Ededge Groups

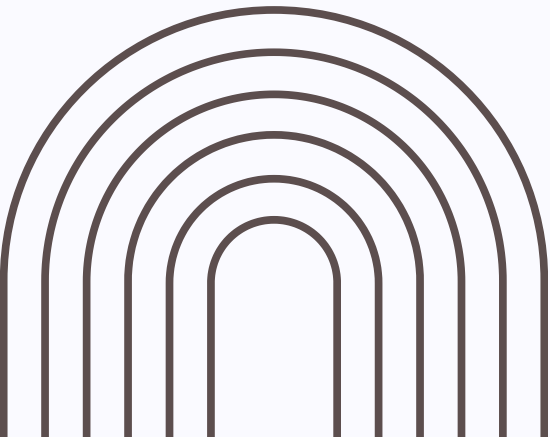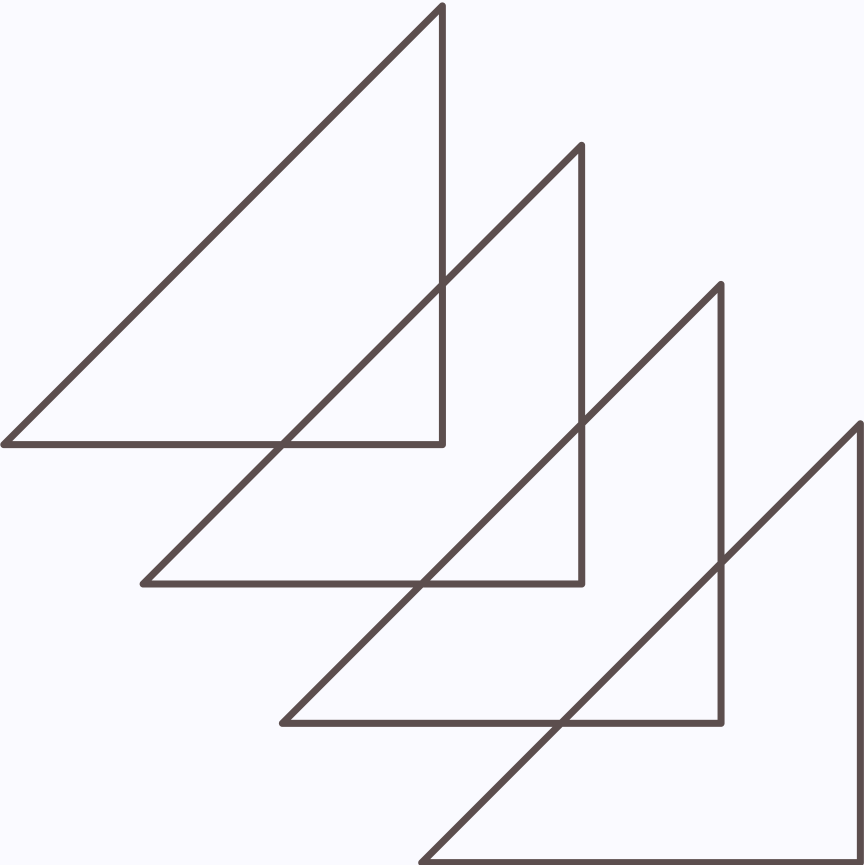# Sales Data Analysis Using SQL

Presented by: Atish Dani

QUERY 1: FULL DATASET

SELECT *
FROM sales;

	order_id	customer_name	city	country	product	brand	quantity	price	status	order_date	rating	total_amount
▶	1	Ravi	Mumbai	India	Headphones	Apple	5	1394.77	Cancelled	2025-06-12 05:54:27.000000	PG	6973.85
	2	John	Delhi	USA	Laptop	HP	1	1332.47	Cancelled	2025-06-08 05:54:27.000000	PG	1332.47
	3	Sneha	Kolkata	India	Keyboard	Lenovo	1	1217.79	Pending	2025-07-06 05:54:27.000000	PG	1217.79
	4	David	Kolkata	USA	Keyboard	Lenovo	5	2277.14	Delivered	2025-07-04 05:54:27.000000	R	11385.70
	5	David	Kolkata	India	Phone	Samsung	5	2927.12	Delivered	2025-07-11 05:54:27.000000	G	14635.60
	6	Priya	Kolkata	UK	Keyboard	Samsung	4	2501.68	Delivered	2025-06-17 05:54:27.000000	R	10006.72
	7	John	Delhi	UK	Keyboard	Lenovo	3	2926.69	Cancelled	2025-07-08 05:54:27.000000	G	8780.07
	8	Neha	Kolkata	India	Phone	Dell	2	909.85	Cancelled	2025-07-04 05:54:27.000000	G	1819.70
	9	Aman	Mumbai	USA	Laptop	HP	2	571.81	Pending	2025-06-15 05:54:27.000000	G	1143.62
	10	Aman	Bangalore	USA	Headphones	Apple	4	1027.59	Delivered	2025-06-25 05:54:27.000000	G	4110.36

