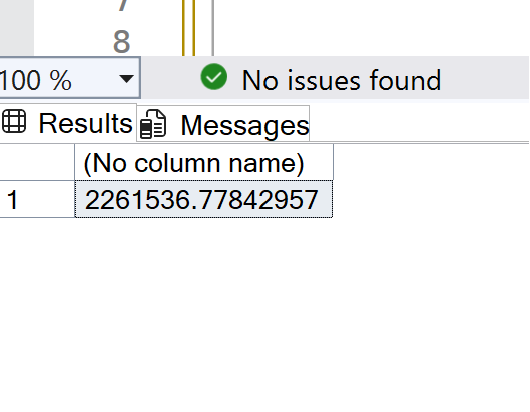
**📈 Sales Performance**

1. ***Total Sales over time***

SELECT

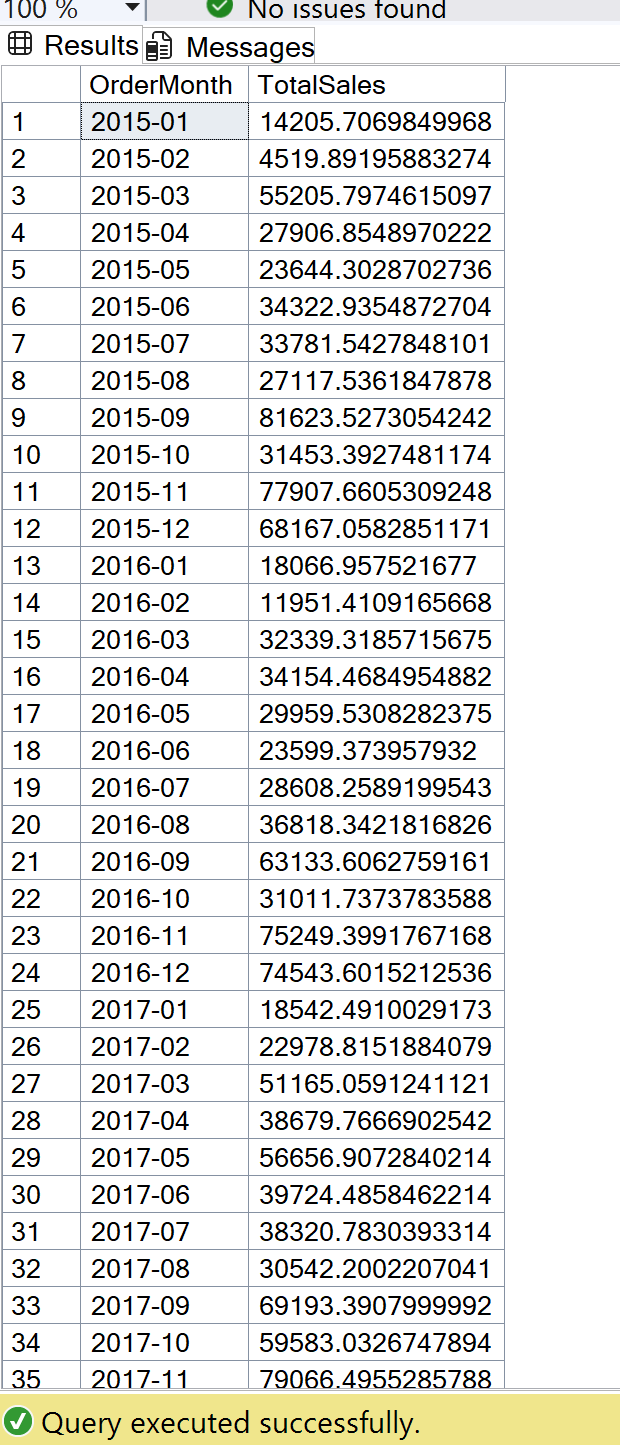
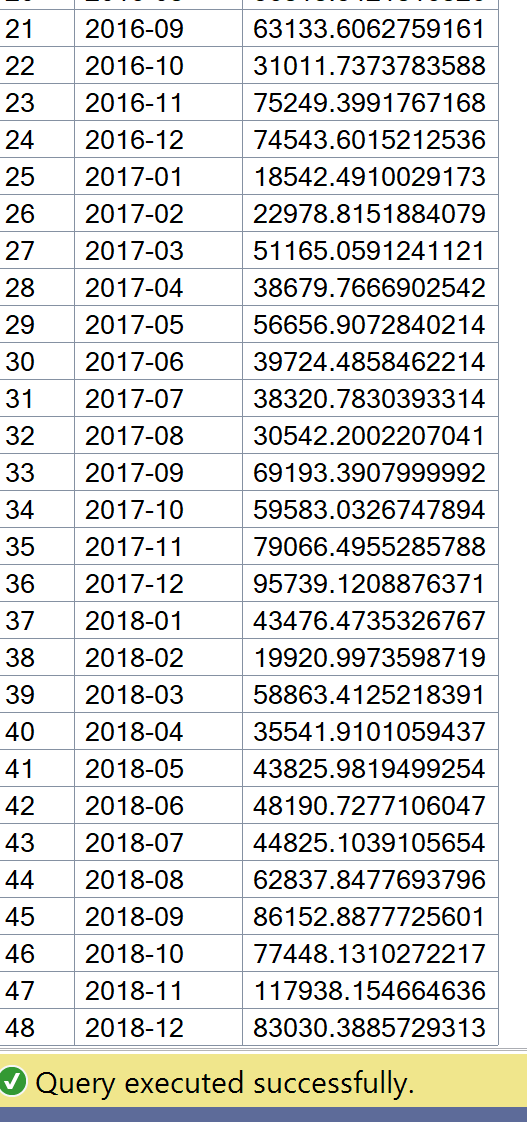
SUM (Sales)

