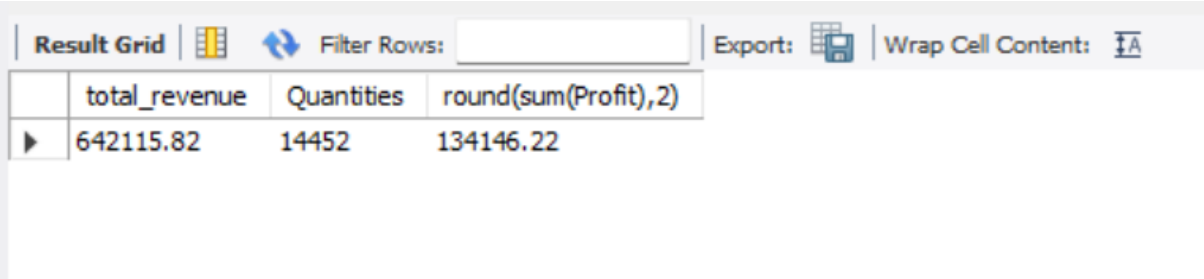
Global Superstore Data Analysis using SQL

-- 1. Find Total Revenue, quantities and profit generated.

Code:

```
select round(sum(quantity * `Shipping Cost`),2) as total_revenue,
sum(quantity) as Quantities,
round(sum(Profit),2) from superstore;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

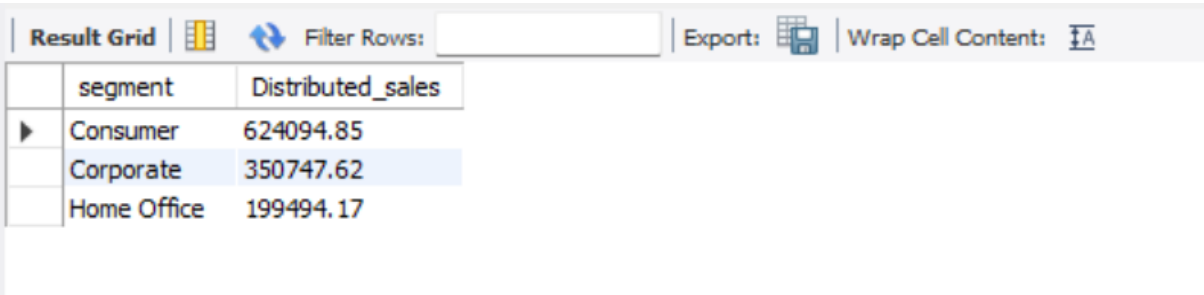
total_revenue	Quantities	round(sum(Profit),2)
642115.82	14452	134146.22

-- 2. Find Segment wise distribution of the sales

Code:

```
select segment, round(sum(sales),2) as Distributed_sales from superstore
group by segment
order by Distributed_sales desc;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

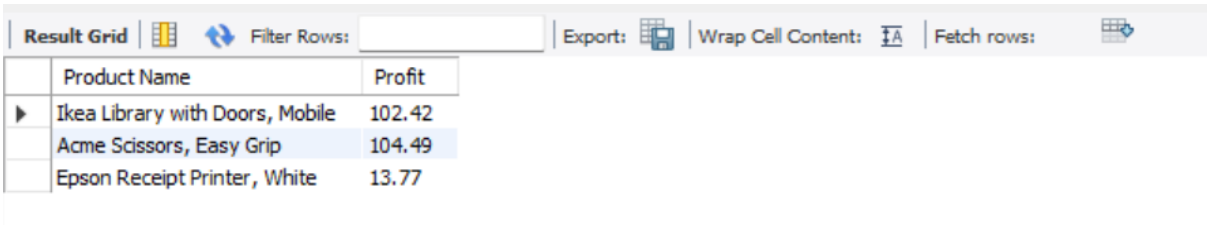
segment	Distributed_sales
Consumer	624094.85
Corporate	350747.62
Home Office	199494.17

-- 3. Find the top 3 most profitable products.

