Walmart Sales Insights Report

Product Line Analysis –

1. -- How many unique product lines does the data have?

```
SELECT
        DISTINCT product_line
FROM sales;
```

product_line
Food and beverages
Health and beauty
Sports and travel
Fashion accessories
Home and lifestyle
Electronic accessories

2. -- What is the most selling product line

```
SELECT
                SUM(quantity) as qty,
   product_line
FROM sales
GROUP BY product_line
ORDER BY qty DESC;
```

qty	product_line
961	Electronic accessories
952	Food and beverages
911	Home and lifestyle
902	Sports and travel
902	Fashion accessories
844	Health and beauty

3. -- What is the total revenue by month

```
SELECT
        month_name AS month,
        SUM(total) AS total_revenue
FROM sales
GROUP BY month_name
ORDER BY total_revenue;
```

month	total_revenue
February	95727.3765
March	108867.1500
January	116291.8680

4. -- What month had the largest COGS?

```
SELECT
        month_name AS month,
        SUM(cogs) AS cogs
FROM sales
GROUP BY month_name
ORDER BY cogs;
```

month	cogs
February	91168.93
March	103683.00
January	110754.16

5. -- What product line had the largest revenue?

```
SELECT
        product_line,
        SUM(total) as total_revenue
FROM sales
GROUP BY product_line
ORDER BY total_revenue DESC;
```

	product_line	total_revenue
▶	Food and beverages	56144.8440
	Fashion accessories	54305.8950
	Sports and travel	53936.1270
	Home and lifestyle	53861.9130
	Electronic accessories	53783.2365
	Health and beauty	48854.3790

6. -- What is the city with the largest revenue?

```
SELECT
        branch,
        city,
        SUM(total) AS total_revenue
FROM sales
GROUP BY city, branch
ORDER BY total_revenue;
```

	branch	city	total_revenue
▶	B	Mandalay	104534.6085
	A	Yangon	105861.0105
	C	Naypyitaw	110490.7755

7. -- What product line had the largest VAT?

```
SELECT
        product_line,
        AVG(tax_pct) as avg_tax
FROM sales
GROUP BY product_line
ORDER BY avg_tax DESC;
```

	branch	city	total_revenue
▶	B	Mandalay	104534.6085
	A	Yangon	105861.0105
	C	Naypyitaw	110490.7755

8. -- Which branch sold more products than average product sold?

```
SELECT
                    branch,
   SUM(quantity) AS qnty
FROM sales
GROUP BY branch
HAVING SUM(quantity) > (SELECT AVG(quantity) FROM sales);
```

branch	qnty
A	1849
C	1828
B	1795

9. -- What is the most common product line by gender

```
SELECT
                    gender,
   product_line,
   COUNT(gender) AS total_cnt
FROM sales
GROUP BY gender, product_line
ORDER BY total_cnt DESC;
```

gender	product_line	total_cnt
Female	Fashion accessories	96
Female	Food and beverages	90
Male	Health and beauty	88
Female	Sports and travel	86
Male	Electronic accessories	86
Male	Food and beverages	84
Female	Electronic accessories	83
Male	Fashion accessories	82
Male	Home and lifestyle	81
Female	Home and lifestyle	79
Male	Sports and travel	77
Female	Health and beauty	63

10. -- What is the average rating of each product line

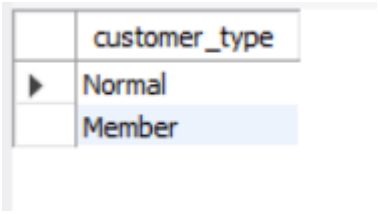
```
SELECT
        ROUND(AVG(rating), 2) as avg_rating,
   product_line
FROM sales
GROUP BY product_line
ORDER BY avg_rating DESC;
```

avg_rating	product_line
7.11	Food and beverages
7.03	Fashion accessories
6.98	Health and beauty
6.91	Electronic accessories
6.86	Sports and travel
6.84	Home and lifestyle

Customer Analysis –

1. -- How many unique customer types does the data have?

```
SELECT
        DISTINCT customer_type
FROM sales;
```



customer_type
Normal
Member

2. -- How many unique payment methods does the data have?

```
SELECT
        DISTINCT payment
FROM sales;
```

	payment
▶	Credit card
	Ewallet
	Cash

3. -- What is the most common customer type?

```
SELECT
        customer_type,
        count(*) as count
FROM sales
GROUP BY customer_type
ORDER BY count DESC;
```

	customer_type	count
▶	Member	499
	Normal	496

4. -- Which customer type buys the most?

```
SELECT
        customer_type,
   COUNT(*)
FROM sales
GROUP BY customer_type;
```

	customer_type	COUNT(*)
▶	Normal	496
	Member	499

5. -- What is the gender of most of the customers?

```
SELECT
        gender,
        COUNT(*) as gender_cnt
FROM sales
GROUP BY gender
ORDER BY gender_cnt DESC;
```

gender	gender_cnt
Male	498
Female	497

6. -- What is the gender distribution per branch?

```
SELECT
        gender,
        COUNT(*) as gender_cnt
FROM sales
WHERE branch = "C"
GROUP BY gender
ORDER BY gender_cnt DESC;
```

gender	gender_cnt
Female	177
Male	150

7. -- Which time of the day do customers give most ratings per branch?

```
SELECT
		time_of_day,
		AVG(rating) AS avg_rating
FROM sales
WHERE branch = "A"
GROUP BY time_of_day
ORDER BY avg_rating DESC;
```

time_of_day	avg_rating
Evening	7.01829

8. -- Which day of the week has the best average ratings per branch?

```
SELECT
		day_name,
		COUNT(day_name) total_sales
FROM sales
WHERE branch = "C"
GROUP BY day_name
ORDER BY total_sales DESC;
```

day_name	total_sales
Tuesday	54
Saturday	54
Wednesday	50
Thursday	48
Sunday	46
Monday	38
Friday	37

Sales Analysis –

1. -- Number of sales made in each time of the day per weekday

```
SELECT
        time_of_day,
        COUNT(*) AS total_sales
FROM sales
WHERE day_name = "Sunday"
GROUP BY time_of_day
ORDER BY total_sales DESC;
```

time_of_day	total_sales
Evening	132

2. -- Which of the customer types brings the most revenue?

```
SELECT
        customer_type,
        SUM(total) AS total_revenue
FROM sales
GROUP BY customer_type
ORDER BY total_revenue;
```

customer_type	total_revenue
Normal	157261.2930
Member	163625.1015