FROM train;



2. ***Total monthly Sales over time***

1. SELECT
2. FORMAT([Order\_Date], 'yyyy-MM') AS OrderMonth,
3. SUM(Sales) AS TotalSales
4. FROM
5. train
6. GROUP BY
7. FORMAT([Order\_Date], 'yyyy-MM')
8. ORDER BY
9. OrderMonth;



3.***Total yearly sales***

SELECT

YEAR([order\_date]) as yearlyorder,

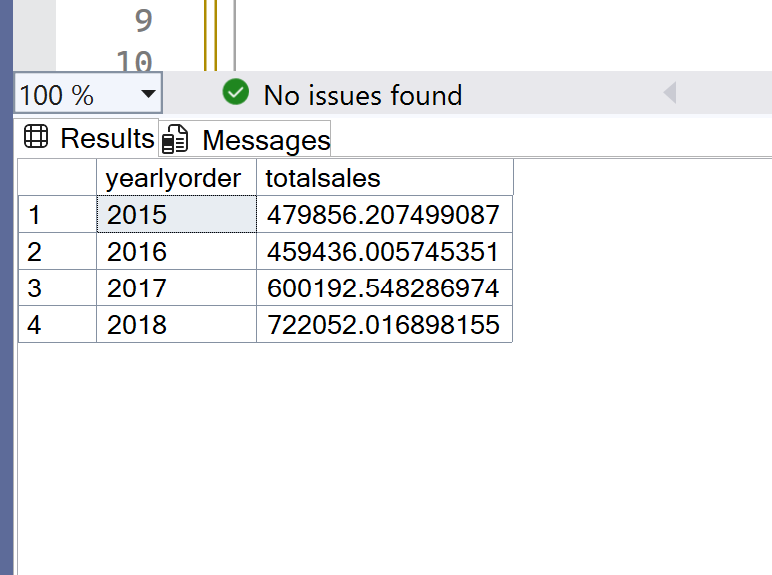
SUM(sales) as totalsales

FROM train

GROUP BY YEAR([order\_date])

ORDER BY

yearlyorder;



***4.Top-10 selling product***

***N.B. To ensure clarity and maintain a clean layout in this portfolio, I limited the output to the Top 10 selling products.***