Code:

```
select `Product Name`, Profit from superstore
limit 3;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

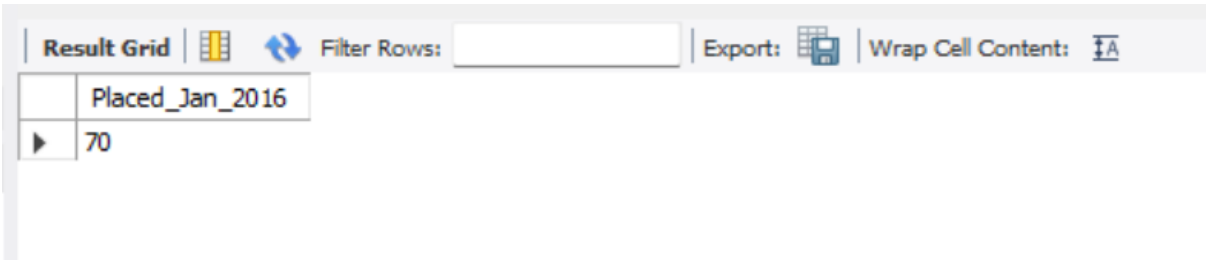
Product Name	Profit
Ikea Library with Doors, Mobile	102.42
Acme Scissors, Easy Grip	104.49
Epson Receipt Printer, White	13.77

-- 4. how many orders are placed after january 2016.

Code:

```
select count(*) as Placed_Jan_2016 from superstore
where `order date` > '31-01-2016';
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

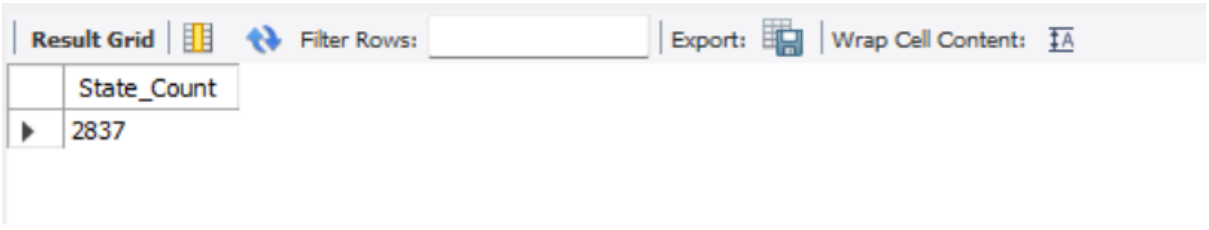
Placed_Jan_2016
70

-- 5. How many states from Australia are under the root of business.

Code:

```
select count(*) as State_Count from superstore
where country = "Australia";
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

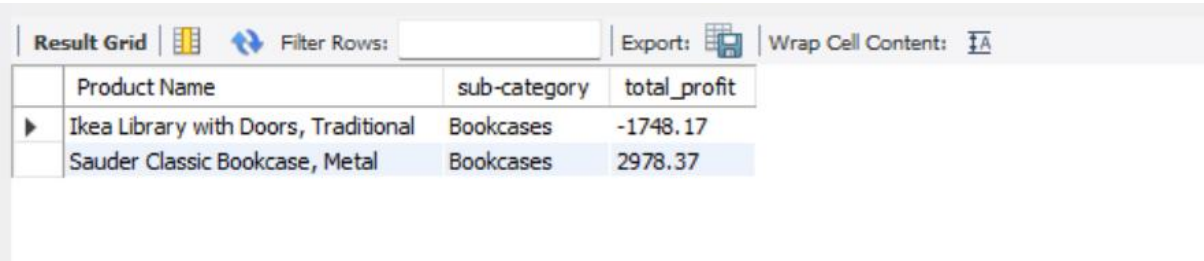
State_Count
2837

-- 6. Which products and subcategories are most and least profitable?

Code:

```
SELECT
   t.`Product Name`,
   t.`sub-category`,
   t.total_profit
FROM (
SELECT `Product Name`, `sub-category`, round(SUM(profit),2) AS total_profit FROM superstore
GROUP BY `Product Name`, `sub-category`
) AS t
WHERE
t.total_profit = (SELECT round(MAX(total_profit),2) FROM (SELECT SUM(profit) AS total_profit FROM superstore
GROUP BY `Product Name`, `sub-category`
) AS maxq)
OR
t.total_profit = (SELECT round(MIN(total_profit),2) FROM (SELECT SUM(profit) AS total_profit FROM superstore
GROUP BY `Product Name`, `sub-category`
) AS minq);
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

