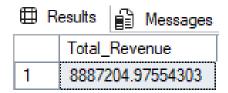
SQL Analysis – Product Performance & Return Project

A.KPI's-

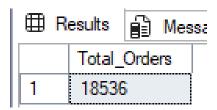
1. Total Sales Revenue-

SELECT SUM(Total_Price) AS Total_Revenue FROM sales_data WHERE Quantity > 0



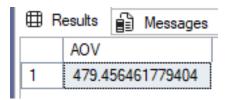
2. Total Number of Orders-

SELECT COUNT(DISTINCT Invoice_No) AS Total_Orders FROM sales_data WHERE Quantity > 0



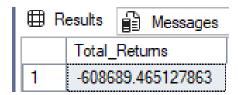
3. Average Order Value (AOV)-

SELECT SUM(Total_Price) / COUNT(DISTINCT Invoice_No) AS AOV FROM sales_data WHERE Quantity > 0



4. Total Returns-

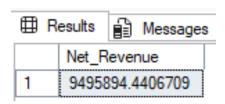
SELECT SUM(Total_Price) AS Total_Returns FROM sales_data WHERE IsReturn = 1



5. Net Revenue-

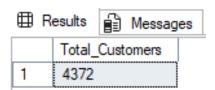
SELECT

SUM(CASE WHEN IsReturn = 0 AND Quantity > 0 THEN Total_Price ELSE 0 END) - SUM(CASE WHEN IsReturn = 1 THEN Total_Price ELSE 0 END) AS Net_Revenue FROM sales_data



6. Total Unique Customers-

SELECT COUNT(DISTINCT Customer_ID) AS Total_Customers FROM sales_data WHERE Customer_ID IS NOT NULL;



7. Return Rate (%)-

SELECT ROUND(SUM(CASE

SUM(CASE WHEN IsReturn = 1 THEN Total_Price ELSE 0 END) * 100.0 / NULLIF(SUM(CASE WHEN Quantity > 0 THEN Total_Price ELSE 0 END), 0), 2) AS ReturnRatePercent

FROM sales_data

⊞R	esults		Messages
Retum Rate Percent			
1	-6.85		

B. QUESTIONS SOLVED:

1. WHAT ARE THE MONTHLY SALES & RETURN TRENDS?

SELECT

FORMAT(Invoice_Date, 'MM-yyyy') AS Month,
SUM(CASE WHEN IsReturn = 0 THEN Total_Price ELSE 0 END) AS Total_Sales,
SUM(CASE WHEN IsReturn = 1 THEN Total_Price ELSE 0 END) AS Total_Returns
FROM sales_data
GROUP BY FORMAT(Invoice_Date, 'MM-yyyy')
ORDER BY Month;

2. What are the top 10 selling products by revenue?

SELECT TOP 10
Description,
SUM(Total_Price) AS Total_Sales
FROM sales_data
WHERE IsReturn = 0
GROUP BY Description
ORDER BY Total_Sales DESC;

3. WHAT ARE THE TOTAL SALES BY COUNTRY?

SELECT Country, SUM(Total_Price) AS Total_Sales FROM sales_data WHERE IsReturn = 0 GROUP BY Country

ORDER BY Total_Sales DESC;

4. What is the sales performance by product category?

SELECT

Product_Category, SUM(Total_Price) AS Category_Sales FROM sales_data WHERE IsReturn = 0 GROUP BY Product_Category ORDER BY Category_Sales DESC;

5. What are the returns by country?

SELECT
Country,
COUNT(*) AS Total_Returns
FROM sales_data
WHERE isreturn = 1
GROUP BY Country
ORDER BY Total_Returns DESC;

6. WHAT ARE THE TOP RETURNED PRODUCT CATEGORIES?

SELECT

Product_Category, COUNT(CASE WHEN IsReturn = 1 THEN 1 END) * 100.0 / COUNT(*) AS ReturnRate FROM sales_data GROUP BY Product_Category ORDER BY ReturnRate DESC;

7. WHICH CUSTOMERS BROUGHT IN THE HIGHEST REVENUE?

SELECT TOP 10
Customer_ID,
SUM(Total_Price) AS Customer_Sales
FROM sales_data
WHERE IsReturn = 0
GROUP BY Customer_ID
ORDER BY Customer_Sales DESC

8. What is the customer distribution by geography?

SELECT
Country,
COUNT(DISTINCT Customer_ID) AS CustomerCount
FROM sales_data
WHERE IsReturn = 0
GROUP BY Country
ORDER BY CustomerCount DESC;