SELECT

TOP 10

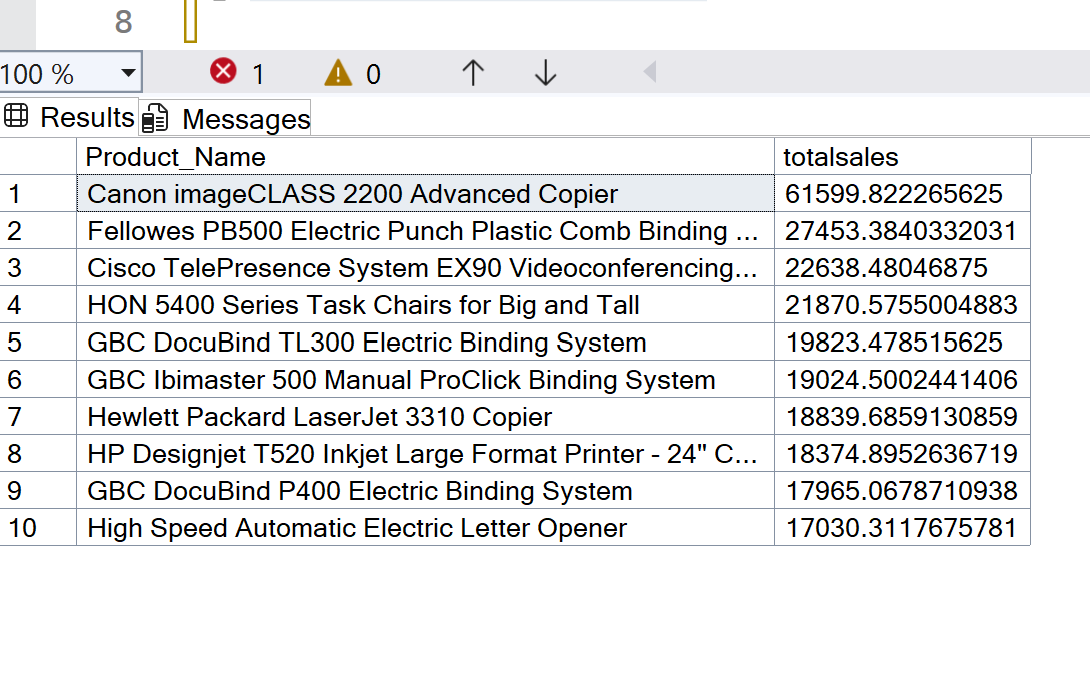
[Product\_Name],

SUM (Sales) AS totalsales

FROM train

GROUP BY [Product\_Name]

ORDER BY totalsales DESC

******

***5.Sales by category & sub category***

SELECT

[Sub\_Category],

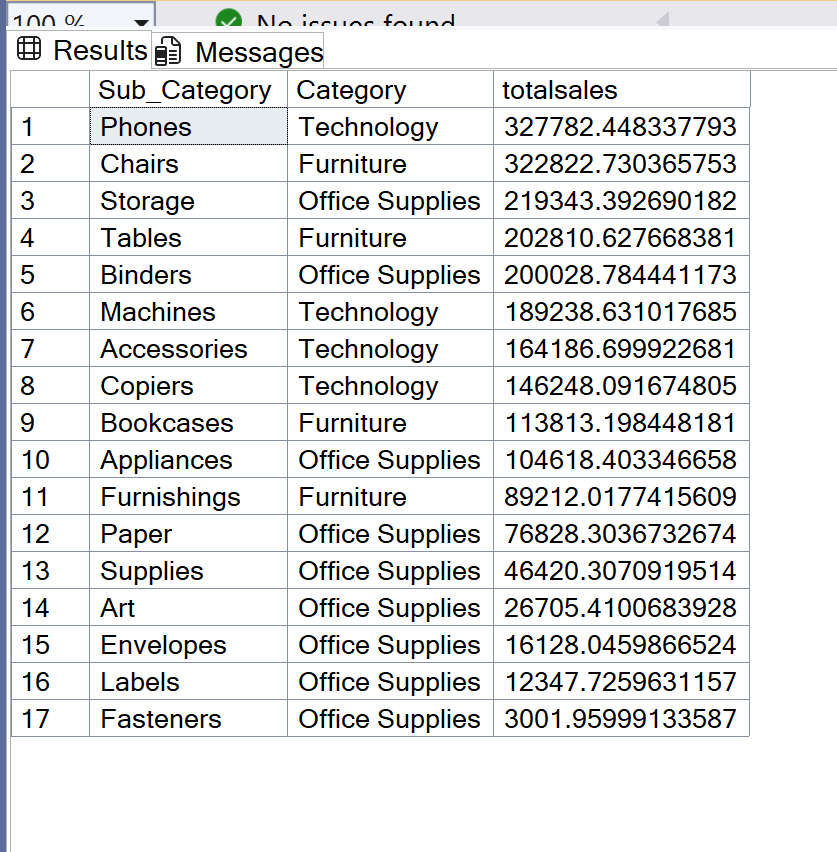
[Category],

SUM (sales) as totalsales

FROM train

GROUP BY [Category],[Sub\_Category]

