

SCHEMA

TABLE NAME: Adidas

Column Name	Column Type
Retailer	Text
Retailer_ID	Int
Invoice_Date	Date
Region	Text
State	Text
City	Text
Product	Text
Price_Per_Unit	Int
Units_Sold	Int
Total_Sales	Int
Operating_Profit	Double
Operating_Margin	Double
Sales_Method	Text
Profit_Margin	Int

Q1) What is the total sales amount for each retailer?

```
select Retailer, sum(Total_Sales)
from adidas
group by Retailer
having sum(Total_Sales)
order by sum(Total_Sales) desc;
```

Retailer	Total_Sales
West Gear	242964333
Foot Locker	220094720
Sports Direct	182470997
Kohl's	102114753
Amazon	77698912
Walmart	74558410

Q2) What is the average price per unit for each product sold?

```
select Product, avg(Price_per_Unit)from adidas  
group by Product  
having avg(Price_per_unit)  
order by avg(Price_Per_Unit) desc;
```

Product	Price_per_Unit (\$)
Women's Apparel	51.6007
Men's Apparel	50.3219
Men's Street Footwear	44.2366
Men's Athletic Footwear	43.7795
Women's Athletic Footwear	41.1127
Women's Street Footwear	40.2525

Q3) How do total sales vary across different regions?

```
select Region, sum(Total_Sales)from adidas  
group by Region  
having sum(Total_Sales)  
order by sum(Total_Sales);
```

Region	Total_Sales
Midwest	135800459
South	144663181
Southeast	163171236
Northeast	186324067
West	269943182

Q4) Which five products had the highest units sold?

```
select Product, sum(Units_Sold) from adidas
group by Product
having sum(Units_Sold)
order by sum(Units_Sold) desc
limit 5;
```

Product	Units_Sold
Men's Street Footwear	593320
Men's Athletic Footwear	435526
Women's Apparel	433827
Women's Street Footwear	392269
Women's Athletic Footwear	317236

Q5) What is the operating margin for each retailer, and which retailer has the highest margin?

```
select Retailer , SUM(Operating_Margin) from adidas
group by Retailer
having SUM(Operating_Margin)
order by sum(Operating_Profit) desc;
```

Retailer	Operating_Margin (\$)
West Gear	991.99
Foot Locker	1102.09
Sports Direct	904.02
Kohl's	431.87
Amazon	396.56
Walmart	254.49

Q6) Which sales method is the most frequently used?

```
select Sales_Method, count(Sales_Method) from adidas
```

```
group by Sales_Method
```

```
having count(Sales_Method)
```

```
order by count(Sales_Method) desc;
```

Sales_Method	Total_Sales_Method
Online	4889
Outlet	3019
In-store	1740

Q7) Which products are generating the highest total sales and profits, providing insights into the most successful items in your inventory.

SELECT Product, sum(Total_Sales) as Total_Sales, sum(Operating_Profit) as Total_Operating_Profit from adidas
group by Product
order by Total_Sales desc;

Product	Total_Sales	Total_Operating_Profit (\$)
Men's Street Footwear	208826244	82802261
Women's Apparel	179038860	68650971
Men's Athletic Footwear	153673680	51846888
Women's Street Footwear	128002813	45095827
Men's Apparel	123728632	44763030
Women's Athletic Footwear	106631896	38975785

Q8) What is the average profit margin for each state?

```
select State, avg(Profit_Margin) from adidas  
group by State  
having avg(Profit_Margin)  
order by avg(Profit_Margin) desc;
```

State	Profit_Margin (\$)
Alabama	55.3565
Tennessee	50.6574
Michigan	47.5764
Montana	47.1042
North Carolina	46.3542
Ohio	45.9028
Idaho	45.8935
West Virginia	45.6806
Mississippi	45.4306

State	Profit_Margin (\$)
Missouri	45.3194
Illinois	44.9514
Texas	44.9144
Kentucky	44.8611
Louisiana	44.6852
Nebraska	44.4861
Utah	44.4676
Vermont	44.4259
Arkansas	44.0509
Oklahoma	43.5093

State	Profit_Margin (\$)
Indiana	43.3889
South Carolina	43.3056
Delaware	42.7986
New Jersey	42.7083
Colorado	42.7083
Pennsylvania	42.588
Wisconsin	42.4236
Iowa	42.0903
Virginia	41.4398
Georgia	41.3704

State	Profit_Margin (\$)
Oregon	41.3611
Rhode Island	41.2361
Kansas	41.1667
New York	40.8333
Minnesota	40.8125
Maryland	40.7431
Nevada	40.5926
Wyoming	40.2778
Connecticut	40.162
Maine	39.8889

State	Profit_Margin (\$)
North Dakota	39.8611
South Dakota	39.4653
New Mexico	39.2917
New Hampshire	39.1019
Florida	39.0222
Arizona	38.9815
California	38.6852
Alaska	34.9861
Massachusetts	34.713
Washington	32.5069
Hawaii	31.9583

Q9) Which cities generated the highest total sales?

select City, sum(Total_Sales) from adidas

group by City

having sum(Total_Sales)

order by sum(Total_Sales) desc;

City	Total_Sales
Charleston	39974797
New York	39801235
San Francisco	34539220
Miami	31600863
Portland	30545652
Orlando	27682851
Seattle	26330718
Los Angeles	25634913
Houston	25456882
Albany	24427804
Charlotte	23956531

City	Total_Sales
New Orleans	23750781
Honolulu	22282457
Richmond	21575040
Denver	20996536
Dallas	20902864
Las Vegas	20858509
Albuquerque	19865016
Boise	19276878
Atlanta	18997466
Detroit	18625433

City	Total_Sales
Cheyenne	18577517
Columbus	18484583
Knoxville	18067440
Birmingham	17633424
Manchester	16411667
Phoenix	15782221
Billings	15710886
Jackson	15591709
Anchorage	14753103
Burlington	14352923

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City	Total_Sales
Little Rock	12639347
Wilmington	12298412
Hartford	11573448
Boston	11076810
Oklahoma City	10620734
Philadelphia	10357519
Louisville	10072848
Wichita	9972864
Newark	9934246
Chicago	9797488
Salt Lake City	9696420

City	Total_Sales
St. Louis	9683265
Indianapolis	8836198
Sioux Falls	8495576
Providence	8446806
Baltimore	7758059
Fargo	7735580
Milwaukee	7727469
Des Moines	7424011
Minneapolis	7378068
Omaha	5929038

Q10) How do units sold compare across different products, and which product has the highest sales volume?

```
select Product, sum(Total_Sales) from adidas  
group by Product  
having sum(Total_Sales)  
order by sum(Total_Sales) desc;
```

Product	Total_Sales
Men's Street Footwear	208826244
Women's Apparel	179038860
Men's Athletic Footwear	153673680
Women's Street Footwear	128002813
Men's Apparel	123728632
Women's Athletic Footwear	106631896