QUERY 2: CUSTOMER, PRODUCT & AMOUNT

customer_name	product	total_amount
Ravi	Headphones	6973.85
John	Laptop	1332.47
Sneha	Keyboard	1217.79
David	Keyboard	11385.70
David	Phone	14635.60
Priya	Keyboard	10006.72
John	Keyboard	8780.07
Neha	Phone	1819.70
Aman	Laptop	1143.62
Aman	Headphones	4110.36
David	Monitor	853.91
Aman	Headphones	8481.04

SELECT customer_name,
product,
total_amount
FROM sales;

- Insight: Shows customer purchases and transaction values

QUERY 3: SALES FROM MUMBAI

SELECT *
FROM sales
WHERE city = 'Mumbai';

	order_id	customer_name	city	country	product	brand	quantity	price	status	order_date	rating	total_amount
▶	1	Ravi	Mumbai	India	Headphones	Apple	5	1394.77	Cancelled	2025-06-12 05:54:27.000000	PG	6973.85
	9	Aman	Mumbai	USA	Laptop	HP	2	571.81	Pending	2025-06-15 05:54:27.000000	G	1143.62
	11	David	Mumbai	UK	Monitor	Dell	1	853.91	Pending	2025-06-29 05:54:27.000000	R	853.91
	12	Aman	Mumbai	India	Headphones	Apple	4	2120.26	Cancelled	2025-07-07 05:54:27.000000	PG	8481.04
	13	John	Mumbai	UK	Monitor	Lenovo	3	1745.57	Cancelled	2025-06-19 05:54:27.000000	PG	5236.71
	16	Ayesha	Mumbai	India	Laptop	HP	1	2181.28	Cancelled	2025-05-30 05:54:27.000000	PG	2181.28
	19	Ayesha	Mumbai	India	Headphones	Dell	2	2219.22	Cancelled	2025-06-23 05:54:27.000000	PG	4438.44
	21	Neha	Mumbai	India	Monitor	Dell	3	1268.67	Pending	2025-06-20 05:54:27.000000	G	3806.01
	26	David	Mumbai	USA	Headphones	Apple	5	1118.67	Delivered	2025-07-05 05:54:27.000000	R	5593.35
	27	Neha	Mumbai	USA	Monitor	Dell	2	1711.32	Pending	2025-07-07 05:54:27.000000	R	3422.64
	30	Priya	Mumbai	UK	Headphones	HP	2	2707.51	Cancelled	2025-06-17 05:54:27.000000	R	5415.02
	42	David	Mumbai	USA	Phone	Lenovo	4	2213.08	Delivered	2025-05-23 05:54:27.000000	G	8852.32
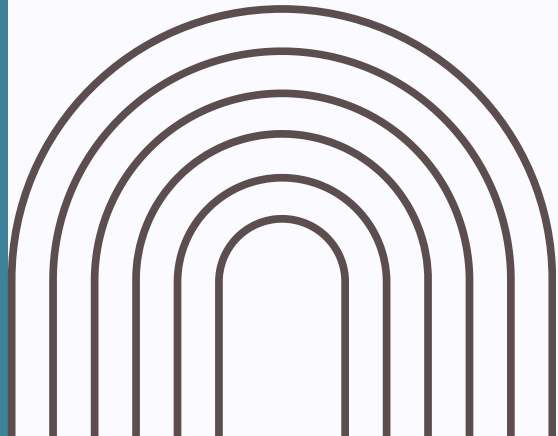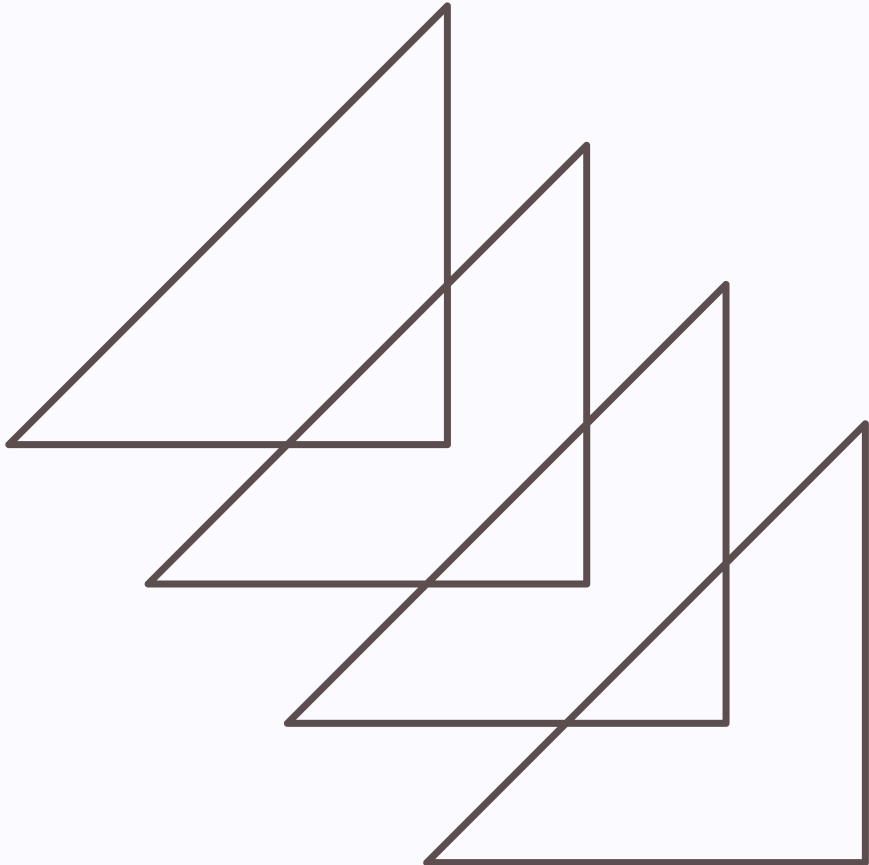
QUERY 4: HIGH-VALUE SALES (> ₹5000)

