Adidas US Sales Analysis Using SQL

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The slides below shows different queries used to extract answers relevant to each problem statement.

Total cost of production

```sql
--What is the total cost of production
Select sum([Total_Sales_2]) - sum([Operating_Profit_2])
as Total_Cost_of_Production
from [dbo].[Adidas US Sales Datasets 2]
```

0 %

Results   Messages

Total_Cost_of_Production
567767003

Total cost of production for each product

```sql
--What is the total cost of production for each product
Select [Product], sum([Total_Sales_2]) - sum([Operating_Profit_2])
as Total_Cost_of_Production
from [dbo].[Adidas US Sales Datasets 2]
group by [Product]
order by sum([Total_Sales_2]) - sum([Operating_Profit_2]) desc
```

100 %

Results | Messages

	Product	Total_Cost_of_Production
1	Men's Street Footwear	126023921
2	Women's Apparel	110387864
3	Men's Athletic Footwear	101826716
4	Women's Street Footwear	82906916
5	Men's Apparel	78965533
6	Women's Athletic Footwear	67656053

Total Operating profit


```sql
--What is the Operating profit
select sum([Operating_Profit_2]) as Operating_Profit
from [dbo].[Adidas US Sales Datasets 2]
```

100 %

Results | Messages

	Operating_Profit
1	332135122

Average Operating Profit for each retailer

```sql
--What is the Average operating profit for each Retailer?
Select AVG([Operating_Profit_2]) as Operating_Profit, [Retailer]
from [dbo].[Adidas US Sales Datasets 2]
group by [Retailer]
order by AVG([Operating_Profit_2]) desc
```

100 %

⊞ Results   📄 Messages

	Operating_Profit	Retailer
1	41185	Walmart
2	36581	Sports Direct
3	36085	West Gear
4	35739	Kohl's
5	30611	Foot Locker
6	30367	Amazon

Average Operating Profit by Product

```sql
--What is the average operating profit for each product?
Select [Product],
avg ([Operating_Profit_2])as operating_profit
from [dbo].[Adidas US Sales Datasets 2]
group by [Product]
order by AVG([Operating_Profit_2]) desc
```

100 %

▦ Results   ▣ Messages

	Product	operating_profit
1	Men's Street Footwear	51430
2	Women's Apparel	42693
3	Men's Athletic Footwear	32203
4	Women's Street Footwear	28044
5	Men's Apparel	27872
6	Women's Athletic Footwear	24268

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Average Operating Profit for each region.

```sql
--What is the average operating profit for each region?
Select [Region] , avg ([Operating_Profit_2])as operating_profit
from [dbo].[Adidas US Sales Datasets 2]
group by [Region]
order by AVG([Operating_Profit_2]) desc
```

100 %

Results   Messages

	Region	operating_profit
1	Southeast	49473
2	West	36605
3	South	35380
4	Northeast	28628
5	Midwest	28211

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Total Sales

```sql
--What is the total sales?
select SUM([Total_Sales_2]) as Total_Sales
from [dbo].[Adidas US Sales Datasets 2]
```

100 %

Results   Messages

	Total_Sales
1	899902125

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Total Sales for each Product

```sql
--Sum of total sales by product
Select [Product], SUM([Total_Sales_2]) as Total_Sales
from [dbo].[Adidas US Sales Datasets 2]
group by [Product]
order by SUM([Total_Sales_2]) desc;
```

100 %

Results   Messages

	Product	Total_Sales
1	Men's Street Footwear	208826244
2	Women's Apparel	179038860
3	Men's Athletic Footwear	153673680
4	Women's Street Footwear	128002813
5	Men's Apparel	123728632
6	Women's Athletic Footwear	106631896

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Total Unit Sold

```sql
--What is the total unit sold
select SUM([Units_Sold]) as Total_Unit_Sold
from [dbo].[Adidas US Sales Datasets 2]
```

00 % ▾

⊞ Results   Messages

Total_Unit_Sold
2478861

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Average unit sold for each region

```sql
select [Region], avg([Units_Sold]) as Total_Unit_Sold
from [dbo].[Adidas US Sales Datasets 2]
group by [Region]
order by avg([Units_Sold]) desc
```

100 %

▦ Results   Messages

	Region	Total_Unit_Sold
1	Southeast	332
2	South	284
3	West	280
4	Northeast	210
5	Midwest	209

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Retailers whose operating profit is > 35000

```sql
--Retailers whose average operating profit is > 35000
select [Retailer], AVG([Operating_Profit_2]) as Average_operating_profit
from [dbo].[Adidas US Sales Datasets 2]
group by [Retailer]
having  AVG([Operating_Profit_2]) > 35000
order by AVG([Operating_Profit_2]) desc;
```

100 % ▼

⊞ Results ▤ Messages

	Retailer	Average_operating_profit
1	Walmart	41185
2	Sports Direct	36581
3	West Gear	36085
4	Kohl's	35739

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