1. **Sales by Region**

|  |  |  |
| --- | --- | --- |
| **Region** | **Total\_Sales** |  |
| West | 713471.3 |  |
| East | 672194.1 |  |
| Central | 497800.9 |  |
| South | 388983.6 |  |

**Query:-**

select Region ,round(sum(sales),4) as Total\_Sales from orders group by region

order by Total\_Sales desc;

1. **Sales by States (Below table is only for reference ,doesn’t contain all data )**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr\_No** | **State** | **Region** | **Total\_Sales** |
| 1 | Missouri | Central | 21557.91 |
| 2 | Wisconsin | Central | 32091.89 |
| 3 | Michigan | Central | 75991.58 |
| 4 | Illinois | Central | 79009.29 |
| 5 | North Dakota | Central | 919.91 |
| 6 | Kansas | Central | 2914.31 |
| 7 | Iowa | Central | 4519.77 |
| 8 | Texas | Central | 169553.6 |
| 9 | Minnesota | Central | 29863.15 |
| 10 | Indiana | Central | 53474.43 |
| 11 | Nebraska | Central | 7447.29 |
| 12 | South Dakota | Central | 1315.56 |
| 12 | Oklahoma | Central | 19142.15 |
| 1 | Maine | East | 1270.53 |
| 2 | Vermont | East | 8929.37 |
| 3 | West Virginia | East | 1209.824 |
| 4 | Pennsylvania | East | 114911.2 |
| 5 | Rhode Island | East | 22600.76 |
| 6 | New Jersey | East | 34600.57 |

**Query:- select dense\_rank() over (partition by region order by sales desc )as Sr\_No**

**,State,Region**

**,round(sum(sales),4)as Total\_Sales**

**from location as lc join orders as ord**

**on lc.Postal\_Code = ord.Postal\_Code group by state;**

1. **Customers bought heavily (Below table is only for reference ,doesn’t contain all data )**

|  |  |
| --- | --- |
| **Customer\_Name** | **Customer\_Buying\_Frequency** |
| William Brown | 34 |
| Matt Abelman | 33 |
| John Lee | 33 |
| Chloris Kastensmidt | 32 |
| Paul Prost | 32 |
| Emily Phan | 31 |
| Arthur Prichep | 31 |
| Edward Hooks | 31 |
| Jonathan Doherty | 30 |
| Zuschuss Carroll | 30 |
| Seth Vernon | 30 |
| Greg Tran | 29 |
| Dean percer | 29 |

**Query:-** **select Customer\_Name,count(customer\_Name) as Customer\_Buying\_Frequency from orders group by Customer\_Name**

**order by Customer\_Buying\_Frequency desc;**

**4.** **Most Selling Products in Descending order (Below table is only for reference ,doesn’t contain all data )**

|  |  |  |
| --- | --- | --- |
| **Sub\_Category** | **No\_of\_sales** | **Total\_Quantity\_Sold** |
| Binders | 1433 | 5614 |
| Paper | 1267 | 4811 |
| Furnishings | 910 | 3390 |
| Phones | 881 | 3254 |
| Storage | 821 | 3065 |
| Art | 796 | 3000 |
| Accessories | 775 | 2976 |
| Chairs | 617 | 2356 |
| Appliances | 466 | 1729 |
| Labels | 364 | 1400 |
| Tables | 319 | 1241 |
| Envelopes | 246 | 880 |

