

SQL Report: Global Super Store Sales Analysis

Analyzing Sales trends using SQL queries

Dataset description:

This dataset contains records from the years **2011 to 2014** and includes a total of **38,000 rows** of data. It covers various aspects such as orders, products, sales, customer information, and other related metrics. For the purposes of this analysis, I've selected a sample of **1,400 records** from the original dataset to perform exploratory analysis, as it represents a manageable portion of the data while still providing meaningful insights.

Introduction

This report highlights key insights derived from sales data. Using SQL, various KPIs were calculated to understand trends such as total Sales , total customers , and total profit .

KPI (key performance indicators)

Total Sales

```
select sum(sales) as total_sales  
from sales;
```

|

| | |
|---|-------------|
| | total_sales |
| ▶ | 2615516 |

Total Customers

- ```
select distinct count(*)
as Total_Customers
from sales;
```

|   |                 |
|---|-----------------|
|   | Total_Customers |
| ▶ | 1401            |

## Total Profit

- ```
select sum(profit)
as Total_Profit
from sales;
```

| | |
|---|--------------|
| | Total_Profit |
| ▶ | 630597 |

Which product category generates the highest sales?

- ```
select Category ,sum(sales) as total_sales
from sales
group by category
order by total_sales desc;
```

|   |                 |             |
|---|-----------------|-------------|
|   | Category        | total_sales |
| ▶ | Technology      | 1222411     |
|   | Furniture       | 866688      |
|   | Office Supplies | 526417      |

## Which product category generates the highest Profit?

- ```
select Category ,sum(profit) as total_profit
from sales
group by category
order by total_profit desc;
```

| | Category | total_profit |
|---|-----------------|--------------|
| ▶ | Technology | 310946 |
| | Furniture | 181800 |
| | Office Supplies | 137851 |

Which sub-category contributes to the most to sales and profit?

- 1 •

```
select sub_category,sum(sales) as total_sales,
2 sum(profit) as total_profit
3 from sales
4 group by sub_category
5 order by total_sales desc;
```

| | sub_category | total_sales | total_profit |
|---|--------------|-------------|--------------|
| ▶ | Phones | 547524 | 123332 |
| | Copiers | 417950 | 119281 |
| | Bookcases | 373052 | 81211 |
| | Appliances | 354060 | 85025 |
| | Chairs | 300531 | 61540 |
| | Tables | 189280 | 38366 |

Total sales and profit for each region?

Show only top 5 Region :

- 1 •

```
select region ,sum(sales) as total_sales,
2 sum(profit) as total_profit
3 from sales
4 group by region
5 order by total_sales desc
6 limit 5;
```

| | region | total_sales | total_profit |
|---|------------|-------------|--------------|
| ► | Central | 502843 | 125649 |
| | South | 282130 | 72624 |
| | Oceania | 256204 | 55670 |
| | North Asia | 255831 | 61565 |
| | North | 244216 | 59235 |

Trend of sales over time (monthly or yearly) ?

- ```
SELECT YEAR(order_date) AS Year, MONTH(order_date) AS Month, SUM(Sales) AS Total_Sales
FROM sales
GROUP BY YEAR(order_date), MONTH(order_date)
ORDER BY Year, Month;
```

|   | Year | Month | Total_Sales |
|---|------|-------|-------------|
| ► | 2011 | 1     | 16781       |
|   | 2011 | 2     | 24772       |
|   | 2011 | 3     | 28914       |
|   | 2011 | 4     | 25733       |
|   | 2011 | 5     | 32127       |
|   | 2011 | 6     | 40638       |

Result 47 x

## Top customers contributing the most revenue ?

- ```
SELECT Customer_ID, Customer_name, SUM(Sales) AS Total_Sales
FROM sales
GROUP BY Customer_ID, Customer_name
ORDER BY Total_Sales DESC
LIMIT 10;
```

| | Customer_ID | Customer_name | Total_Sales |
|---|-------------|--------------------|-------------|
| ► | TC-20980 | Tamara Chand | 18892 |
| | CS-11845 | Cari Sayre | 16021 |
| | FH-14365 | Fred Hopkins | 15893 |
| | CC-12370 | Christopher Conant | 15573 |
| | DB-13060 | Dave Brooks | 14018 |
| | BS-11365 | Bill Shonely | 13010 |

