SQL

Book Store

Sales Analysis

Objective:

Through SQL queries, this project explores the sales data of an online bookstore to identify trends in reading preferences, revenue insights, and customer demographics. The analysis will guide decision-making and strategies to boost book sales and improve marketing approaches.

Problem Statement:

In today’s competitive market, understanding customer preferences and sales trends is crucial for online retailers. This project focuses on analyzing an online bookstore's sales data to uncover insights into customer demographics, revenue patterns, and popular genres. Through SQL queries, the analysis addresses key metrics such as:

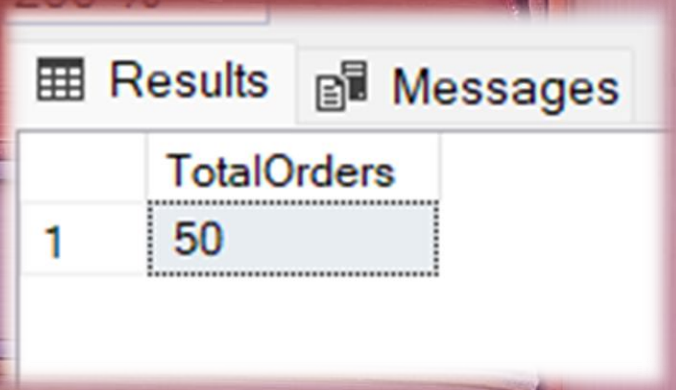
- Total Number of Orders and Total Revenue
- Identification of the Most Expensive Book
- Most Popular Book Genre and Top 5 Books
- Total Revenue Generated per Genre
- Customer with the Highest Purchase Frequency
- Average Order Value
- Top 5 Days by Revenue and Lowest-Selling Books

PROBLEM STATEMENT
&
ANSWER

Total Number of Orders

```sql
SELECT COUNT(OrderID) AS TotalOrders FROM sales;
```

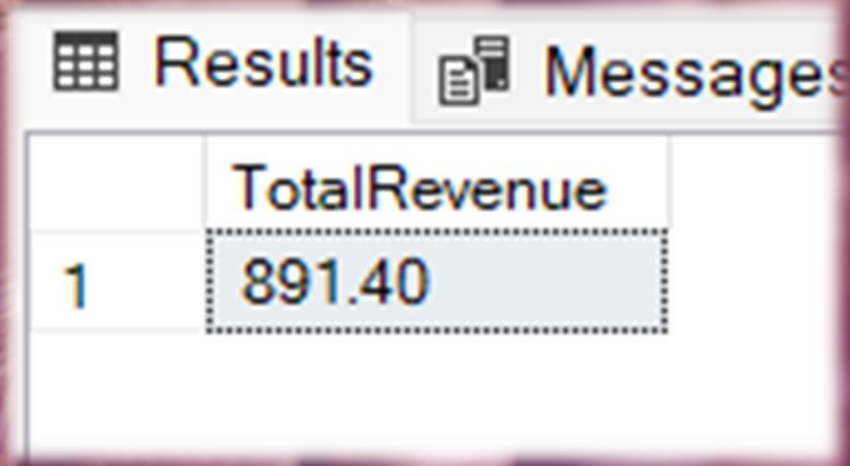
Output:-



Total Revenue:

```
Select SUM(Totalprice) As TotalRevenue From sales;
```

Output:-



Identify the Most Expensive Book:

```
SELECT TOP 1 Title, Price AS HighestPrice
FROM Book
ORDER BY Price DESC;
```

Output:-

Results | Messages | Live Quer

	Title	HighestPrice
1	Becoming	15.99

Most Popular Book Genre

```sql
SELECT Book.Genre, SUM(Sales.Quantity) AS GenreCount
FROM Sales
JOIN Book ON Sales.BookID = Book.BookID
GROUP BY Book.Genre
ORDER BY GenreCount DESC;
```