**Query:-** **select Sub\_Category**

**, count(Product\_ID) as No\_of\_sales ,sum(Quantity) as Total\_Quantity\_Sold**

**from orders**

**group by Sub\_Category order by No\_of\_sales desc;**

**5.Sales by segment( Corporate/Consumer) (Below table is only for reference ,doesn’t contain all data )**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sr\_No** | **Segment** | **Sub\_Category** | **Total\_Sales** |
| 1 | Consumer | Machines | 189238.6 |
| 2 | Consumer | Copiers | 149528 |
| 3 | Consumer | Tables | 206965.5 |
| 4 | Consumer | Phones | 329753.1 |
| 5 | Consumer | Chairs | 328449.1 |
| 6 | Consumer | Bookcases | 114880 |
| 7 | Consumer | Appliances | 107532.2 |
| 8 | Consumer | Accessories | 167380.3 |
| 9 | Consumer | Supplies | 45952.47 |
| 10 | Consumer | Furnishings | 82752.23 |
| 11 | Consumer | Storage | 216803.2 |
| 12 | Consumer | Binders | 199905.7 |
| 13 | Consumer | Paper | 75356.12 |
| 14 | Consumer | Art | 27118.79 |
| 15 | Consumer | Envelopes | 15339.49 |
| 1 | Corporate | Fasteners | 3008.656 |
| 2 | Corporate | Labels | 12486.31 |

**Query:-** **Select rank() over (partition by segment order by sales desc ) as Sr\_No,**

**Segment,Sub\_Category,round(sum(sales),4) as Total\_Sales**

**from orders**

**group by Sub\_Category ;**

**6. Most Returned Items (Below table is only for reference ,doesn’t contain all data )**

|  |  |
| --- | --- |
| **Sub\_Category** | **No\_of\_Returns** |
| Binders | 130 |
| Paper | 112 |
| Phones | 76 |
| Furnishings | 69 |
| Accessories | 61 |
| Storage | 54 |
| Chairs | 53 |
| Art | 47 |
| Appliances | 40 |
| Tables | 30 |
| Labels | 21 |
| Fasteners | 19 |
| Bookcases | 16 |
| Supplies | 14 |
| Machines | 13 |
| Envelopes | 13 |
| Copiers | 5 |

**Query:-** select Sub\_Category

,count(Sub\_Category) as No\_of\_Returns from orders as ord join

returns as rtn on ord.Order\_ID= rtn.Order\_ID

group by Sub\_Category order by No\_of\_Returns desc;

**7. Most profit giving Sub-Category**

|  |  |  |
| --- | --- | --- |
| **Sub\_Category** | **Total\_Profit** | **PROFIT/LOSS** |
| Copiers | 55617.82 | PROFIT |
| Phones | 44447.88 | PROFIT |
| Accessories | 41936.64 | PROFIT |
| Paper | 32712.17 | PROFIT |
| Binders | 29983.02 | PROFIT |
| Chairs | 26590.17 | PROFIT |
| Storage | 21527.91 | PROFIT |
| Appliances | 18138.01 | PROFIT |
| Furnishings | 11588.64 | PROFIT |
| Art | 6527.787 | PROFIT |
| Envelopes | 6460.869 | PROFIT |
| Labels | 5546.254 | PROFIT |
| Machines | 3384.757 | PROFIT |
| Fasteners | 942.4378 | PROFIT |
| Supplies | -1348.57 | LOSS |
| Bookcases | -3472.56 | LOSS |
| Tables | -17725.5 | LOSS |

**Query :- select Sub\_Category,round(sum(Profit),4) as Total\_Profit**

**,CASE WHEN sum(Profit) > 0 Then 'PROFIT' ELSE 'LOSS' END AS 'PROFIT/LOSS'**

**from orders**

**group by Sub\_Category order by Total\_Profit desc;**

**8.** **TOP 10 STATES IN TERMS OF SALES**

|  |  |  |
| --- | --- | --- |
| **Sr\_No** | **state** | **No\_of\_Sales** |
| 1 | California | 1980 |
| 2 | New York | 1098 |
| 3 | Texas | 964 |
| 4 | Pennsylvania | 555 |
| 5 | Washington | 487 |
| 6 | Illinois | 473 |
| 7 | Ohio | 455 |
| 8 | Florida | 373 |
| 9 | Michigan | 247 |
| 10 | North Carolina | 245 |

**Query :- select rank() over (order by count(State) desc) as Sr\_No,state**

**,count(State) as No\_of\_Sales**

**from orders as ord join**

**location as l on ord.Postal\_Code = l.Postal\_Code**

**group by state order by No\_of\_Sales desc limit 10;**