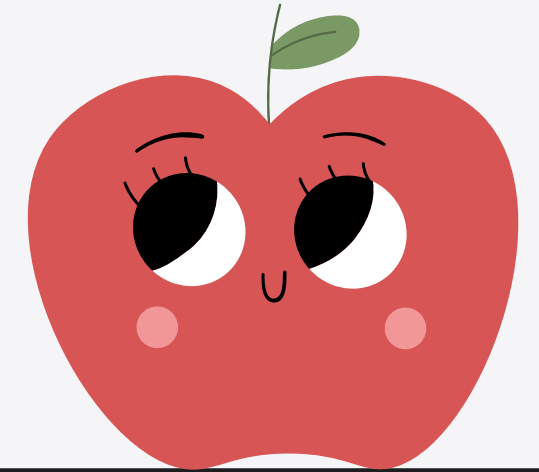


# Apple Sales



*[DIVYA THAKUR  
MY SQL PROJECT]*

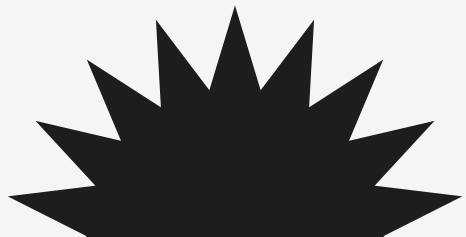
SALES ANALYST



# NO.OF STORES IN EACH COUNTRY?

```
-- 1)FIND THE NO. OF STORES IN EACH COUNTRY?  
SELECT  
    country, COUNT(store_id) AS no_of_stores  
FROM  
    stores  
GROUP BY country;
```

country	no_of_stores
Japan	20
USA	49
UK	28
UAE	12
India	50
Singapore	6
France	12
Canada	9
Australia	5
Germany	9



# *TOTAL UNITS SOLD BY EACH STORE?*

```
-- 2)total no of units sold  by each store?  
SELECT  
    stores.store_id, SUM(sales.quantity)  
FROM  
    sales  
    JOIN  
    stores ON stores.store_id = sales.store_id  
GROUP BY stores.store_id  
ORDER BY stores.store_id;
```

store_id	sum(sales.quantity)
1	327
2	501
3	325
4	340
5	268
6	337
7	376
8	264
9	332
10	462
11	382
12	368
13	383
14	351
15	464
16	367
17	451
18	527
19	282
20	412
21	364
22	304
23	370
24	259
25	304
26	426

store_id	sum(sales.quantity)
27	400
28	463
29	461
30	383
31	420
32	455
33	447
34	353
35	324
36	451
37	454
38	330
39	413
40	327
41	329
42	471
43	382
44	420
45	378
46	444
47	423
48	400
49	371
50	280
51	424
52	397

store_id	sum(sales.quantity)
53	265
54	393
55	510
56	343
57	414
58	287
59	382
60	483
61	354
62	339
63	271
64	351
65	395
66	509
67	355
68	481
69	470
70	302
71	431
72	327
73	349
74	415
75	444
76	399
77	286
78	440

store_id	sum(sales.quantity)
79	341
80	378
81	334
82	407
83	352
84	342
85	319
86	274
87	355
88	295
89	346
90	362
91	323
92	275
93	439
94	310
95	331
96	335
97	336
98	353
99	449
100	315
101	446
102	276
103	440

store_id	sum(sales.quantity)
105	443
106	272
107	372
108	342
109	285
110	448
111	305
112	318
113	434
114	351
115	449
116	309
117	326
118	287
119	342
120	402
121	380
122	436
123	404
124	348
125	332
126	353
127	418
128	265
129	379
130	367