ORDER BY totalsales DESC;

******

6. ***Sales by region*** ***top 50***

***N.B. To ensure clarity and maintain a clean layout in this portfolio, I limited the output to the Top 50 sales by region.***

SELECT

[Country],

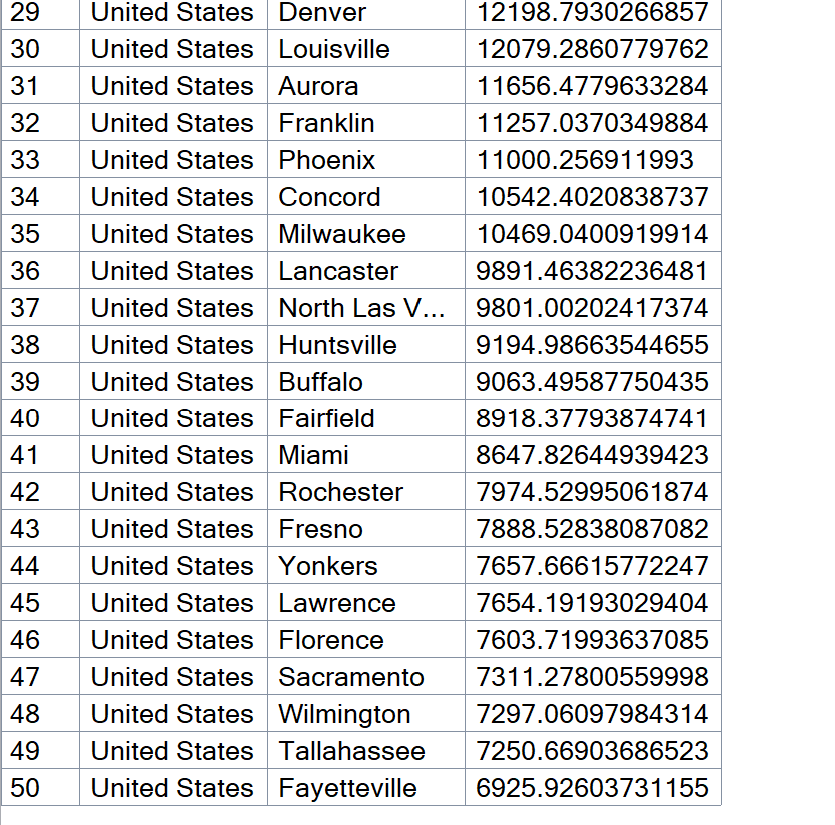
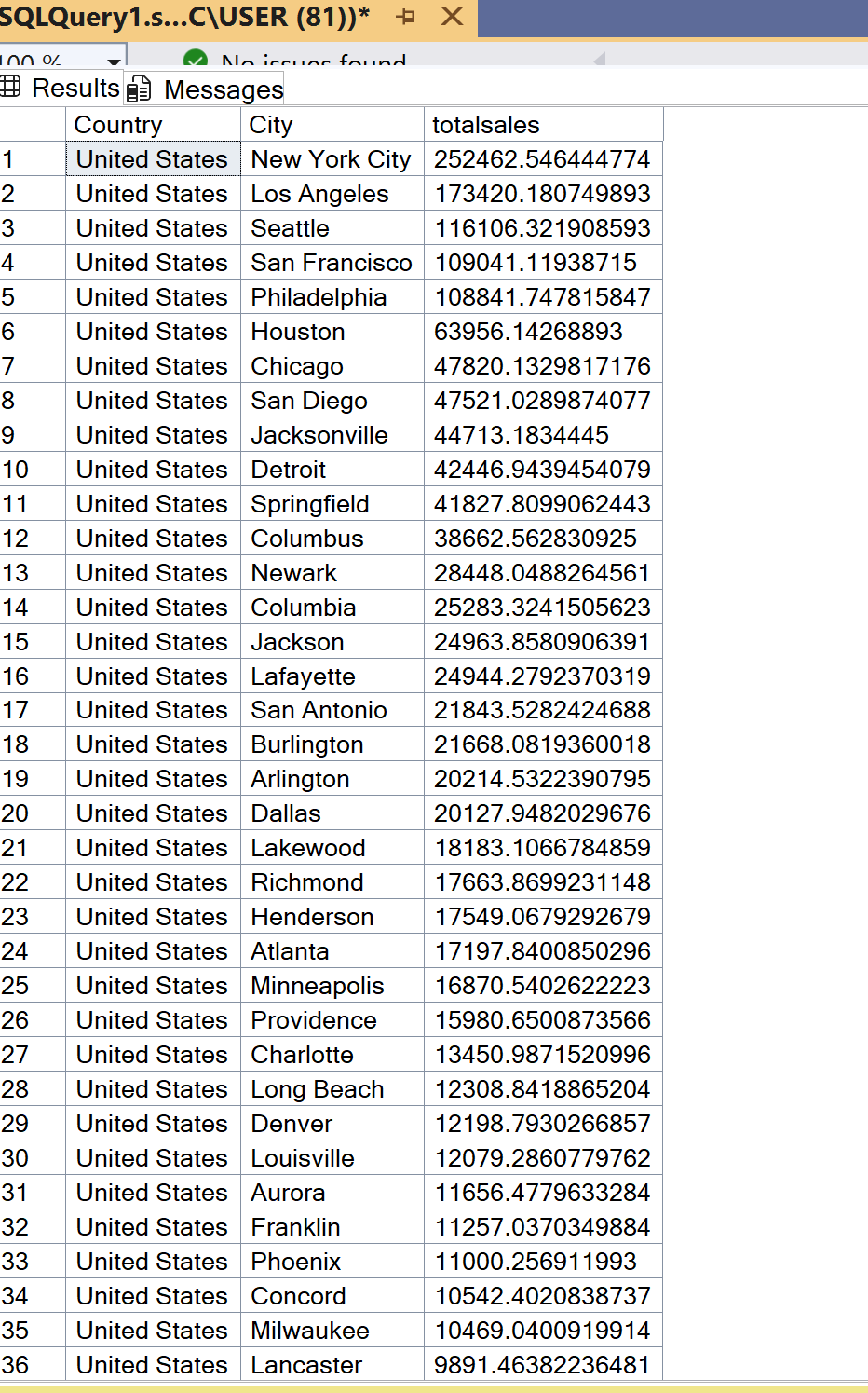
[City],