SELECT *
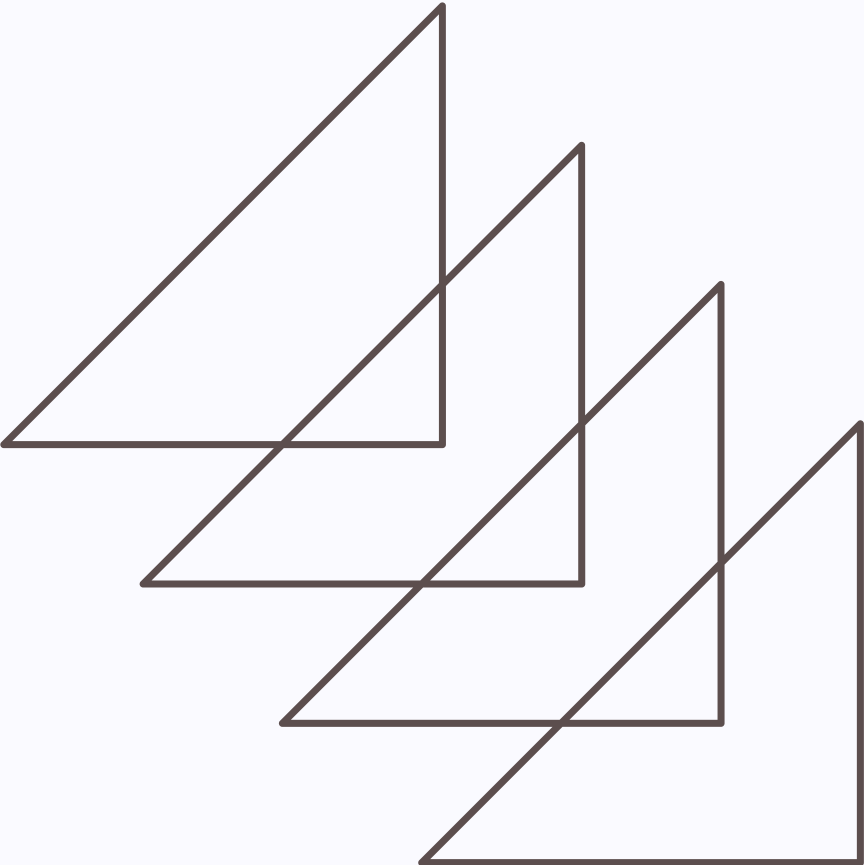**FROM sales**
WHERE total_amount > 5000;
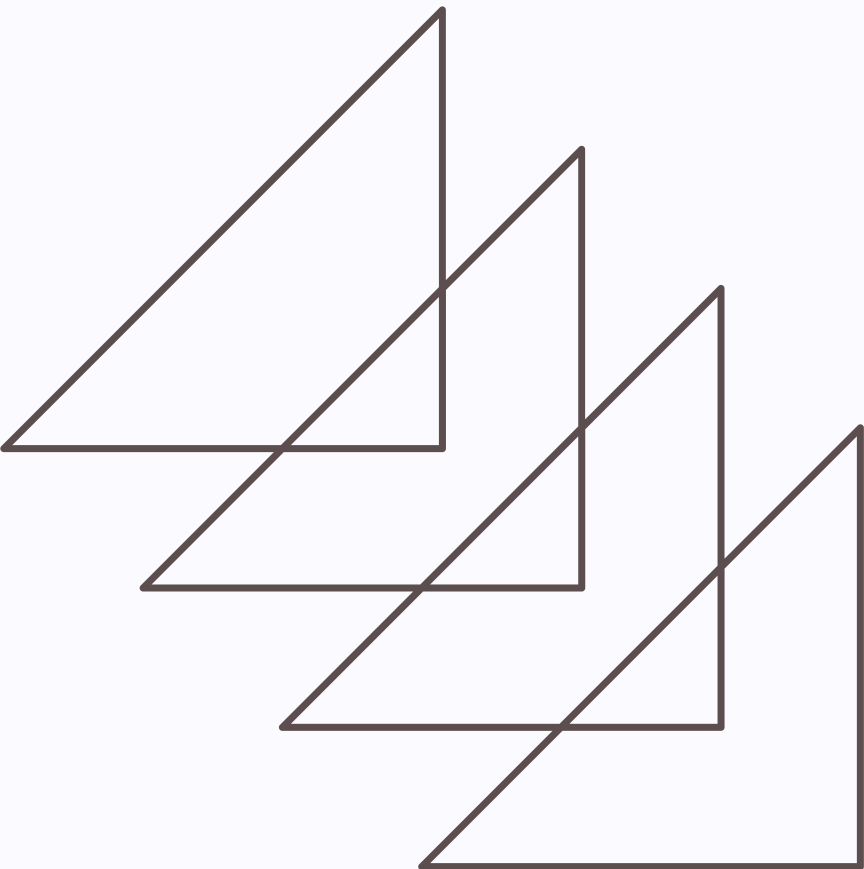
| order_id	customer_name	city	country	product	brand	quantity	price	status	order_date	rating	total_amount
1	Ravi	Mumbai	India	Headphones	Apple	5	1394.77	Cancelled	2025-06-12 05:54:27.000000	PG	6973.85
4	David	Kolkata	USA	Keyboard	Lenovo	5	2277.14	Delivered	2025-07-04 05:54:27.000000	R	11385.70
5	David	Kolkata	India	Phone	Samsung	5	2927.12	Delivered	2025-07-11 05:54:27.000000	G	14635.60
6	Priya	Kolkata	UK	Keyboard	Samsung	4	2501.68	Delivered	2025-06-17 05:54:27.000000	R	10006.72
7	John	Delhi	UK	Keyboard	Lenovo	3	2926.69	Cancelled	2025-07-08 05:54:27.000000	G	8780.07