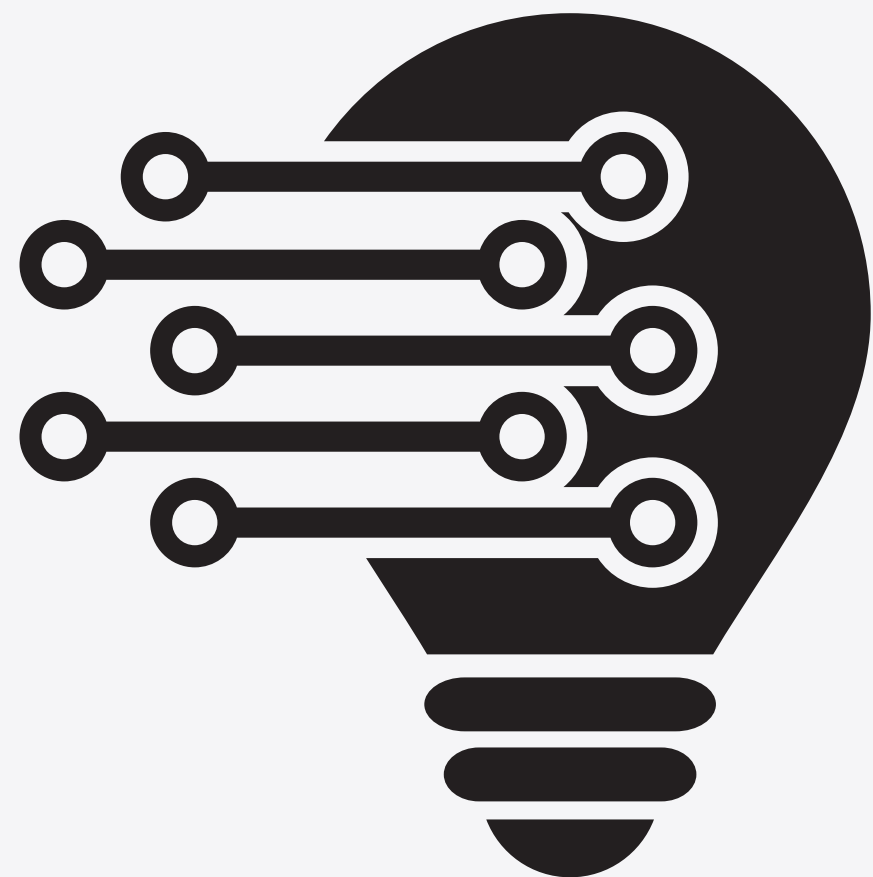




```
-- 3)identify the sales occur in december ?  
select sale_date,quantity,  
sum(quantity) over(partition by sale_date)as cf,  
sum(quantity) over(partition by quantity)as quantity_sold  
from sales  
where monthname(sale_date)='December'and year(sale_date)='2023'  
group by sale_date,quantity  
order by sale_date;
```

	sale_date	quantity	cf	quantity_sold
►	2023-12-01	1	15	31
	2023-12-01	2	15	62
	2023-12-01	3	15	78
	2023-12-01	4	15	84
	2023-12-01	5	15	35
	2023-12-02	1	15	31
	2023-12-02	2	15	62
	2023-12-02	3	15	78
	2023-12-02	4	15	84
	2023-12-02	5	15	35
	2023-12-03	1	7	31
	2023-12-03	2	7	62
	2023-12-03	4	7	84
	2023-12-04	1	11	31
	2023-12-04	2	11	62
	2023-12-04	3	11	78
	2023-12-04	5	11	35
	2023-12-05	1	10	31
	2023-12-05	2	10	62
	2023-12-05	3	10	78
	2023-12-05	4	10	84
	2023-12-06	1	10	31
	2023-12-06	2	10	62
	2023-12-06	3	10	78
	2023-12-06	4	10	84
	2023-12-07	1	10	31

