phone, Full Size	2 368885.35
	Hon Executive Leather Armchair, Adjustable	291513.57
	SAFCO Executive Leather Armchair, Black	243158.31
	Nokia Smart Phone, with Caller ID	235406.39
	Sauder Classic Bookcase, Traditional	226772.93
	Samsung Smart Phone, Cordless	214740.21
	Samsung Smart Phone, VoIP	212631.41

## Top 10 Customers by Spend

```
-- Top 10 Customers by Spend
SELECT CustomerID, ROUND(SUM(Quantity * Price), 2) AS Spend
FROM sales
GROUP BY CustomerID
ORDER BY Spend DESC
LIMIT 10;
```

Result Grid			Filter Rows:
	CustomerID	Spend	
▶	AB-10105	171613.76	
	HM-14860	152152.15	
	HG-14845	150778.28	
	DB-13060	143125.66	
	TC-20980	141898.76	
	CC-12370	140169.32	
	GT-14710	138020.75	
	CA-11965	137373.45	
	TA-21385	136968.25	
	DR-12940	136265.66	



# Region Wise Revenue

```
-- Region Wise Revenue
SELECT Region,
        ROUND(SUM(Quantity * Price), 2) AS Revenue
FROM sales
GROUP BY Region
ORDER BY Revenue DESC;
```

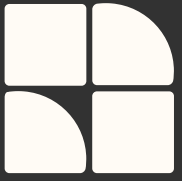
Result Grid			Filter Rows:
	Region	Revenue	
▶	Central	10789423.21	
	South	6121645.71	
	North	4913346.04	
	Oceania	4618230.23	
	Southeast Asia	3450856.31	
	North Asia	3378247.73	
	Central Asia	3057573.46	
	West	2907417.75	
	East	2732778.5	
	EMEA	2676857.09	
	Africa	2528066.48	
	Caribbean	1173835.38	
	Canada	194473.74	



# Average Order Value

```
-- Average Order values  
SELECT ROUND(SUM(Quantity * Price) / COUNT(DISTINCT OrderID), 2) AS Avg_Order_Value  
FROM sales;
```

Result Grid	
	Avg_Order_Value
▶	1948.73



- Identified top 5 markets contributing ~68% of total revenue.
- Discovered 25% YoY growth trend with peak sales in Nov–Dec.
- Found Technology category driving ~45% of profit across all products