Output:-

Results | Messages | Live Que

	Genre	GenreCount
1	Fiction	31
2	History	12
3	Science	9
4	Self-help	8
5	Philosophy	6
6	Biography	6

Top 5 Books :

```sql
SELECT Top 5 Title, SUM(Quantity) AS TotalSold
FROM Sales
JOIN Book ON Sales.BookID = Book.BookID
GROUP BY Title
ORDER BY TotalSold DESC;
```

Output:-

Results | Messages | Live Query Statist

	Title	TotalSold
1	Sapiens	12
2	To Kill a Mockingbird	12
3	The Great Gatsby	11
4	A Brief History of Time	9
5	The Art of War	6

Total revenue generated for each book genre?

```sql
SELECT Book.Genre, SUM(Sales.Quantity * Book.Price) AS TotalRevenue
FROM Sales
JOIN Book ON Sales.BookID = Book.BookID
GROUP BY Book.Genre
ORDER BY TotalRevenue DESC;
```

Output:-

Results | Messages

	Genre	TotalRevenue
1	Fiction	368.69
2	History	120.00
3	Science	116.91
4	Self-help	99.92
5	Biography	95.94
6	Philosophy	89.94

Customer with the Highest Purchase Frequency

```sql
SELECT top 1 CustomerID, COUNT(OrderID) AS PurchaseCount
FROM Sales
GROUP BY CustomerID
ORDER BY PurchaseCount DESC;
```

Output:-

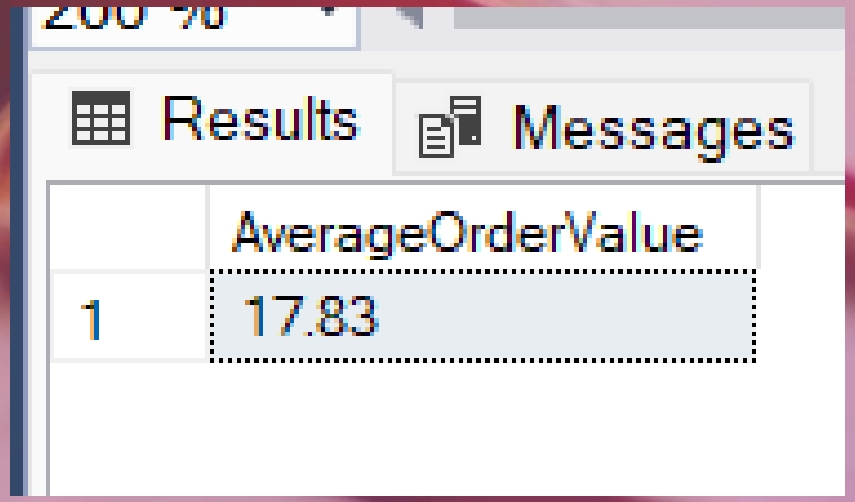
Results | Messages

	CustomerID	PurchaseCount
1	C101	2

Average Order Value

```sql
SELECT CAST(AVG(TotalPrice) AS Decimal(10,2)) AverageOrderValue FROM Sales;
```

Output:-



Top 5 days with highest daily Revenue

```sql
SELECT Top 5 Day(Date) AS Day, SUM(TotalPrice) AS DailyRevenue
FROM Sales
GROUP BY Day(Date)
ORDER BY DailyRevenue DESC;
```

Output:-

Results | Messages

	Day	DailyRevenue
1	15	50.96
2	2	48.96
3	17	45.99
4	21	45.97
5	4	42.99

Top 5 Books with the Lowest Sales

```sql
SELECT Top 5 BookID, COUNT(OrderID) AS SalesCount
FROM Sales
GROUP BY BookID
ORDER BY SalesCount ASC;
```

Output:-

Results | Messages

	BookID	SalesCount
1	B007	3
2	B009	3
3	B008	4
4	B010	4
5	B006	5


Thank You
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