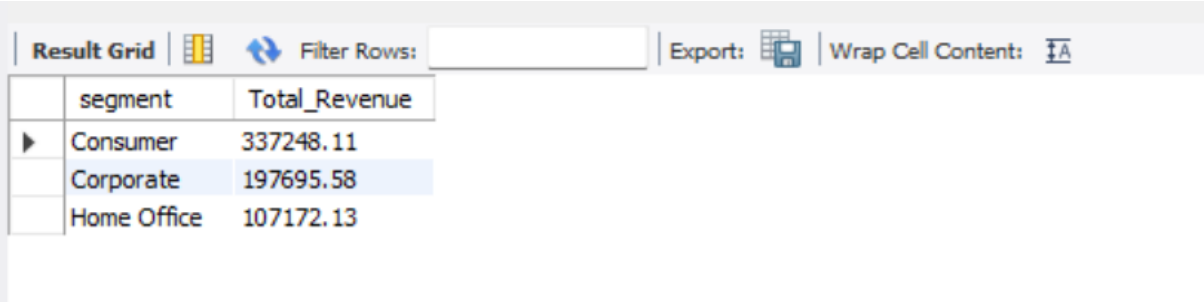
Product Name	sub-category	total_profit
Ikea Library with Doors, Traditional	Bookcases	-1748.17
Sauder Classic Bookcase, Metal	Bookcases	2978.37

-- 7. Which customer segment contributes the most to the total revenue?

Code:

```
select segment, round(sum(quantity * `shipping cost`),2) as Total_Revenue from superstore
group by segment
order by Total_Revenue desc;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

segment	Total_Revenue
Consumer	337248.11
Corporate	197695.58
Home Office	107172.13

-- 8. what is the year-over-year growth in sales and profit?

Code:

```
SELECT round(SUM(Sales),2) AS total_sales, round(SUM(Profit),2) AS total_profit FROM superstore;
```

Output:

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

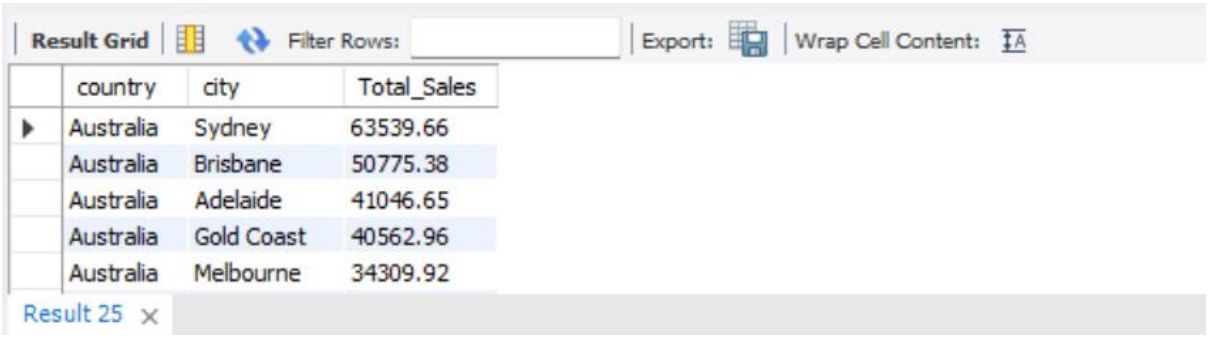
total_sales	total_profit
1174336.64	134146.22

-- 9. Which countries and cities are driving the highest sales

Code:

```
select country, city, round(sum(quantity * `shipping cost`),2) as Total_Sales from superstore
group by country, city
order by Total_Sales desc;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

country	city	Total_Sales
Australia	Sydney	63539.66
Australia	Brisbane	50775.38
Australia	Adelaide	41046.65
Australia	Gold Coast	40562.96
Australia	Melbourne	34309.92