	sale_date	quantity	cf	quantity_sold
	2023-12-06	2	10	62
	2023-12-06	3	10	78
	2023-12-06	4	10	84
	2023-12-07	1	10	31
	2023-12-07	2	10	62
	2023-12-07	3	10	78
	2023-12-07	4	10	84
	2023-12-08	1	3	31
	2023-12-08	2	3	62
	2023-12-09	1	10	31
	2023-12-09	2	10	62
	2023-12-09	3	10	78
	2023-12-09	4	10	84
	2023-12-10	1	10	31
	2023-12-10	2	10	62
	2023-12-10	3	10	78
	2023-12-10	4	10	84
	2023-12-11	1	11	31
	2023-12-11	2	11	62
	2023-12-11	3	11	78
	2023-12-11	5	11	35
	2023-12-12	1	8	31
	2023-12-12	2	8	62
	2023-12-12	5	8	35
	2023-12-13	1	10	31
	2023-12-13	2	10	62

```
-- 4)determine how many store have never had a warrenty claim feild?  
SELECT  
    sales.sale_ib, warranty.warranty_price_usd  
FROM  
    warranty  
    JOIN  
    sales ON sales.sale_id = warranty.sale_id  
    JOIN  
    stores ON sales.store_id = stores.store_id  
WHERE  
    warrantv price usd = 0;
```