Show Top 5 Countries by sales and profit ?

- ```
SELECT country , SUM(Sales) AS Total_Sales,
sum(profit) as total_profit
FROM sales
GROUP BY Country
ORDER BY Total_Sales DESC
LIMIT 5;
```

|   | country       | Total_Sales | total_profit |
|---|---------------|-------------|--------------|
| ► | United States | 528084      | 142424       |
|   | China         | 215102      | 50956        |
|   | Australia     | 213714      | 45195        |
|   | India         | 193118      | 43001        |
|   | France        | 156544      | 34172        |

## Which segment has the most orders placed and Sales ?

- ```
SELECT Segment ,sum(sales) as total_sales,  
COUNT(Order_ID) AS Total_Orders  
FROM sales  
GROUP BY Segment  
ORDER BY Total_Orders DESC;
```

| | Segment | total_sales | Total_Orders |
|---|-------------|-------------|--------------|
| ► | Consumer | 1339940 | 723 |
| | Corporate | 812335 | 428 |
| | Home Office | 463241 | 250 |

Which market contributes the least profit and sales ?

```
SELECT Market, SUM(Profit) AS Total_Profit,  
sum(sales) as total_sales  
FROM sales  
GROUP BY Market  
ORDER BY total_sales ASC  
LIMIT 1;
```

| | Market | Total_Profit | total_sales |
|---|--------|--------------|-------------|
| ▶ | Canada | 4223 | 12670 |

Show top 5 products with the highest quantity sold (demand)?

```
SELECT Product_ID, Product_name, SUM(Quantity) AS Total_Quantity_Sold  
FROM sales  
GROUP BY Product_ID, Product_name  
ORDER BY Total_Quantity_Sold DESC  
LIMIT 5;
```

| | Product_ID | Product_name | Total_Quantity_Sold |
|---|-----------------|---|---------------------|
| ▶ | TEC-PH-10004664 | Nokia Smart Phone, with Caller ID | 41 |
| | TEC-CO-10001449 | Hewlett Packard LaserJet 3310 Copier | 38 |
| | TEC-PH-10001459 | Samsung Galaxy Mega 6.3 | 37 |
| | OFF-AP-10004512 | Hoover Stove, Red | 36 |
| | FUR-CH-10000027 | SAFCO Executive Leather Armchair, Black | 32 |

Show the top 5 products sold with a discount above 10% ?

```

SELECT Product_ID, Product_name, SUM(Quantity) AS Total_Quantity_Sold
FROM sales
WHERE Discount > 0.1
GROUP BY Product_ID, Product_name
ORDER BY Total_Quantity_Sold DESC
LIMIT 5;

```

| | Product_ID | Product_name | Total_Quantity_Sold |
|---|-----------------|---|---------------------|
| ▶ | TEC-PH-10001459 | Samsung Galaxy Mega 6.3 | 27 |
| | TEC-CO-10001449 | Hewlett Packard LaserJet 3310 Copier | 24 |
| | TEC-PH-10000486 | Plantronics HL10 Handset Lifter | 20 |
| | TEC-CO-10002174 | HP Copy Machine, Laser | 15 |
| | FUR-CH-10001215 | Global Troy Executive Leather Low-Back Tilter | 15 |

Show products with sales greater than 10,000 in a specific year (e.g., 2013) ?

```

SELECT Product_ID, Product_name, SUM(Sales) AS Total_Sales
FROM sales
WHERE YEAR(order_date) = 2013
GROUP BY Product_ID, Product_name
HAVING SUM(Sales) > 10000
ORDER BY Total_Sales DESC;

```

| | Product_ID | Product_name | Total_Sales |
|---|-----------------|---------------------------------------|-------------|
| ▶ | TEC-CO-10004722 | Canon imageCLASS 2200 Advanced Copier | 25900 |

Product category ,sub-categories with total sales between 5,000 and 30,000 ?

```

SELECT category, Sub_Category, SUM(Sales) AS Total_Sales
FROM sales
GROUP BY category, Sub_Category
HAVING SUM(Sales) BETWEEN 5000 AND 30000;

```

| | category | Sub_Category | Total_Sales |
|---|-----------------|--------------|-------------|
| ▶ | Office Supplies | Supplies | 10595 |

Conclusion

This analysis, utilizing a sample of 1,400 records from a dataset covering 2011 to 2014, offers valuable insights into product performance, customer segmentation, and regional sales trends. The findings provide a foundation for informed decision-making, enabling targeted strategies to optimize sales and improve overall business performance.