**Temi’s Report**

**Sales Report Queries**

1 select product,sum(Totalsales) as Total\_Sales

from LITA\_Capstone\_Dataset

GROUP BY product

2. SELECT Region, COUNT(ORDERID) AS transaction\_count

FROM LITA\_Capstone\_Dataset

GROUP BY Region

3. SELECT OrderID, product, SUM(Totalsales) AS Total\_Sales

FROM LITA\_Capstone\_Dataset

GROUP BY ORDERID, Product

ORDER BY Total\_Sales DESC

LIMIT 1

4. SELECT ORDERid, product, SUM(Totalsales) AS total\_revenue

FROM LITA\_Capstone\_Dataset

GROUP BY ORDERid, product

1. Sales Performance Report

Excel analysis Report

Here are the initial summaries:

1. **Total Sales by Product**:
   * Shoes: $3,087,500 (Top-selling product)
   * Shirt: $2,450,000
   * Jacket: $1,050,000
   * Gloves: $1,500,000
   * Hat: $1,587,500
   * Socks: $912,500
2. **Total Sales by Region**:
   * South: $4,675,000 (Highest sales)
   * East: $2,450,000
   * North: $1,950,000
   * West: $1,512,500
3. **Monthly Sales Totals**:
   * Highest monthly sales occurred in February 2024: $1,500,000.
   * Other significant sales months were February 2023 and July 2023.

Result

( Product TotalSales

1 Gloves 1500000

2 Hat 1587500

3 Jacket 1050000

4 Shirt 2450000

5 Shoes 3087500

6 Socks 912500,

Region Total-Sales

1 East 2450000

2 North 1950000

3 South 4675000

4 West 1512500,

OrderMonth Total-Sales

1 2023-01 250000

2 2023-02 1250000

3 2023-03 262500

4 2023-04 37500

5 2023-05 300000

6 2023-06 500000

7 2023-07 1200000

8 2023-08 150000

9 2023-09 175000

10 2023-10 675000

11 2023-11 525000

12 2023-12 250000

13 2024-01 1000000

14 2024-02 1500000

15 2024-03 275000

16 2024-04 200000

17 2024-05 225000

18 2024-06 750000

19 2024-07 187500

**Customer Segregation Queries**

1 select region, Count(distinct customerid) as total\_customers from CustomerData Group by Region

2. Select SUbSCription type, customerID from count (customer DATA) group by subscriptiontype

Order by 2 desc

3 Select customerid, subscriptiontype, subscritionstartdate, subscriptionend date, from customerdata where canceled equal true and subscription start date is less than or equal to subscription start date+180

4 select avg(subscriptionend-subscription start date) as avg\_sub\_duration from customer data #average duration in days

5 SELECT AVG(DATEDIFF(MONTH, SubscriptionStart, SubscriptionEnd)) AS Avg\_Subscription\_Duration

FROM CustomerData;

5 SELECT SubscriptionType, SUM(Revenue) AS Total\_Revenue FROM CustomerData GROUP BY SubscriptionType