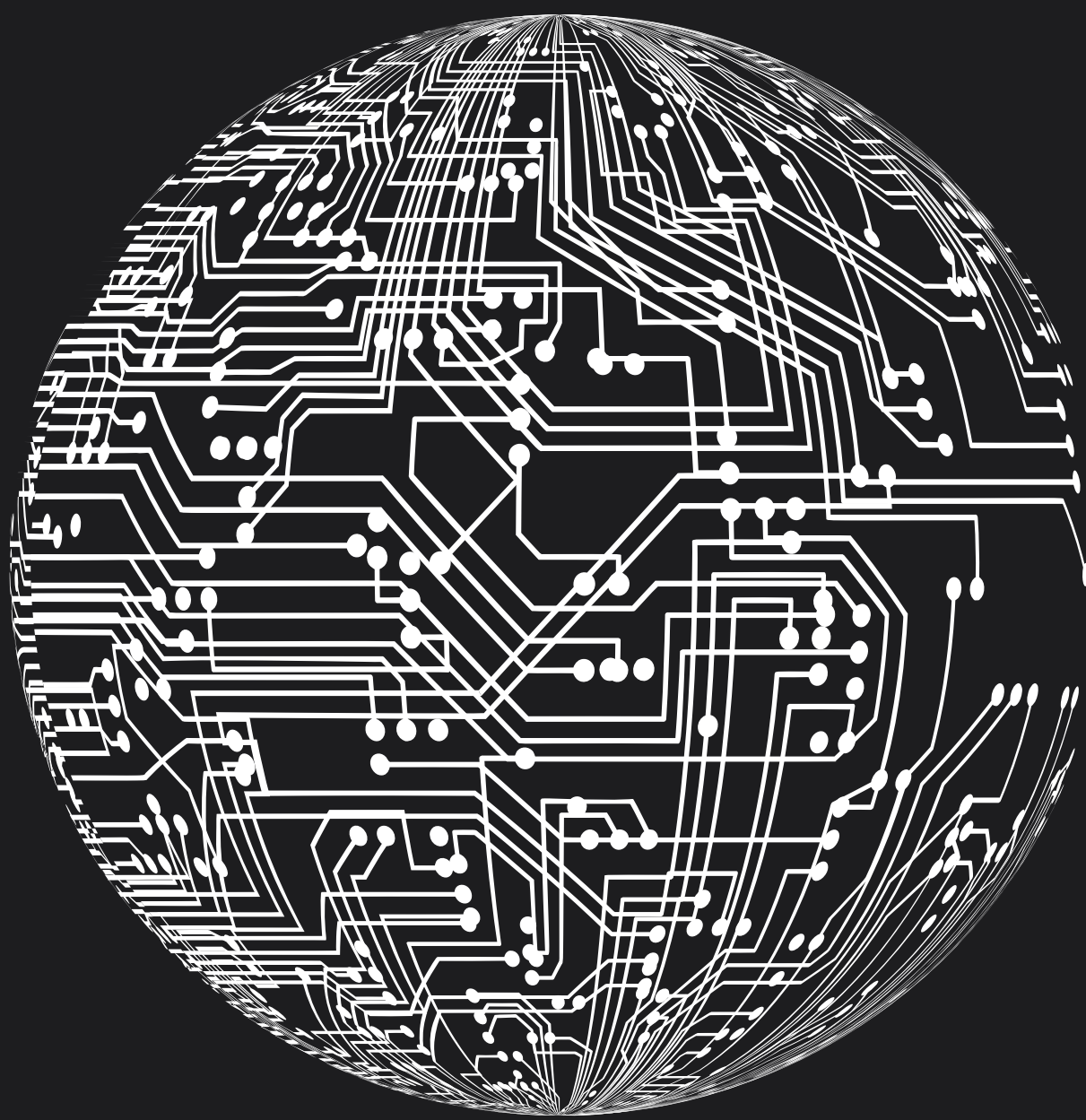


Result Grid |   Filter Rows:

	sale_id	warranty_price_usd
--	---------	--------------------

```
-- 5)identify which store had the highest total units sold in last year?  
SELECT  
    store_id, SUM(quantity) AS quantity  
FROM  
    sales  
GROUP BY store_id  
ORDER BY SUM(quantity)  
LIMIT 5;
```

store_id	quantity
163	288
150	290
184	292
24	299
53	299



analyse store wise sales

# Premium Pricing Strategy



```
-- 6)count no. of unique products sold in last year?
```

```
SELECT
```

```
    category.category_name,
```

```
    product.product_name,
```

```
    SUM(sales.quantity) AS quantity_sold
```

```
FROM
```

```
    category
```

```
        INNER JOIN
```

```
    product ON category.category_id = product.category_id
```

```
        INNER JOIN
```

```
    sales ON sales.product_id = product.product_id
```

```
WHERE
```

```
    YEAR(sales.sale_date) = '2024'
```

```
GROUP BY category.category_name , product.product_name;
```

category_name	product_name	quantity_sold
MacBook	MacBook Pro M3	140
Cases	Cases Model 5	90
Camera Accessories	Camera Accessories Model 11	18
Magic Trackpad	Magic Trackpad Model 9	49
Cables & Adapters	Cables & Adapters Model 11	68
Apple Watch	Apple Watch SE	184
MacBook	MacBook Pro 13	272
Keyboards	Keyboards Model 6	32
Printers	Printers Model 12	17
Hubs	Hubs Model 12	70
Mice	Mice Model 1	61
Mac Studio	Mac Studio Model 10	32
AirPods	AirPods Pro	174
Mac mini	Mac mini Model 8	74
Stylus/Pencil	Stylus/Pencil Model 12	19
Cables & Adapters	Cables & Adapters Model 5	58
Apple Watch	Apple Watch Series 6	89
Screen Protectors	Screen Protectors Model 10	55
Magic Trackpad	Magic Trackpad Model 12	59
Camera Accessories	Camera Accessories Model 10	37
iPhone	iPhone 15 Pro	66
Headphones	Headphones Model 3	47
Magic Trackpad	Magic Trackpad Model 1	96
Magic Trackpad	Magic Trackpad Model 6	60
Speakers	Speakers Model 7	25
Wearables	Wearables Model 2	34



category_name	product_name	avg_price_usd
MacBook	MacBook Pro 13	2108115
AppleCare	AppleCare Model 3	67684
Hubs	Hubs Model 6	809785
AirPods	AirPods Pro	965585
iPad	iPad iPad Pro 12.9	1630931
Hubs	Hubs Model 8	525410
Subscriptions	Subscriptions Model 5	45415
HomePod	HomePod HomePod mini	1623956
iPad	iPad iPad 10th	787846
Apple Watch	Apple Watch Series 8	1056960
Software	Software Model 11	233170
Docking Stations	Docking Stations Model 7	260842
Mac Studio	Mac Studio Model 2	573806
Apple Watch	Apple Watch Series 7	1299794
Apple Watch	Apple Watch SE	1744320
Bands	Bands Model 11	223693
iPhone	iPhone SE	983844
Tripods	Tripods Model 10	267476
Accessories - Budget	Accessories - Budget Model 8	207709
iPhone	iPhone 14 Pro	1572728
AirPods	AirPods Gen 3	905222

-- 7) find avg price of products in each category?

