SALES SQL QUERIES

About Dataset

This dataset provides a comprehensive overview of online sales transactions across different product categories. Each row represents a single transaction with detailed information such as the order ID, date, category, product name, quantity sold, unit price, total price, region, and payment method.

Columns:

- **Order ID:** Unique identifier for each sales order.
- **Date:**Date of the sales transaction.
- **Category:**Broad category of the product sold (e.g., Electronics, Home Appliances, Clothing, Books, Beauty Products, Sports).
- **Product Name:**Specific name or model of the product sold.
- **Quantity:**Number of units of the product sold in the transaction.
- **Unit Price:**Price of one unit of the product.
- **Total Price:** Total revenue generated from the sales transaction (Quantity * Unit Price).
- **Region:**Geographic region where the transaction occurred (e.g., North America, Europe, Asia).
- **Payment Method:** Method used for payment (e.g., Credit Card, PayPal, Debit Card).

-- Can you provide a query to calculate the total revenue generated from sales in each region?

```sql
SELECT
    SUM(totalrevenue) AS ` TOTAL REVENUE `, region
FROM
    salesdata
GROUP BY region;
```

TOTAL REVENUE	region
36844.34	North America
21268.06	Europe
22455.45	Asia

-- Explore the popularity of different product categories across regions ?

```sql
select region , productcategory , sum(unitsold) as unitsold
from salesdata
group by region , productcategory
order by unitsold desc ;
```

region	productcategory	unitsold
Asia	Clothing	145
North America	Books	114
Asia	Sports	88
North America	Electronics	66
Europe	Home Appliances	59
Europe	Beauty Products	46

--Identify top 5 selling products within each category to optimize inventory and marketing strategies.

```sql
select  productcategory , sum(unitsold)  as unitsold
from salesdata
group by  productcategory
order by unitsold desc limit 5 ;
```

productcategory	unitsold
Clothing	145
Books	114
Sports	88
Electronics	66
Home Appliances	59

- -find out the most popular payment method used in each region?

```sql
SELECT
    region, paymentmethod, COUNT(paymentmethod) AS paymentmethod
FROM
    salesdata
GROUP BY region , paymentmethod
ORDER BY 1 DESC;
```

region	paymentmethod	paymentmethod
▶ North America	Credit Card	80
Europe	PayPal	80
Asia	Credit Card	40
Asia	Debit Card	40

--Display the total sales for each product category?

```sql
SELECT
    ProductCategory, SUM(totalrevenue) AS totalrevenue
FROM
    salesdata
GROUP BY ProductCategory
ORDER BY 1 DESC;
```

ProductCategory	totalrevenue
▶ Sports	14326.52
Home Appliances	18646.16
Electronics	34982.41
Clothing	8128.93
Books	1861.93
Beauty Products	2621.90

- - What query would you use to find all orders where the total price exceeds $1000?

```
SELECT *
FROM salesdata
WHERE totalrevenue > 1000;
```

Transaction ID	date	ProductCategory	ProductName	Unitsold	UnitPrice	totalrevenue	Region	PaymentMethod
10001	2024-01-01	Electronics	iPhone 14 Pro	2	999.99	1999.98	North America	Credit Card
10007	2024-01-07	Electronics	MacBook Pro 16-inch	1	2499.99	2499.99	North America	Credit Card
10008	2024-01-08	Home Appliances	Blueair Classic 480i	2	599.99	1199.98	Europe	PayPal
10013	2024-01-13	Electronics	Samsung Galaxy Tab S8	2	749.99	1499.98	North America	Credit Card
10036	2024-02-05	Sports	Peloton Bike	1	1895.00	1895.00	Asia	Credit Card
10037	2024-02-06	Electronics	Apple Watch Series 8	3	399.99	1199.97	North America	Credit Card
10038	2024-02-07	Home Appliances	Roomba i7+	2	799.99	1599.98	Europe	PayPal
10043	2024-02-12	Electronics	GoPro HERO10 Black	3	399.99	1199.97	North America	Credit Card
10067	2024-03-07	Electronics	Samsung QLED 4K TV	1	1199.99	1199.99	North America	Credit Card
10073	2024-03-13	Electronics	HP Spectre x360 Laptop	1	1599.99	1599.99	North America	Credit Card
10086	2024-03-26	Home Appliances	LG OLED TV	2	1299.99	2599.98	Europe	PayPal
10103	2024-04-12	Electronics	Canon EOS R5 Camera	1	3899.99	3899.99	North America	Credit Card
10121	2024-04-30	Electronics	Apple iPad Air	2	599.99	1199.98	North America	Credit Card
10133	2024-05-12	Electronics	Microsoft Surface Lapt...	1	1299.99	1299.99	North America	Credit Card
10139	2024-05-18	Electronics	Samsung Odyssey G9 ...	1	1499.99	1499.99	North America	Credit Card
10163	2024-06-11	Electronics	Apple MacBook Air	1	1199.99	1199.99	North America	Credit Card

--How would you calculate the average order value across all transactions?

```
SELECT
    AVG(totalrevenue) AS average_order_value
FROM
```

	average_order_value
▶	335.699375