12	Aman	Mumbai	India	Headphones	Apple	4	2120.26	Cancelled	2025-07-07 05:54:27.000000	PG	8481.04
13	John	Mumbai	UK	Monitor	Lenovo	3	1745.57	Cancelled	2025-06-19 05:54:27.000000	PG	5236.71
20	Neha	Delhi	UK	Laptop	Dell	4	1524.83	Pending	2025-05-24 05:54:27.000000	PG	6099.32
26	David	Mumbai	USA	Headphones	Apple	5	1118.67	Delivered	2025-07-05 05:54:27.000000	R	5593.35
30	Priya	Mumbai	UK	Headphones	HP	2	2707.51	Cancelled	2025-06-17 05:54:27.000000	R	5415.02
32	Aman	Kolkata	UK	Phone	HP	2	2886.09	Pending	2025-05-26 05:54:27.000000	PG	5772.18
34	Sneha	Delhi	USA	Keyboard	HP	5	1981.98	Delivered	2025-07-09 05:54:27.000000	G	9909.90
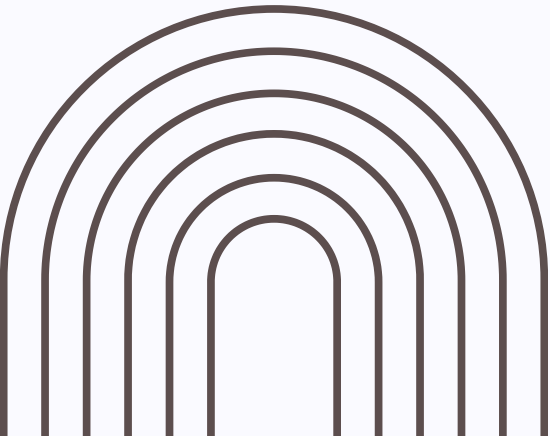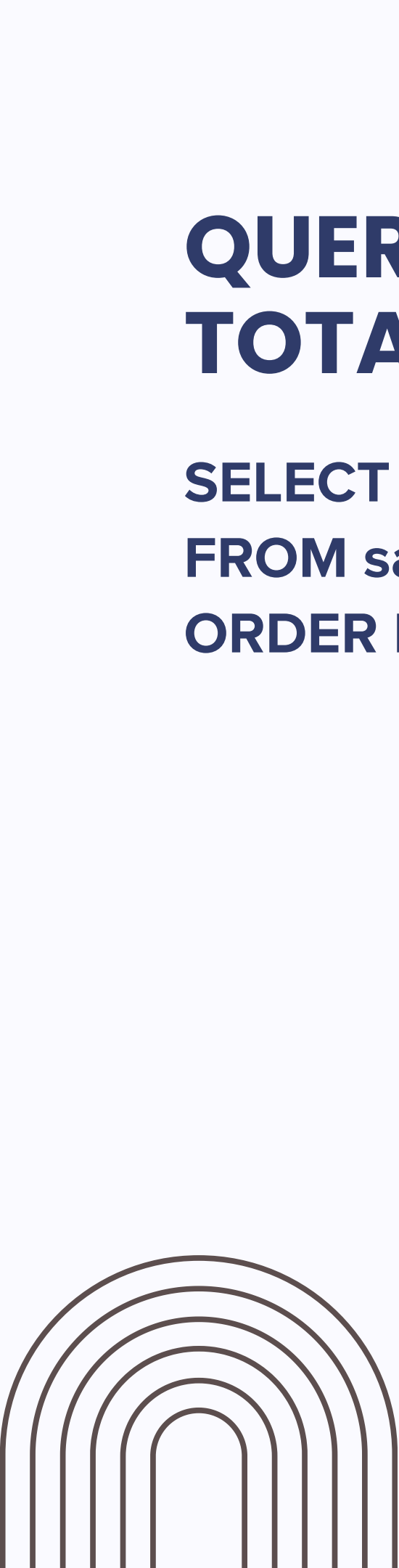
QUERY 5: SORTED BY TOTAL AMOUNT