SELECT

category.category\_name,

product.product\_name,

ROUND(SUM(sales.total\_amount\_usd)) AS avg\_price\_usd

FROM

category

INNER JOIN

product ON category.category\_id = product.category\_id

INNER JOIN

sales ON sales.product\_id = product.product\_id

GROUP BY category.category\_name , product.product\_name;

category_name	product_name	avg_price_usd
Screen Protectors	Screen Protectors Model 4	244769
MacBook	MacBook Air M1	1154920
Mac Studio	Mac Studio Model 4	36821
Lighting	Lighting Model 10	102952
Magic Keyboard	Magic Keyboard Model 5	1255836
Storage	Storage Model 7	393368
iPad	iPad iPad Air	1347245
iMac	iMac 24-inch M3	3198729
Routers	Routers Model 8	543945
Apple TV	Apple TV HD	1946956
Magic Mouse	Magic Mouse Model 1	615999

category_name	product_name	avg_price_usd
Apple TV	Apple TV 4K	2069541
AppleCare	AppleCare Model 5	303071
Cases	Cases Model 7	384371
Cables & Adapters	Cables & Adapters Model 11	658610
Headphones	Headphones Model 3	619204
Cables & Adapters	Cables & Adapters Model 6	454618
Cases	Cases Model 12	656994
AirPods	AirPods Pro 2	68687
Keyboards	Keyboards Model 2	185484
Hubs	Hubs Model 11	377787



# Ecosystem Integration

Seamless connection across Apple devices.



# Higher Revenue

Diverse revenue streams from services.



# Enhanced User Experience

Intuitive features improve daily usability.



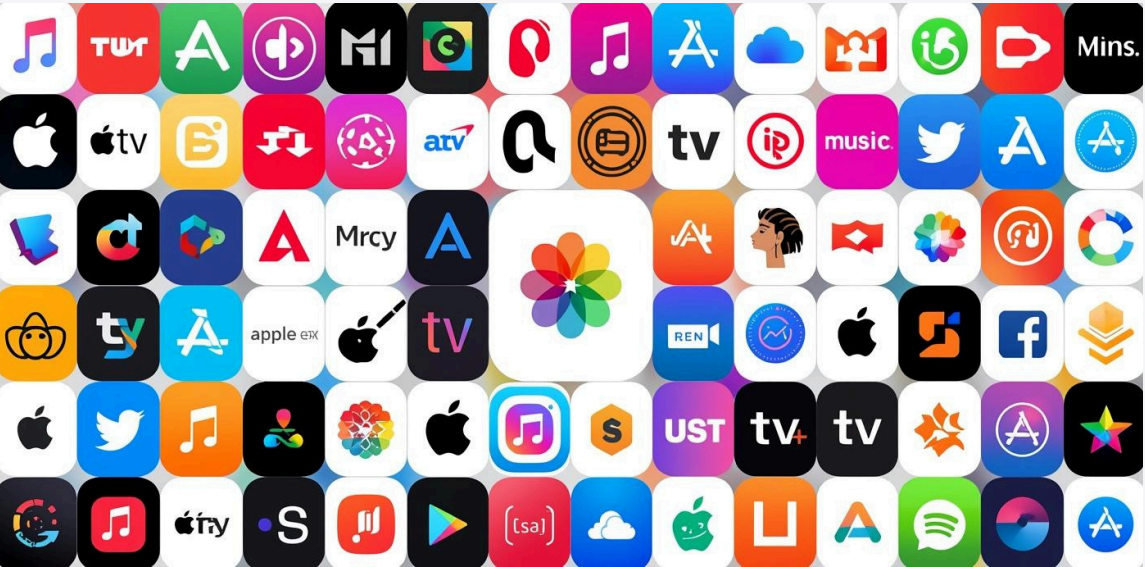
# Premium Pricing

Strategy supporting brand perception value.



# Increased Customer Retention

Loyalty driven by integrated services.