SUM (sales) as totalsales

FROM train

GROUP BY [Country],[City]

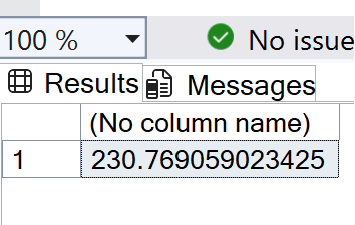
ORDER BY totalsales DESC;

   
  
7. ***Average amount sales***

SELECT

avg (sales)

FROM train

******

👥 **Customer Analysis**

***1.Top 50 customers by total sales***

***N.B. To ensure clarity and maintain a clean layout in this portfolio, I limited the output to the Top 50 customers who made the top sales.***

SELECT

[Customer\_Name],

[Customer\_ID],

SUM (sales) as totalsales

FROM train

GROUP BY [Customer\_Name],

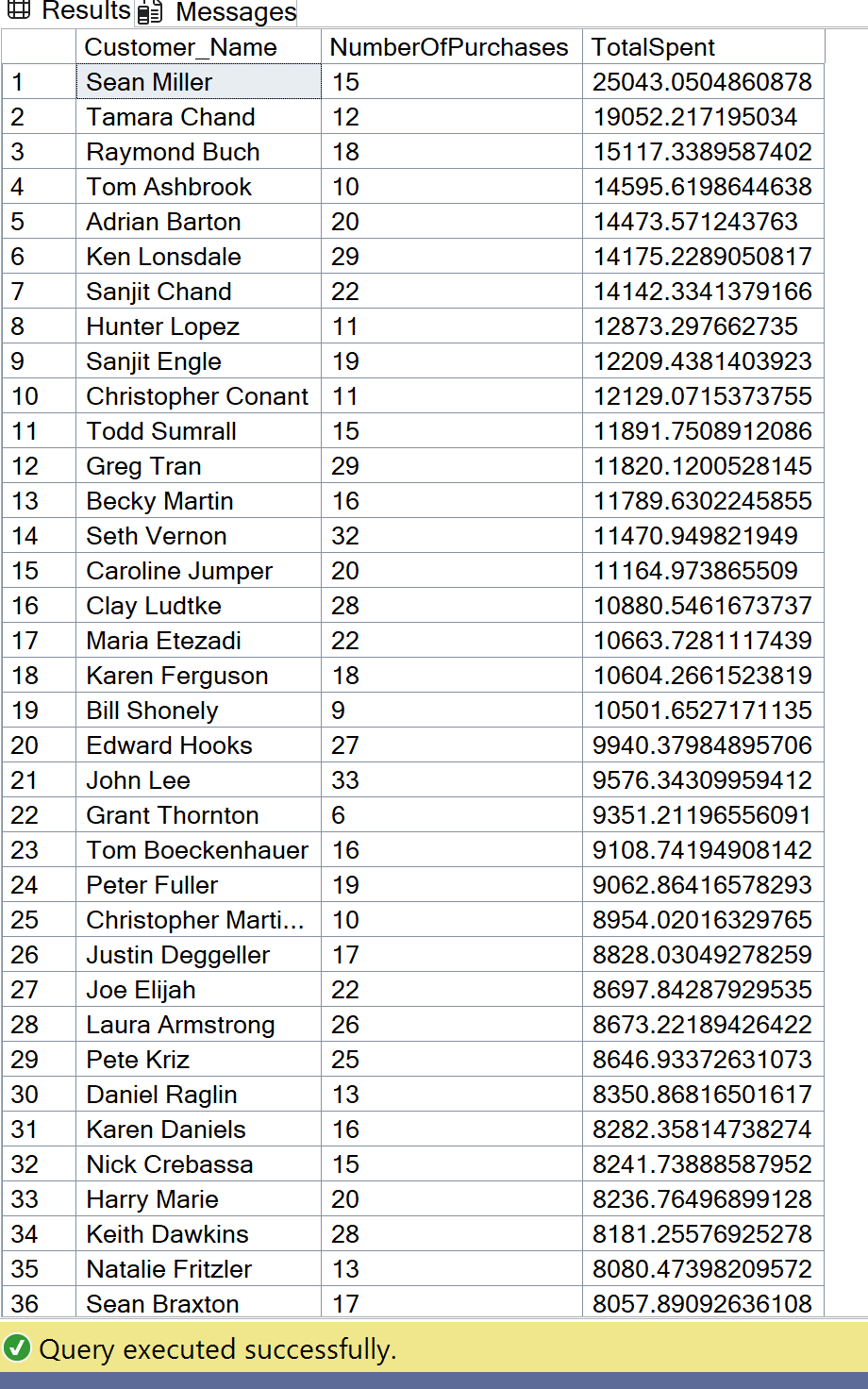
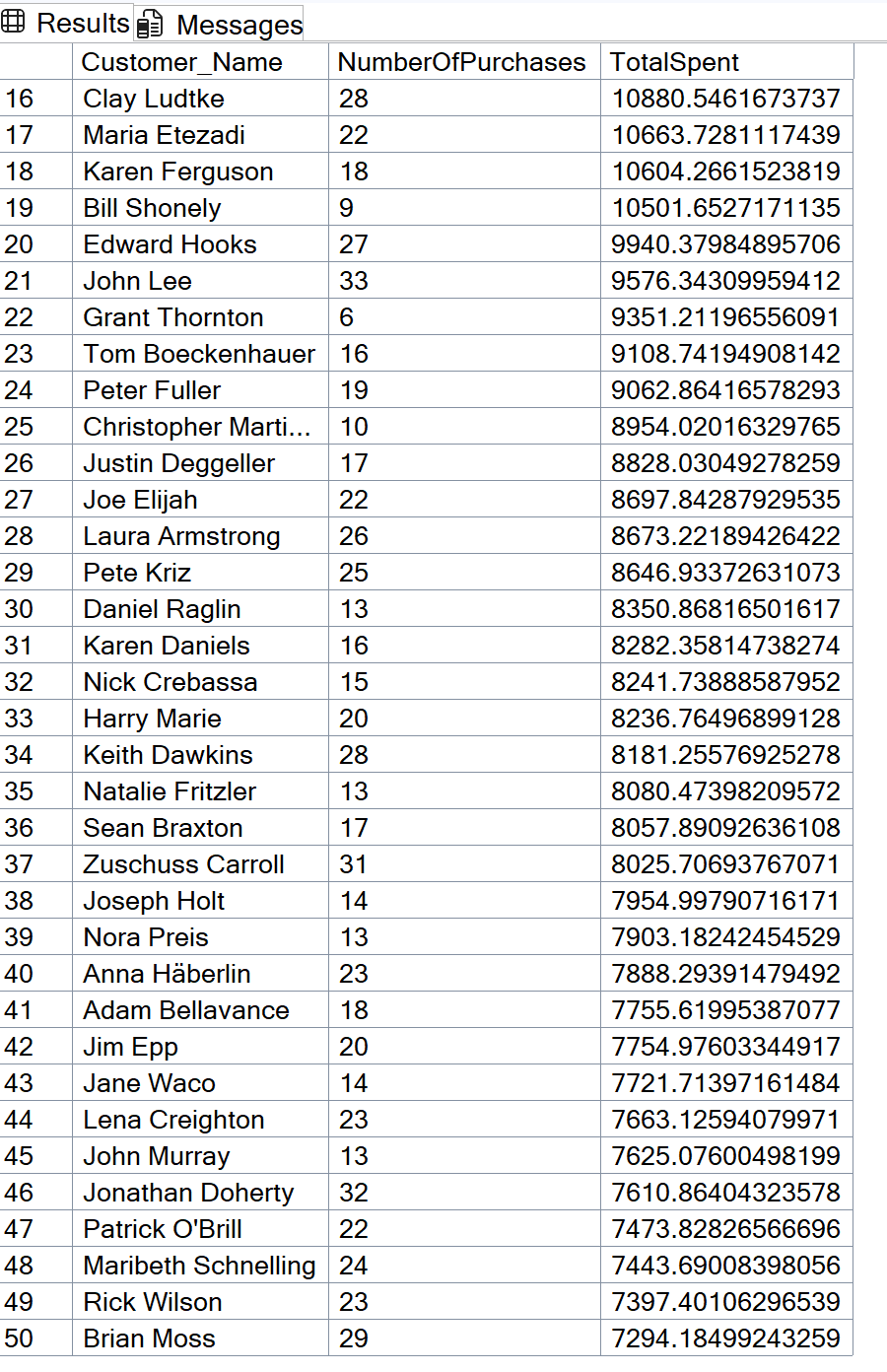
[Customer\_ID]

