```sql
-- Create database
create database KMS_db

select *
from [KMS Sql Case Study]

alter table [KMS Sql Case Study]
alter column Product_Base_Margin decimal(10,2)

-- 1. Which product category had the highest sales?
select top 1 Product_Category, sum(Sales) as [Total Sales]
from [KMS Sql Case Study]
group by product_category
order by [Total Sales] desc
    -- Technology has the highest sales

-- 2. What are the Top 3 and Bottom 3 regions in terms of sales?
select top 3 Region, sum(Sales) as [Total Sales]
from [KMS Sql Case Study]
group by Region
order by [Total Sales] desc
    -- West, Ontario & Prarie are the top 3 Regions
    -- Nunavut, Northwest Territories & Yukon are the bottom 3 Regions

-- 3. What were the total sales of appliances in Ontario?
select *
from [KMS Sql Case Study]

SELECT Product_Sub_Category, sum(Sales) as [Total Sales]
from [KMS Sql Case Study]
where Region = 'Ontario' and Product_Sub_Category = 'appliances'
group by Product_Sub_Category
    -- Total sales of appliances is 202346.84

-- 4. Advise the management of KMS on what to do to increase the revenue from the bottom 10 customers
select top 10 Customer_Name, Shipping_Cost, sum(Sales) as [Total Sales], Discount, Unit_Price, Region, Product_Sub_Category, Order_Quantity
from [KMS Sql Case Study]
group by Customer_Name, Shipping_Cost, Discount, Unit_Price, Region, Product_Sub_Category, Order_Quantity
order by [Total Sales] asc

-- 5. KMS incurred the most shipping cost using which shipping method?
select Ship_Mode, sum(Shipping_Cost) as [Total Shipping Cost]
from [KMS Sql Case Study]
group by Ship_Mode
order by [Total Shipping Cost] desc
    -- Delivery Truck incured the most

-- 6. Who are the most valuable customers, and what products or services do they typically purchase?
```

```sql
select top 5 Customer_Name, sum(Profit) as [Total Profit]
from [KMS sql Case Study]
group by Customer_Name
order by [Total Profit] desc
------------- The services they purchase
select Customer_Name, Product_Category,  sum(Sales) as [Total Sales]
from [KMS Sql Case Study]
where Customer_Name in (
                        select top 5 Customer_Name
                        from [KMS Sql Case Study]
                        group by Customer_Name
                        order by sum(Profit) desc
                        )
group by Customer_Name, Product_Category
order by Customer_Name, [Total Sales] desc

-- 7. Which small business customer had the highest sales?
select *
from [KMS Sql Case Study]

select Customer_Name, Customer_Segment, sum(sales) as [Total Sales]
from [KMS Sql Case Study]
where Customer_Segment = 'Small Business'
group by Customer_Name, Customer_Segment
order by [Total Sales] desc
    -- Dennis Kane

-- 8. Which Corporate Customer placed the most number of orders in 2009 – 2012?
select Customer_Name, Customer_Segment, count(order_id) as [Total Orders]
from [KMS Sql Case Study]
where [Customer_Segment] = 'Corporate'
group by Customer_Name, Customer_Segment
order by [Total Orders] desc
    -- Adam Hart

-- 9. Which consumer customer was the most profitable one?
select Customer_Name, Customer_Segment, sum(Profit) as [Profit Made]
from [KMS Sql Case Study]
where [Customer_Segment] = 'Consumer'
group by Customer_Name, Customer_Segment
order by [Profit Made] desc
    -- Emily Phan

-- 10. Which customer returned items, and what segment do they belong to?
select Customer_Name, Customer_Segment, Ord.Order_ID
from [KMS Sql Case Study] as KMS
join [Order_Status] as Ord
    on KMS.Order_ID = Ord.Order_ID
group by  Customer_Name, Customer_Segment, Ord.Order_ID
order by Ord.Order_ID

-- 11. If the delivery truck is the most economical but the slowest shipping
```

```
      method and Express Air is the fastest but the most expensive one, do you think
      the company appropriately spent shipping costs based on the Order Priority?
select *
from [KMS Sql Case Study]

select Order_Priority, Ship_Mode, count(Order_Quantity) as [Total Orders], Avg
  (Shipping_Cost) as [Avg Shipping Cost]
from [KMS Sql Case Study]
group by Order_Priority, Ship_Mode
order by Order_Priority, Ship_Mode
```