# Brand Loyalty

Strong community fosters repeat customers.



```
-- identify the least selling product in each country for each year based on total units sold?
SELECT
    stores.country, product.product_name, SUM(sales.quantity)
FROM
    stores
    INNER JOIN
    sales ON sales.store_id = stores.store_id
    INNER JOIN
    product ON sales.product_id = product.product_id
GROUP BY stores.country , product.product_name
ORDER BY SUM(sales.quantity);
```

Hardware Revenue

country	product_name	sum(sales.quantity)
Singapore	Accessories Line 51 Model 8	1
Germany	Accessories Line 57 Model 8	1
Canada	Accessories Line 60 Model 4	1
Singapore	Accessories Line 58 Model 12	1
Australia	Accessories - Premium Mod...	1
Singapore	Camera Accessories Model 2	1
Singapore	Tripods Model 8	1
Australia	Stylus/Pencil Model 7	1
UAE	Studio Display Model 7	1
Australia	Accessories Line 54 Model 6	1
Singapore	Storage Model 1	1
Australia	Accessories Line 51 Model 7	1
Singapore	Straps Model 9	1
UAE	Accessories - Premium Mod...	1
Canada	Mac mini Model 1	1
Canada	Accessories Line 58 Model 9	1
France	Keyboards Model 2	1
Germany	Drones Model 5	1
Canada	Power Banks Model 3	1
France	Storage Model 10	1
Germany	Straps Model 11	1
Singapore	Magic Keyboard Model 10	1

country	product_name	sum(sales.quantity)
France	Docking Stations Model 7	1
Australia	Docking Stations Model 9	1
Germany	Accessories Line 53 Model 5	1
Germany	Mice Model 9	1
Germany	Accessories Line 51 Model 12	1
Australia	Accessories - Premium Mod...	1
Canada	Power Banks Model 9	1
Singapore	Cables & Adapters Model 12	1
Singapore	Accessories Line 52 Model 12	1
Singapore	Mac Studio Model 4	1
Germany	Lighting Model 1	1
Australia	Accessories Line 52 Model 8	1
Japan	Printers Model 8	1
Germany	Accessories Line 58 Model 6	1
Japan	Accessories Line 52 Model 3	1
Australia	Stands Model 11	1
Australia	Camera Accessories Model 6	1
Singapore	Accessories Line 60 Model 7	1
Australia	Accessories Line 59 Model 7	1
Australia	Mac mini Model 7	1
UAE	Accessories Line 56 Model 1	1

country	product_name	sum(sales.quantity)
Singapore	AppleCare Model 8	2
Singapore	Headphones Model 12	2
Japan	Software Model 9	2
Germany	iPhone 15	2
Australia	Accessories Line 58 Model 7	2
Japan	Accessories Line 60 Model 11	2
Canada	Docking Stations Model 6	2
Canada	Accessories Line 56 Model 4	2
Japan	Bands Model 4	2
Singapore	Straps Model 7	2
Singapore	Accessories Line 60 Model 11	2
Australia	Routers Model 9	2
Singapore	Accessories Line 59 Model 7	2
Australia	Cables & Adapters Model 6	2
India	Accessories Line 57 Model 8	2
Germany	Speakers Model 7	2
UAE	Covers Model 5	2
Japan	Accessories Line 59 Model 3	2
France	Straps Model 7	2
Singapore	Magic Trackpad Model 10	2
Australia	Accessories Line 56 Model 3	2
Singapore	Accessories Line 52 Model 7	2

# Apple's Dominance

```
-- list of months in last 3 years where sales exceeded 5000 units
SELECT
    MONTH(sale_date) AS monthly_sales, SUM(quantity) AS quantity
FROM
    sales
GROUP BY monthly_sales
HAVING SUM(quantity) > 5000
ORDER BY monthly_sales;
```

