

“HALDIRAM SALES DATA ANALYSIS (SQL) ”

A. SALES ANALYSIS

1. Total Revenue:

```
SELECT SUM(Total_Price) AS Total_Revenue FROM [haldiram-analysis];
```

Total_Revenue
5804535.00

2. Revenue by Category:

```
SELECT Category, SUM(Total_Price) AS Revenue  
FROM [haldiram-analysis]  
GROUP BY Category  
ORDER BY Revenue DESC;
```

	Category	Revenue
1	Sweets	4113850.00
2	Snacks	1592765.00
3	Appetizers	97920.00

3. Top 5 Products by Revenue:

```
SELECT TOP 5 Product_Name, SUM(Total_Price) AS Total_Sales  
FROM [haldiram-analysis]  
GROUP BY Product_Name  
ORDER BY
```

	Product_Name	Total_Sales
1	Kaju Katli	1572450.00
2	Gulab Jamun Tin	922770.00
3	Rasgulla Tin	830640.00
4	Soan Papdi	787990.00
5	Mathri	431120.00

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B.LOCATION-BASED-ANALYSIS

1. City-wise Revenue:

```
SELECT Store_Location, SUM(Total_Price) AS Revenue
FROM [haldiram-analysis]
GROUP BY Store_Location
ORDER BY Revenue DESC;
```

	Store_Location	Revenue
3	Hyderabad	601445.00
4	Kolkata	596890.00
5	Jaipur	592730.00
6	Mumbai	579545.00
7	Delhi	568550.00
8	Chennai	566135.00
9	Bangalore	553855.00
10	Ahmedabad	503160.00

2. Orders per City:

```
SELECT Store_Location, COUNT(Order_ID) AS Total_Orders
FROM [haldiram-analysis]
GROUP BY Store_Location
ORDER BY Total_Orders DESC;
```

	Store_Location	Total_Orders
1	Mumbai	1053
2	Kolkata	1026
3	Chennai	1022
4	Pune	1015
5	Lucknow	1001
6	Hyderabad	1000
7	Jaipur	993
8	Bangalore	988
9	Delhi	988
10	Ahmedabad	914

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C.Time-Based Analysis

1. Monthly Revenue:

```
SELECT Month, SUM(Total_Price) AS Revenue
FROM [haldiram-analysis]
GROUP BY Month
ORDER BY Month;
```

	Month	Revenue
1	2024-06	290435.00
2	2024-07	506155.00
3	2024-08	503900.00
4	2024-09	470810.00
5	2024-10	528145.00
6	2024-11	479290.00
7	2024-12	461500.00
8	2025-01	542470.00
9	2025-02	468020.00
10	2025-03	476735.00
11	2025-04	449000.00
12	2025-05	452470.00
13	2025-06	175605.00

2.Orders Trend By Months

```
SELECT Order_Month, COUNT(*) AS Orders
FROM [haldiram-analysis]
GROUP BY Order_Month
ORDER BY Orders DESC;
```

	Order_Month	Orders
1	January	896
2	March	875
3	October	856
4	July	852
5	December	845
6	April	835
7	August	833
8	November	826
9	February	814
10	May	802
11	September	801
12	June	765

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D.Customer Rating Insights

1. Average Rating per Category:

```
SELECT Category, AVG(Customer_Rating) AS Avg_Rating
FROM [haldiram-analysis]
GROUP BY Category
ORDER BY Avg_Rating DESC;
```

	Category	Avg_Rating
1	Snacks	3.77255961905413
2	Appetizers	3.74966630535311
3	Sweets	3.73497400250757

2. Rating Category Distribution Customers:

```
SELECT Rating_Category, COUNT(*) AS Total_Customers
FROM [haldiram-analysis]
GROUP BY Rating_Category;
```

	Rating_Category	Total_Customers
1	Good	4047
2	Bad	1709
3	Average	4244

3. Rating Category Distribution

```
SELECT Revenue_Category, COUNT(*) AS Count
FROM [haldiram-analysis]
GROUP BY Revenue_Category;
```

	Revenue_Category	Count
1	Low	6065
2	High	1861
3	Medium	2074