SELECT *
FROM sales
ORDER BY total_amount DESC;

order_id	customer_name	city	country	product	brand	quantity	price	status	order_date	rating	total_amount
5	David	Kolkata	India	Phone	Samsung	5	2927.12	Delivered	2025-07-11 05:54:27.000000	G	14635.60
36	Ayesha	Delhi	India	Phone	Samsung	5	2794.67	Pending	2025-05-25 05:54:27.000000	R	13973.35
76	Sneha	Delhi	USA	Laptop	HP	5	2684.60	Cancelled	2025-07-05 05:54:27.000000	PG	13423.00
73	Smriti	Bangalore	India	Keyboard	HP	5	2580.17	Delivered	2025-06-04 05:54:27.000000	G	12900.85
100	Aman	Bangalore	India	Headphones	Apple	5	2439.56	Pending	2025-07-09 05:54:27.000000	R	12197.80
95	Smriti	Bangalore	UK	Monitor	Samsung	5	2393.67	Cancelled	2025-06-24 05:54:27.000000	PG	11968.35
81	Aman	Kolkata	India	Phone	Apple	5	2333.96	Cancelled	2025-05-16 05:54:27.000000	G	11669.80
49	Smriti	Mumbai	USA	Keyboard	Apple	5	2298.36	Pending	2025-06-01 05:54:27.000000	R	11491.80
4	David	Kolkata	USA	Keyboard	Lenovo	5	2277.14	Delivered	2025-07-04 05:54:27.000000	R	11385.70
35	Aman	Kolkata	India	Laptop	Dell	4	2836.88	Pending	2025-05-17 05:54:27.000000	G	11347.52
46	Ayesha	Pune	USA	Keyboard	Lenovo	5	2247.71	Delivered	2025-06-18 05:54:27.000000	G	11238.55
48	John	Delhi	USA	Headphones	Apple	5	2071.45	Cancelled	2025-06-25 05:54:27.000000	PG	10357.25