ORDER BY totalsales DESC;

***2.Top 50 Customer repeat rate (how many made multiple purchases)***

***N.B. To ensure clarity and maintain a clean layout in this portfolio, I limited the output to the Top 50 customers who made multiple purchases.***

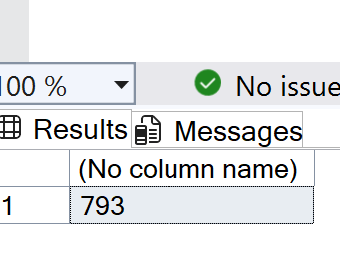
*** ***

1. ***Total unique customers***

SELECT

COUNT (DISTINCT Customer\_Name)

FROM train

******

**Geographical Insights**

***Regional product preferences***

SELECT

COUNT (\*) AS preferences\_count,

(Region),

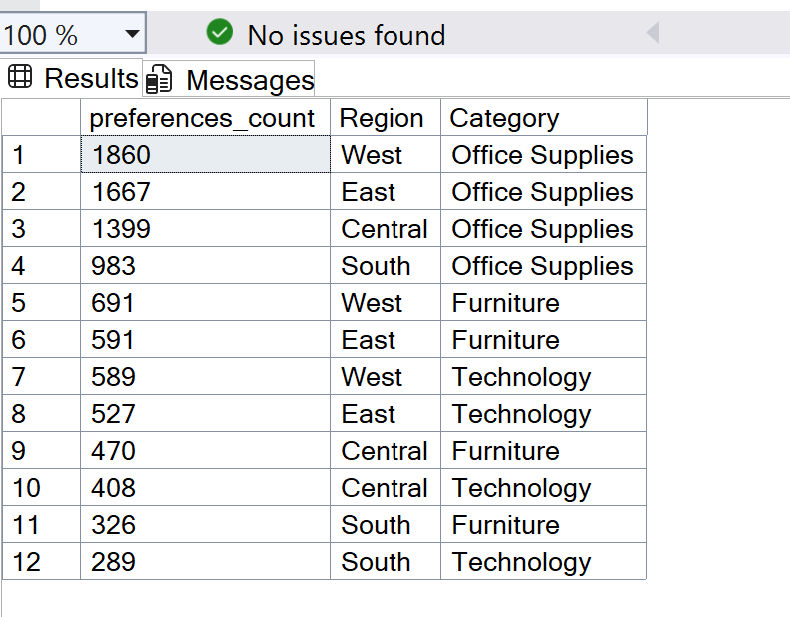
Category

FROM train

GROUP BY

Region,Category

ORDER BY preferences\_count DESC, Region, Category;

