Diwali Sales Analysis Using SQL

Diwali sales are major shopping events in India, held during the festival of Diwali, which is one of the biggest and most celebrated festivals in the country. Diwali, known as the Festival of Lights, signifies the victory of light over darkness and good over evil, and it's marked by lighting lamps, fireworks, exchanging sweets, and shopping.

Diwali Sales Analysis

1 Create Database

2 Import The Data SQL Server

3 Show The User_Id

4 Show The All Female BUY Product

5 Count The Cust_Name How Many Coust Buy The Product

6 How Many Marital People are Buy Product Marital Or Unmarital

7 How Many State

8 How Many Zone

9 How Many Zone Highest Sales

10 How Many Occupation Buy Product

11 How Many BUY Product IT Sector

12 How Many Orders

13 How Many Product Category

14 Show The Total Product

15 Total Amount Sales

16 Total Average

Diwali Sales Analysis

1 Create Database

```
create database music;
```

Diwali Sales Analysis

2 Import The Data SQL Server

```
select * from music.dbo.['Diwali Sales Data$'];
```

1	1002903	Sanskriti	P00125942	F	26-35	28	0	Maharashtra	Western	Healthcare	Auto	1	23952	NULL	NULL
2	1000732	Kartik	P00110942	F	26-35	35	1	Andhra Pradesh	Southern	Govt	Auto	3	23934	NULL	NULL
3	1001990	Bindu	P00118542	F	26-35	35	1	Uttar Pradesh	Central	Automobile	Auto	3	23924	NULL	NULL
4	1001425	Sudevi	P00237842	M	0-17	16	0	Karnataka	Southern	Construction	Auto	2	23912	NULL	NULL
5	1000588	Joni	P00057942	M	26-35	28	1	Gujarat	Western	Food Processing	Auto	2	23877	NULL	NULL
6	1000588	Joni	P00057942	M	26-35	28	1	Himachal Pradesh	Northern	Food Processing	Auto	1	23877	NULL	NULL
7	1001132	Balk	P00018042	F	18-25	25	1	Uttar Pradesh	Central	Lawyer	Auto	4	23841	NULL	NULL
8	1002092	Shivangi	P00273442	F	55+	61	0	Maharashtra	Western	IT Sector	Auto	1	NULL	NULL	NULL
9	1003224	Kushal	P00205642	M	26-35	35	0	Uttar Pradesh	Central	Govt	Auto	2	23809	NULL	NULL
10	1003650	Ginny	P00031142	F	26-35	26	1	Andhra Pradesh	Southern	Media	Auto	4	2379...	NULL	NULL
11	1003829	Harshita	P00200842	M	26-35	34	0	Delhi	Central	Banking	Auto	1	23770	NULL	NULL
12	1000214	Kargatis	P00119142	F	18-25	20	0	Andhra Pradesh	Southern	Retail	Auto	2	23752	NULL	NULL
13	1004035	Elijah	P00080342	F	18-25	20	0	Andhra Pradesh	Southern	IT Sector	Auto	2	23730	NULL	NULL
14	1001680	Vasudev	P00324942	M	26-35	26	1	Andhra Pradesh	Southern	Automobile	Auto	4	23718	NULL	NULL
15	1003858	Cano	P00293742	M	46-50	46	1	Madhya Pradesh	Central	Hospitality	Auto	3	NULL	NULL	NULL
16	1000813	Lauren	P00289942	F	18-25	24	0	Andhra Pradesh	Southern	Govt	Auto	2	23664	NULL	NULL
17	1005447	Amy	P00275642	F	46-50	48	1	Andhra Pradesh	Southern	IT Sector	Auto	3	NULL	NULL	NULL
18	1001193	Mick	P00004842	F	26-35	29	0	Andhra Pradesh	Southern	Aviation	Auto	1	23619	NULL	NULL
19	1001883	Praneet	P00029842	M	51-55	54	1	Uttar Pradesh	Central	Hospitality	Auto	1	23568	NULL	NULL
20	1001883	Praneet	P00029842	M	51-55	54	1	Uttar Pradesh	Central	Hospitality	Auto	1	23568	NULL	NULL
21	1000113	Ellis	P00180642	F	18-25	19	1	Andhra Pradesh	Southern	Govt	Auto	4	23546	NULL	NULL
22	1000416	Hrisheek...	P00181842	F	46-50	46	1	Uttar Pradesh	Central	Banking	Auto	2	23525	NULL	NULL
23	1005256	Grant	P00101742	F	26-35	30	0	Andhra Pradesh	Southern	IT Sector	Auto	1	23518	NULL	NULL