QUERY 6: TOTAL SALES PER CUSTOMER
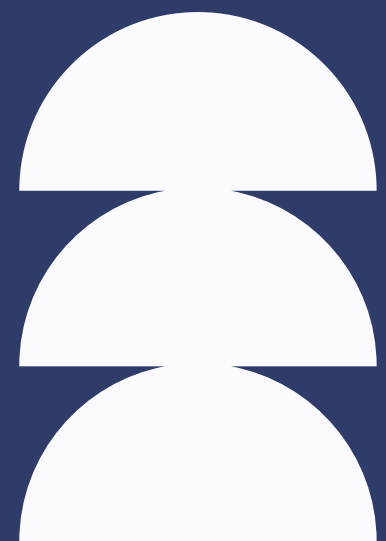
	customer_name	total_sales
▶	Ravi	47079.92
	John	60541.63
	Sneha	30440.59
	David	63461.65
	Priya	44724.86
	Neha	36630.61
	Aman	74576.33
	Ayesha	67577.07
	Rahul	8571.45
	Smriti	52473.28

SELECT customer_name,
    SUM(total_amount) AS
total_sales
FROM sales
GROUP BY customer_name;

- Insight: Revenue is concentrated among few customers

QUERY 7: HIGH-SPENDING CUSTOMERS (> ₹8000)
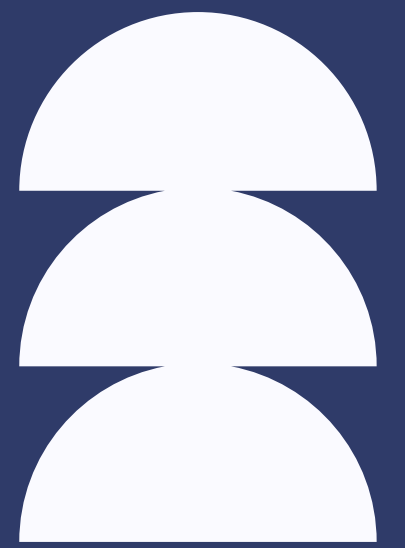
customer_name	total_sales
▶ Ravi	47079.92
John	60541.63
Sneha	30440.59
David	63461.65
Priya	44724.86
Neha	36630.61
Aman	74576.33
Ayesha	67577.07
Rahul	8571.45
Smriti	52473.28

SELECT customer_name,

SUM(total_amount) AS

total_spent

FROM sales

GROUP BY customer_name

HAVING SUM(total_amount) >

8000;

- Insight: Identifies customers for loyalty strategies

QUERY 8: ORDERS BY CITY
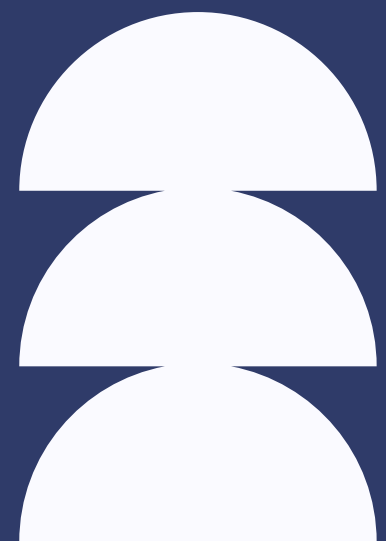
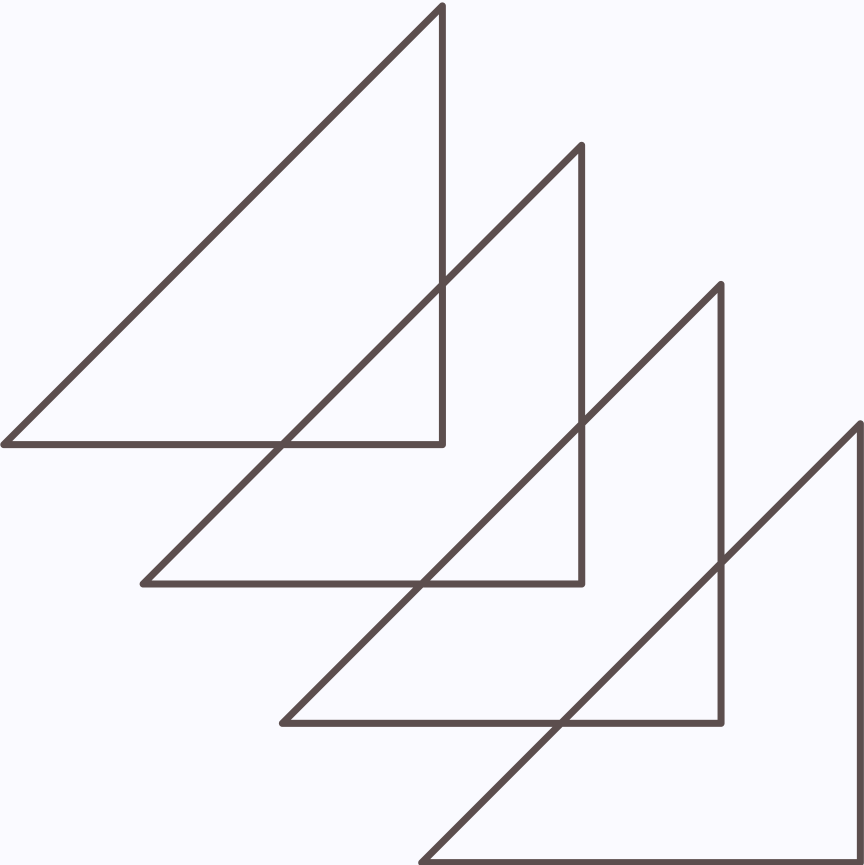|	city	total_orders
▶	Mumbai	25
	Delhi	27
	Kolkata	15
	Bangalore	19
	Pune	14

```sql
SELECT city,
    COUNT(*) AS total_orders
FROM sales
GROUP BY city;
```

