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1  --Total Sales
2  select sum(Sales) As Total_Sales from sales;
3
4  --Total Profit
5  Select sum(Sales) As Total_Profit from sales;
6
7  --Sales by Region
8  Select Region, sum(sales) As Total_Sale
9  from sales
10 Group by Region
11 Order by Total_Sale Desc;
12
13 --Top 5 Customers by Sales
14 select Customer_Name, sum(sales) As Customer_Sales
15 from sales
16 Group by Customer_Name
17 Order by Customer_Sales Desc
18 LIMIT 5;
19
20 --Top 10 Products by Total Sales
21 select Product_Name, sum(sales) As Total_Sales
22 from sales
23 group by Product_Name
24 order by Total_Sales DESC
25 Limit 10;
26
27 --Top 10 Products by Profit
28 select Product_Name, sum(profit) As Total_Profit
29 from sales
30 group by Product_Name
31 order by Total_Profit DESC
32 Limit 10;
33
34 --Most Frequently Ordered Products
35 select Product_Name, count(*) As Order_Count
36 from sales
37 group by Product_Name
38 order by Order_Count Desc
39 Limit 10;
40
41 --Average Profit Margin by Product
42 select Product_Name, round(sum(profit)/sum(sales)*100,2) As Profit_Margin_Percentage
43 from sales
44 Group by Product_Name
45 HAVING sum(sales) > 0
46 order by Profit_Margin_Percentage DESC
47 LIMIT 10;
48
49 --Product Performance by Region
50 select Region, Product_Name, sum(sales) As Total_Sales
51 from sales
52 group by Region, Product_Name
53 ORDER by Region, Total_Sales DESC;
54
55 --Compare Categories
56 Select Category, sum(sales) As Total_Sales
57 from sales
58 Group by Category
59 order by Total_Sales Desc;
60
61 --Identify Low-Profit Products
62 select Product_Name, round(profit/sales *100,2) As Low_Profit
63 from sales
64 WHERE sales>0
65 order by Low_Profit ASC;
66
67 /*1. Product Performance by Region
68 Goal: See which products sell best in each region.*/
69
70 SELECT Region, Product_Name, sum(sales) As Total_Sales
71 from sales
72 Group by Region,Product_Name
73 order by Region,Total_Sales desc;

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74
75 /*2. Compare Categories
76 Goal: Find which product categories bring in the most revenue and profit.*/
77
78 SELECT Category, sum(sales) as Total_Sales, sum(profit) As Total_Profit
79 from sales
80 Group by Category
81 ORDER by Total_Profit Desc;
82
83 /*3. Identify Low-Profit Products to Avoid
84 Goal: Detect products with poor profit margins to reduce or remove.*/
85
86 Select Product_Name, round(sum(profit)/sum(sales)*100,2) as Profit_margin
87 from sales
88 GROUP by Product_Name
89 having sum(sales) > 0
90 Order by Profit_margin ASC;
91
92 /*4. Customer Behavior Analysis
93 Goal: Identify the most valuable customers and their buying habits.*/
94
95 Select Customer_Name, count(*) As Orders, sum(sales) As Total_Sales
96 from sales
97 GROUP by Customer_Name
98 ORDER by Total_Sales Desc
99 LIMIT 10;
100
101 /*5. Monthly Sales & Profit Trends
102 Goal: Understand performance over time (seasonality, growth, slowdowns).*/
103
104 SELECT substr(Order_Date,4,10) As Month, Sum(sales) as Total_Sales, sum(profit) as Total_Profit
105 from sales
106 Group by Month
107 order by Month;
108
109 /*6. Profit Margin by Segment
110 Goal: Discover which customer segments are the most profitable.*/
111
112 SELECT Segment, round(sum(profit)/sum(sales)*100,2) As Profit_Margin, Sum(Profit) as Total_Profit,
113 sum(sales) As Total_Sales
114 from sales
115 Group by Segment
116 ORDER by Profit_Margin Desc;

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