Diwali Sales Analysis

3 Show The User_Id

```sql
select User_ID from music.dbo.['Diwali Sales Data$'];
```

1	1002903
2	1000732
3	1001990
4	1001425
5	1000588
6	1000588
7	1001132
8	1002092
9	1003224
10	1003650
11	1003829
12	1000214
13	1004035
14	1001680
15	1003858
16	1000813
17	1005447
18	1001193
19	1001883
20	1001883
21	1000113
22	1000416
23	1005256

Diwali Sales Analysis

4 Show The All Female BUY Product

```sql
select count(Gender) from music.dbo.['Diwali Sales Data$']
where Gender='F';
```

1	7842

Diwali Sales Analysis

5 Count The Cust_Name How Many Coust Buy The Product

```sql
select count(Cust_name) from music.dbo.['Diwali Sales Data$'];
```

1	11251

Diwali Sales Analysis

6 How Many Marital People are Buy Product Marital Or Unmarital

```sql
select count(Marital_Status)From music.dbo.['Diwali Sales Data$']
where Marital_Status=0;
```

	(No column name)
1	6522

Diwali Sales Analysis

7 How Many State

```
select DISTINCT State from music.dbo.['Diwali Sales Data$'];
```

	State
1	Maharashtra
2	Telangana
3	Punjab
4	Kerala
5	Rajasthan
6	Uttarakhand
7	Gujarat
8	Haryana
9	Andhra Pradesh
10	Jharkhand
11	Uttar Pradesh
12	Karnataka
13	Delhi
14	Bihar
15	Himachal Pradesh
16	Madhya Pradesh

Diwali Sales Analysis

8 How Many Zone

```
select DISTINCT Zone from music.dbo.['Diwali Sales Data$'];
```

	Zone
1	Northern
2	Southern
3	Eastern
4	Western
5	Central

Diwali Sales Analysis

9 How Many Zone Highest Sales

```sql
select Count(Zone) From music.dbo.['Diwali Sales Data$']
where zone='Western';
```

	(No column name)
1	1955

```sql
select Count(Zone) From music.dbo.['Diwali Sales Data$']
where zone='Northern';
```

	(No column name)
1	1491

```sql
select Count(Zone) From music.dbo.['Diwali Sales Data$']
where zone='Southern';
```

	(No column name)
1	2695

```sql
select Count(Zone) From music.dbo.['Diwali Sales Data$']
where zone='Central';
```

	(No column name)
1	4296

Diwali Sales Analysis

10 How Many Occupation Buy Product

```sql
select DISTINCT Occupation from music.dbo.['Diwali Sales Data$'];
```

	Occupation
1	IT Sector
2	Lawyer
3	Construction
4	Healthcare
5	Banking
6	Media
7	Chemical
8	Automobile
9	Govt
10	Textile
11	Agriculture
12	Food Processing
13	Aviation
14	Hospitality
15	Retail

Diwali Sales Analysis

11 How Many BUY Product IT Sector

```sql
]select count(Occupation) from music.dbo.['Diwali Sales Data$']
where Occupation='IT Sector';
```

	(No column name)
1	1588

Diwali Sales Analysis

12 How Many Orders

```sql
select sum(Orders)from music.dbo.['Diwali Sales Data$'];
```

	(No column name)
1	28007

Diwali Sales Analysis

13 How Many Product Category

```sql
select DISTINCT count(Product_Category) from music.dbo.['Diwali Sales Data$'];
```

	(No column name)
1	11251

Diwali Sales Analysis

14 Show The Total Product

```
select DISTINCT Product_Category from music.dbo.['Diwali Sales Data$'];
```

	Product_Category
1	Footwear & Shoes
2	Tupperware
3	Games & Toys
4	Hand & Power Tools
5	Sports Products
6	Food
7	Decor
8	Veterinary
9	Stationery
10	Electronics & Gadgets
11	Office
12	Clothing & Apparel
13	Household items
14	Furniture
15	Pet Care
16	Books
17	Auto
18	Beauty

Diwali Sales Analysis

15 Total Amount Sales

```
select sum(Amount) from music.dbo.['Diwali Sales Data$'];
```

	(No column name)
1	106249132.43

Diwali Sales Analysis

16 Total Average

```sql
select AVG(Amount) From music.dbo.['Diwali Sales Data$'];
```

	(No column name)
1	9453.61085772756

THANK YOU