

superstore

1. What are the total sales and total profit of the Super Store?

```
SELECT  
    SUM(Sales) AS Total_Sales,  
    SUM(Profit) AS Total_Profit  
FROM superstore;
```

	Total_Sales	Total_Profit
▶	2297200.8602999425	286397.0217000016

#2. What is the total sales and profit by product category?

```
SELECT  
    Category,  
    SUM(Sales) AS Total_Sales,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY Category  
ORDER BY Total_Profit DESC;
```

	Category	Total_Sales	Total_Profit
▶	Technology	836154.0329999969	145454.94809999972
	Office Supplies	719047.0319999983	122490.8007999997
	Furniture	741999.7952999976	18451.27279999998

#3. Which sub-categories are the most and least profitable?

```
SELECT  
    `Sub-Category`,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY `Sub-Category`  
ORDER BY Total_Profit DESC;
```

	Category	Total_Sales	Total_Profit
▶	Technology	836154.0329999969	145454.94809999972
	Office Supplies	719047.0319999983	122490.80079999997
	Furniture	741999.7952999976	18451.27279999998

#4. How does sales and profit vary across customer segments?

```
SELECT  
    Segment,  
    SUM(Sales) AS Total_Sales,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY Segment  
ORDER BY Total_Profit DESC;
```

	Segment	Total_Sales	Total_Profit
▶	Consumer	1161401.3449999874	134119.2092
	Corporate	706146.366799999	91979.13399999996
	Home Office	429653.14850000053	60298.678499999965

#5. Which regions generate the highest and lowest profit?

```
SELECT  
    Region,  
    SUM(Sales) AS Total_Sales,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY Region  
ORDER BY Total_Profit DESC;
```

	Region	Total_Sales	Total_Profit
▶	West	725457.8245000002	108418.44890000006
	East	678781.2399999978	91522.77999999998
	South	391721.90500000113	46749.43030000004
	Central	501239.8908000014	39706.362499999974

#6. What are the top 10 most profitable products?

```
SELECT  
    `Product Name`,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY `Product Name`  
ORDER BY Total_Profit DESC  
LIMIT 10;
```

	Product Name	Total_Profit
▶	Canon imageCLASS 2200 Advanced Copier	25199.928
	Fellowes PB500 Electric Punch Plastic Comb Bind...	7753.038999999999
	Hewlett Packard LaserJet 3310 Copier	6983.883599999999
	Canon PC1060 Personal Laser Copier	4570.9347
	HP Designjet T520 Inkjet Large Format Printer - ...	4094.9766
	Ativa V4110MDD Micro-Cut Shredder	3772.9461
	3D Systems Cube Printer, 2nd Generation, Mag...	3717.9714000000004
	Plantronics Savi W720 Multi-Device Wireless He...	3696.282
	Ibico EPK-21 Electric Binding System	3345.2822999999994
	Zebra ZM400 Thermal Label Printer	3343.536

#7. How do high discounts (greater than 30%) impact profitability?

```
SELECT  
    Discount,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
WHERE Discount > 0.30  
GROUP BY Discount  
ORDER BY Discount;
```

	Discount	Total_Profit
▶	0.32	-2391.1377
	0.4	-23057.05040000002
	0.45	-2493.1111
	0.5	-20506.4281
	0.6	-5944.655200000004
	0.7	-40075.35689999999
	0.8	-30539.039200000007
	1.2	22.298
	1.3	-143.431

#8. Which products are generating losses

```
SELECT `Product Name`,  
       SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY `Product Name`  
HAVING SUM(Profit) < 0  
ORDER BY Total_Profit;
```

Product Name	Total_Profit
Cubify CubeX 3D Printer Double Head Print	-8879.9704
Lexmark MX611dhe Monochrome Laser Printer	-4589.973
Cubify CubeX 3D Printer Triple Head Print	-3839.9904
Chromcraft Bull-Nose Wood Oval Conference T...	-2876.1156
Bush Advantage Collection Racetrack Conferen...	-1934.3976000000002
GBC DocuBind P400 Electric Binding System	-1878.1662000000006
Cisco TelePresence System EX90 Videoconferen...	-1811.0784
Martin Yale Chadless Opener Electric Letter Ope...	-1299.1836
Balt Solid Wood Round Tables	-1201.0580999999997

#9. What is the impact of returned orders on sales and profit?

```
SELECT  
    Returned,  
    SUM(Sales) AS Total_Sales,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY Returned;
```

	Returned	Total_Sales	Total_Profit
▶	0	2116696.582399953	263164.6602
	1	180504.27789999987	23232.36149999999

#10. What are the yearly sales and profit trends?

```
SELECT  
    YEAR(`Order Date`) AS Year,  
    SUM(Sales) AS Total_Sales,  
    SUM(Profit) AS Total_Profit  
FROM superstore  
GROUP BY Year  
ORDER BY Year;
```

	Year	Total_Sales	Total_Profit
▶	HULL	2297200.8602999425	286397.0217000016

Thank
You