1. *What is the total number of products sold as per country?*

SQL query:

SELECT Country, Sum(Quantity) From cust\_sale\_prod group by Country order by Sum(Quantity) DESC;

1. *Which gender is most preferring our products?*

SQL query:

SELECT COUNT(\*) AS Count, Gender FROM cust\_anl GROUP BY Gender;

1. *Which age group of customers contribute more to our sales?*

SQL query:

SELECT

CASE

WHEN Age BETWEEN 0 AND 18 THEN '0-18'

WHEN Age BETWEEN 19 AND 35 THEN '19-35'

WHEN Age BETWEEN 36 AND 50 THEN '36-50'

WHEN Age BETWEEN 51 AND 80 THEN '51-80'

ELSE '81+'

END AS AgeGroup,

COUNT(\*) AS Count, (COUNT(\*) / (SELECT COUNT(\*) FROM cust\_anl)) \* 100 AS Percentage FROM cust\_anl GROUP BY AgeGroup ORDER BY Percentage DESC;

1. *What is the top selling and least selling product in each country?*

SQL query:

WITH CategorySums AS (

SELECT

Country,

Category,

SUM(Quantity) AS TotalQuantity

FROM

cust\_sale\_prod

GROUP BY

Country, Category

),

MaxMinQuantities AS (

SELECT

Country,

MAX(TotalQuantity) AS MaxQuantity,

MIN(TotalQuantity) AS MinQuantity

FROM

CategorySums

GROUP BY

Country

)

SELECT

cs.Country,

cs.Category,

cs.TotalQuantity

FROM

CategorySums cs

JOIN

MaxMinQuantities mm ON cs.Country = mm.Country

WHERE

cs.TotalQuantity = mm.MaxQuantity OR cs.TotalQuantity = mm.MinQuantity

ORDER BY

cs.Country, cs.TotalQuantity DESC;

1. *What is the total number of stores in each county?*

SQL query:

SELECT COUNTRY, Count(\*) AS NUM\_OF\_STORES FROM global\_electronics.stores\_ind\_table group by COUNTRY Order by NUM\_OF\_STORES;

1. *Are we opening more stores as the year passes?*

SQL query:

SELECT MAX(store\_count), year\_opened FROM (SELECT Count(\*) AS store\_count, EXTRACT(YEAR FROM Open\_Date) AS year\_opened FROM global\_electronics.stores\_ind\_table group by year\_opened order by store\_count) AS stores Group by year\_opened Order by MAX(store\_count) DESC;

1. *In which season the sales are high?*

SQL query:

SELECT

EXTRACT(MONTH FROM Order\_Date) AS sales\_month,

SUM(Quantity) AS total\_sales

FROM

global\_electronics.sales\_exc\_rates\_prod

GROUP BY

sales\_month

ORDER BY

total\_sales DESC;

1. *Which is the top performing product ?*

SQL query:

SELECT

ProductKey,

Product\_Name,

SUM(Quantity) AS sold,

SUM(AmountInUSD) AS total\_revenue

FROM

global\_electronics.sales\_exc\_rates\_prod

GROUP BY

ProductKey,

Product\_Name

ORDER BY

total\_revenue DESC;

1. *Which store perform better in sales?*

SQL query:

SELECT

StoreKey,

Country,

SUM(AmountInUSD) AS total\_amount,

SUM(Quantity) AS quantity\_sold

FROM

sale\_exc\_rates\_prod\_store

GROUP BY

StoreKey,

Country

ORDER BY

total\_amount DESC;

1. *What is the impact of Currency in sale?*

SQL query:

SELECT

Currency,

SUM(Unit\_Price\_USD) AS total\_sales\_original,

SUM(AmountInUSD) AS total\_sales\_usd,

SUM(AmountInUSD)-SUM(Unit\_Price\_USD) AS Diff

FROM

global\_electronics.sales\_exc\_rates\_prod

GROUP BY

Currency order by Diff DESC;

1. *What are the top five products with maximum profit?*

SQL query:

SELECT

ProductKey,

Product\_Name,

Unit\_Cost\_USD,

Unit\_Price\_USD,

(Unit\_Price\_USD - Unit\_Cost\_USD) AS Profit,

((Unit\_Price\_USD - Unit\_Cost\_USD) / Unit\_Price\_USD) \* 100 AS Profit\_Margin

FROM

global\_electronics.sales\_exc\_rates\_prod ORDER BY Profit\_Margin DESC;

1. *In which category and subcategory the sales are more?*

SQL query:

SELECT

Category,

Subcategory,

SUM(AmountInUSD) AS total\_sales

FROM

global\_electronics.sales\_exc\_rates\_prod

GROUP BY

Category,

Subcategory

ORDER BY

total\_sales DESC;

1. *Which is the most popular Brand?*

SQL query:

SELECT

Brand,

SUM(AmountInUSD) AS total\_sales

FROM

global\_electronics.sales\_exc\_rates\_prod

GROUP BY

Brand

ORDER BY

total\_sales DESC;

1. *Does color of products impact the sale?*

SQL query:

SELECT

Color,

SUM(AmountInUSD) AS total\_sales

FROM

global\_electronics.sales\_exc\_rates\_prod

GROUP BY

Color

ORDER BY

total\_sales DESC;