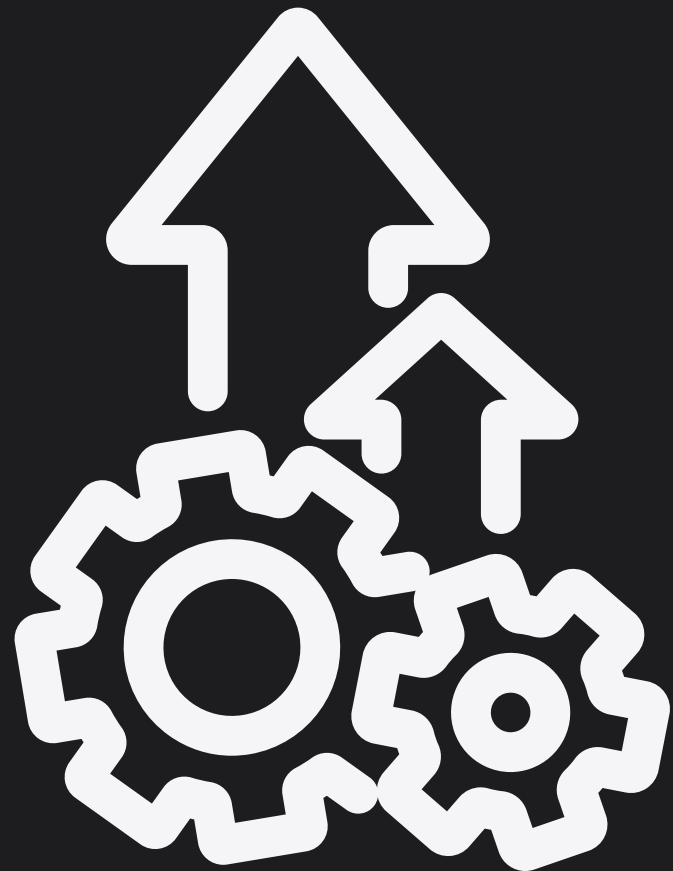
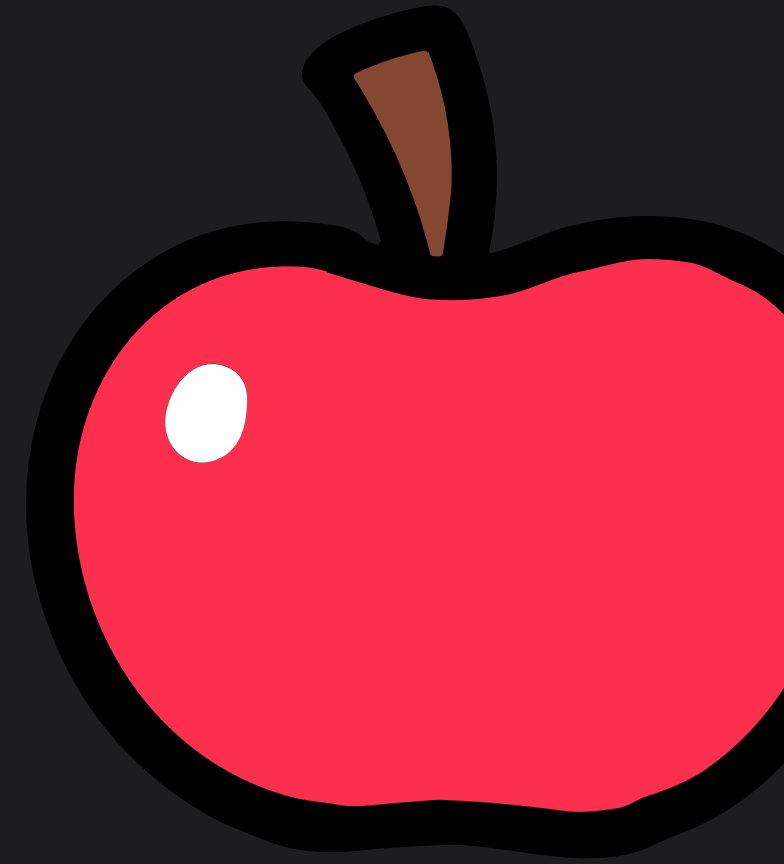


	monthly_sales	quantity
1		7268
2		6976
3		7567
4		7244
5		7525
6		7528
7		7826
8		8082
9		7935
10		7716
11		6445
12		6734

*Apple Inc.*

Feel free to reach out  
for inquiries!

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