- Insight: Delhi and Mumbai lead in order volume

QUERY 9: PG & G RATED ORDERS

SELECT *

FROM sales

WHERE rating IN ('PG','G');

order_id	customer_name	city	country	product	brand	quantity	price	status	order_date	rating	total_amount
1	Ravi	Mumbai	India	Headphones	Apple	5	1394.77	Cancelled	2025-06-12 05:54:27.000000	PG	6973.85
2	John	Delhi	USA	Laptop	HP	1	1332.47	Cancelled	2025-06-08 05:54:27.000000	PG	1332.47
3	Sneha	Kolkata	India	Keyboard	Lenovo	1	1217.79	Pending	2025-07-06 05:54:27.000000	PG	1217.79
5	David	Kolkata	India	Phone	Samsung	5	2927.12	Delivered	2025-07-11 05:54:27.000000	G	14635.60
7	John	Delhi	UK	Keyboard	Lenovo	3	2926.69	Cancelled	2025-07-08 05:54:27.000000	G	8780.07
8	Neha	Kolkata	India	Phone	Dell	2	909.85	Cancelled	2025-07-04 05:54:27.000000	G	1819.70
9	Aman	Mumbai	USA	Laptop	HP	2	571.81	Pending	2025-06-15 05:54:27.000000	G	1143.62
10	Aman	Bangalore	USA	Headphones	Apple	4	1027.59	Delivered	2025-06-25 05:54:27.000000	G	4110.36
12	Aman	Mumbai	India	Headphones	Apple	4	2120.26	Cancelled	2025-07-07 05:54:27.000000	PG	8481.04
13	John	Mumbai	UK	Monitor	Lenovo	3	1745.57	Cancelled	2025-06-19 05:54:27.000000	PG	5236.71
14	Ayesha	Delhi	UK	Laptop	Lenovo	2	2162.29	Cancelled	2025-06-06 05:54:27.000000	G	4324.58
15	Neha	Delhi	India	Monitor	Lenovo	5	593.33	Delivered	2025-05-23 05:54:27.000000	G	2966.65
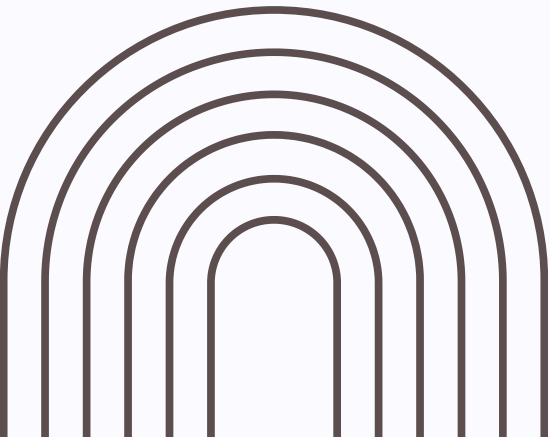
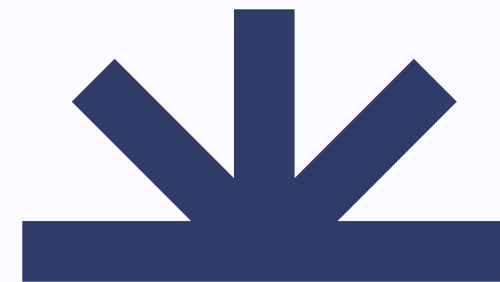# QUERY 10: TOTAL ORDERS (KPI)