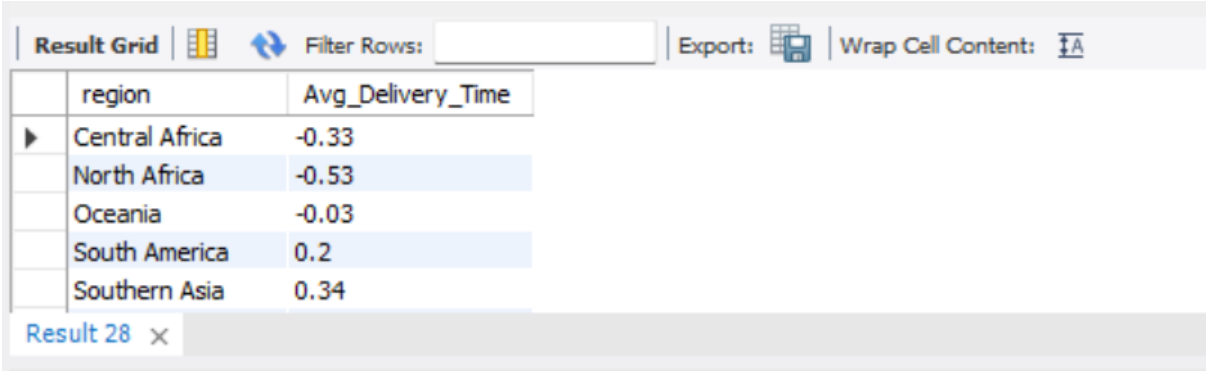
Result 25

-- 10. What is the average delivery time from order to ship date across regions?

Code:

```
select region, round(avg(`Ship Date` - `Order Date`),2) as Avg_Delivery_Time from superstore
group by region
order by region;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

region	Avg_Delivery_Time
Central Africa	-0.33
North Africa	-0.53
Oceania	-0.03
South America	0.2
Southern Asia	0.34

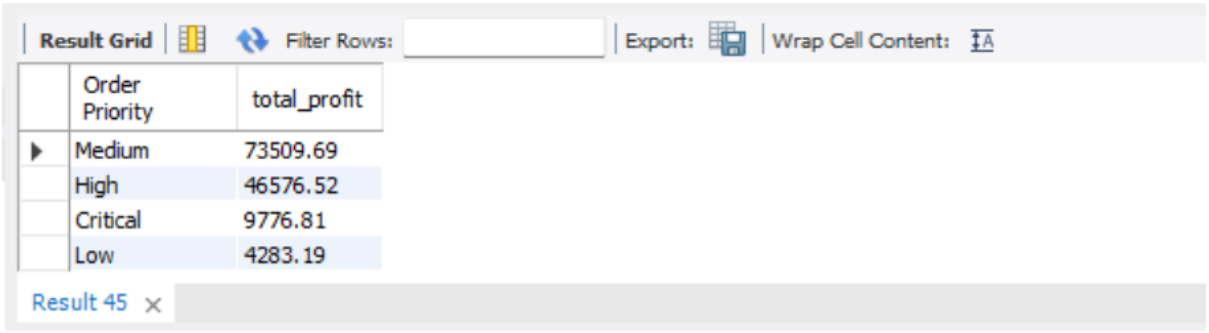
Result 28

-- 11. What is the profit distribution across order profitly?

Code:

```
SELECT `Order Priority`, round(SUM(Profit),2) AS total_profit FROM superstore
GROUP BY `Order Priority`
ORDER BY total_profit DESC;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Order Priority	total_profit
Medium	73509.69
High	46576.52
Critical	9776.81
Low	4283.19

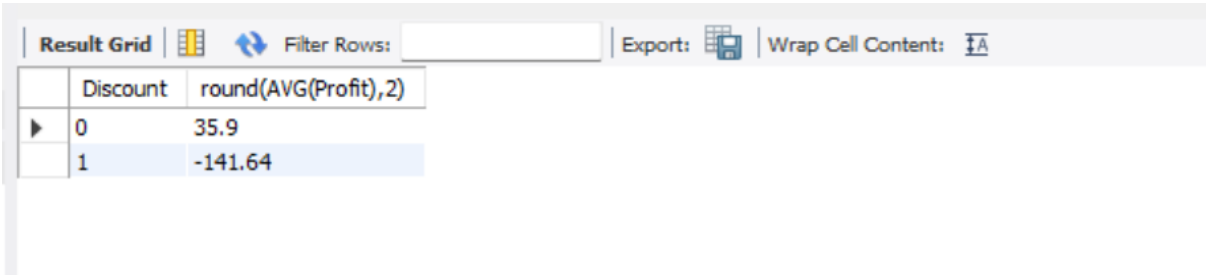
Result 45

-- 12. Suggest data-driven recommendations for improving profit and reducing losses.

Code:

```
SELECT Discount, round(AVG(Profit),2) FROM superstore
GROUP BY Discount;
```

Output:



Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Discount	round(AVG(Profit),2)
0	35.9
1	-141.64