******

**Shipping Analysis**

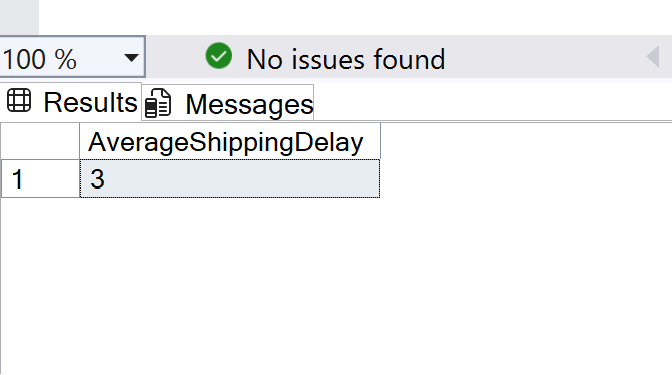
***Average shipping time (Ship Date - Order Date)***

SELECT

AVG(DATEDIFF(DAY, [Order\_Date], [Ship\_Date])) AS AverageShippingDelay

FROM

train;

******

***Most preferred Shipping mode and total shipment by ship mode***

SELECT

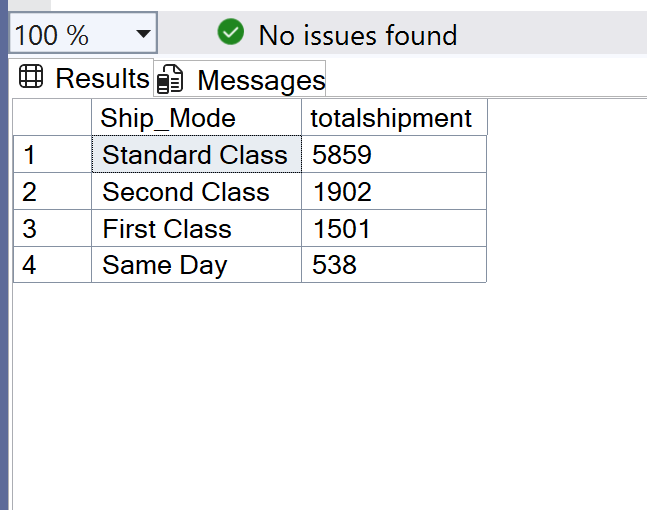
Ship\_Mode,

count(\*) as totalshipment

FROM train

GROUP BY Ship\_Mode

ORDER BY totalshipment DESC

******

***Total sales by ship mode***

SELECT

Ship\_Mode,

SUM(Sales) AS TotalSales

FROM

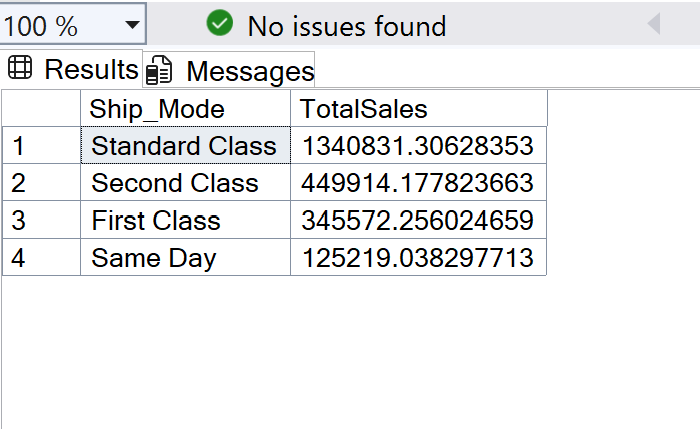
train

GROUP BY

Ship\_Mode

ORDER BY

TotalSales DESC;

******