SELECT COUNT(*) AS total_orders
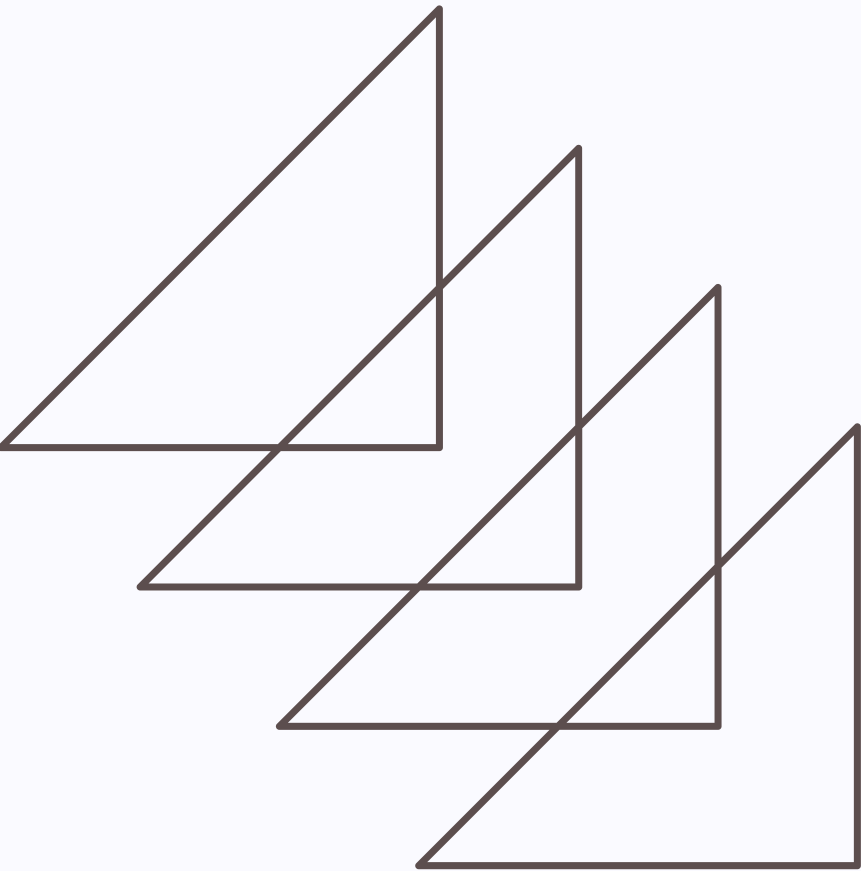
FROM sales;

TOTAL ORDERS

100

|	Result Grid	Filter Rows:	Export:	Wrap Cell Content:
	total_orders			
▶	100			
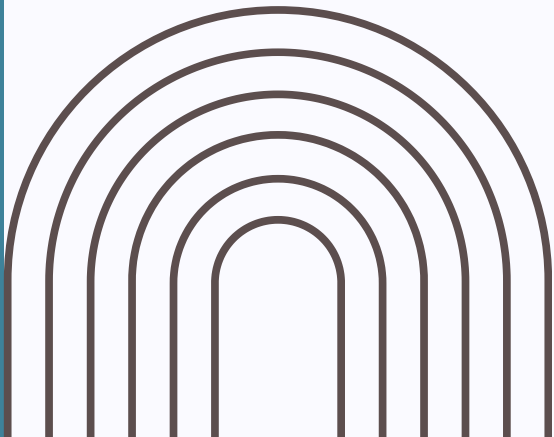
KEY INSIGHTS (FROM SQL ANALYSIS)

- Revenue concentration: Customers like Aman and Ayesha contribute the highest total sales
- City dominance: Mumbai and Delhi generate the highest number of orders
- High-value impact: Orders above ₹5,000 are fewer but drive a large share of revenue
- Product repetition: Certain products appear repeatedly across transactions
- Order quality: Majority of completed orders fall under PG and G ratings

DATA-DRIVEN ACTIONS
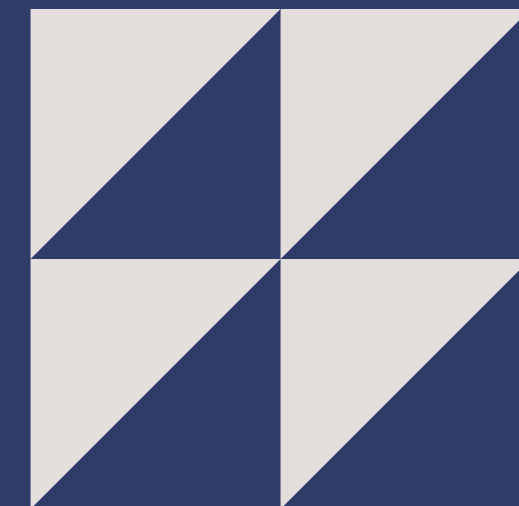
Actionable steps to enhance data-driven decision-making and future growth

01 Prioritise high-value customers

02 Target top-performing cities

03 Promote high-value products

04 Improve fulfilment quality