

# Sales Trend Analysis

Document By – Chandana S R

1) Monthly Order Volume

Query Description:

Shows the number of unique orders placed each month.

Result Table:

Month	TotalOrders
10-Jan	127
10-Feb	142
10-Mar	68
10-May	88
10-Jun	102
10-Jul	84
10-Aug	116
10-Sep	107
10-Oct	77
10-Dec	44

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## 2) Monthly Units Sold

### Query Description:

Displays total quantity of items sold each month.

### Result Table:

Month	Total Units Sold
10-Jan	26919
10-Feb	31329
10-Mar	16199
10-May	16450
10-Jun	21795
10-Jul	25220
10-Aug	23117
10-Sep	19930
10-Oct	21097
10-Dec	10603
11-Jan	152166
11-Feb	132897
11-Mar	141691
11-Apr	207281
11-May	215416
11-Jun	192280
11-Jul	214607
11-Aug	174769
11-Sep	242418
11-Oct	159503
11-Nov	215148
11-Dec	133844

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## 3) Monthly Unique Customers

### Query Description:

Shows a number of distinct customers placing orders each month.

### Result Table:

Month	Unique Customer Count
10-Jan	96
10-Feb	100
10-Mar	51
10-May	76
10-Jun	83
10-Jul	66
10-Aug	100
10-Sep	91
10-Oct	54
10-Dec	43
11-Jan	472
11-Feb	386
11-Mar	373
11-Apr	480
11-May	492
11-Jun	549
11-Jul	548
11-Aug	512
11-Sep	453
11-Oct	447
11-Nov	486
11-Dec	375

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## 4) Top 10 Selling Products

### Query Description:

Lists products with the highest units sold.

### Result Table:

StockCode	Description	Total Units Sold
23843	PAPER CRAFT, LITTLE BIRDIE	80995
23166	MEDIUM CERAMIC TOP STORAGE JAR	78033
84077	WORLD WAR 2 GLIDERS ASSTD DESIGNS	55047
85099B	JUMBO BAG RED RETROSPOT	48474
85123A	WHITE HANGING HEART T-LIGHT HOLDER	37891
22197	POPCORN HOLDER	36761
84879	ASSORTED COLOUR BIRD ORNAMENT	36461
21212	PACK OF 72 RETROSPOT CAKE CASES	36419
23084	RABBIT NIGHT LIGHT	30788
22492	MINI PAINT SET VINTAGE	26633

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## 5) Orders by Country

### Query Description:

Top countries with the highest order counts.

### Result Table:

Country	Unique Orders
United Kingdom	18019
Germany	457
France	392
EIRE	288
Belgium	98
Netherlands	94
Spain	90
Portugal	58
Australia	57
Switzerland	54

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## 6) Orders by Day of Week

### Query Description:

Breakdown of order volume by weekday.

### Result Table:

Day Of Week	Total Orders
Monday	1056
Tuesday	1400
Wednesday	907
Thursday	1322
Friday	1419
Saturday	1186
Sunday	1266

## 7) Orders by Hour of Day

### Query Description:

Shows how orders are distributed by hour of the day.

### Result Table:

Hour Of Day	Total Orders
7	19
8	231
9	641
10	998
11	1026
12	1449
13	1131
14	1029
15	1000
16	588
17	286
18	82
19	68
20	9