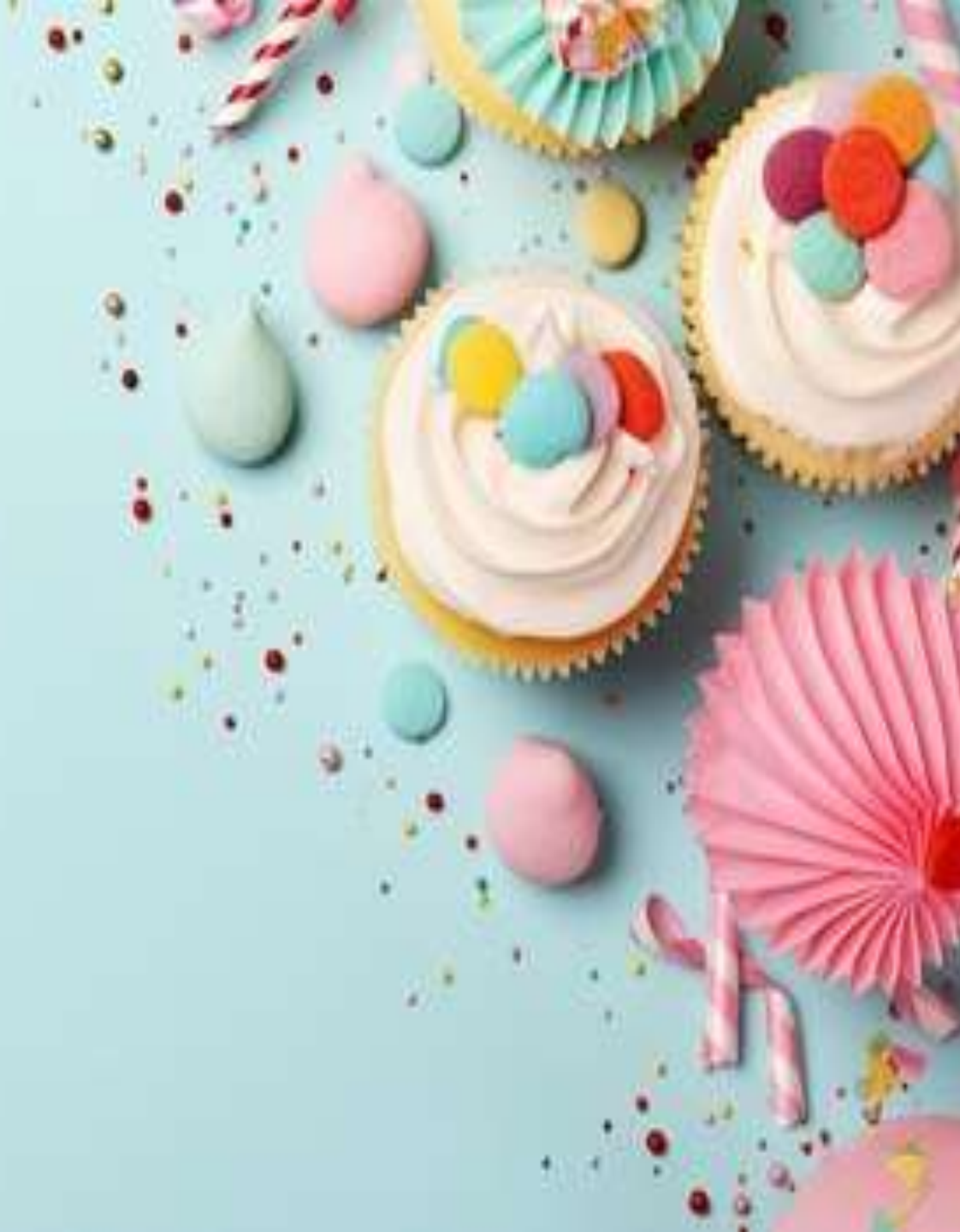
ANALYZING CUPCAKE SALES DATA WITH MYSQL

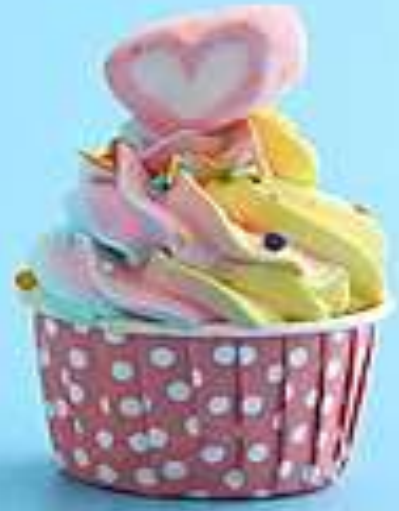
MD. HASAN SHAIKH



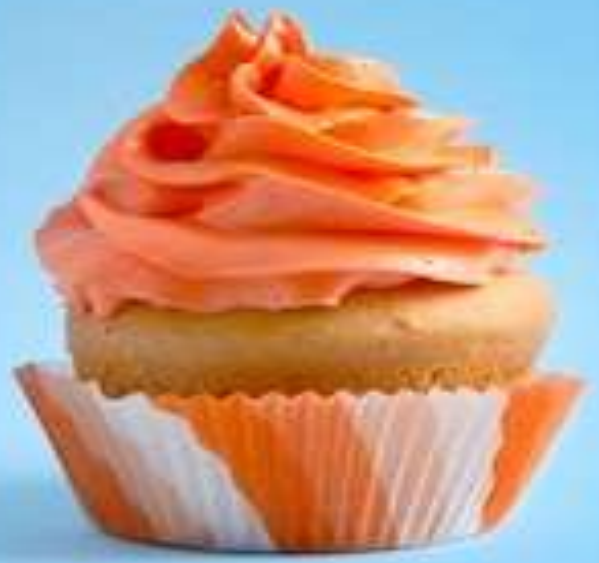
FIND THE UNIQUE FLAVORS

```
SELECT DISTINCT Cupcake_Flavor
FROM Cupcake_Sales_Data;
```

Cupcake_Flavor
Coffee
Chocolate
Caramel
Strawberry
Carrot
Red Velvet
Almond
Mango Tango
Pineapple
Coconut
Banana Nut
Vanilla



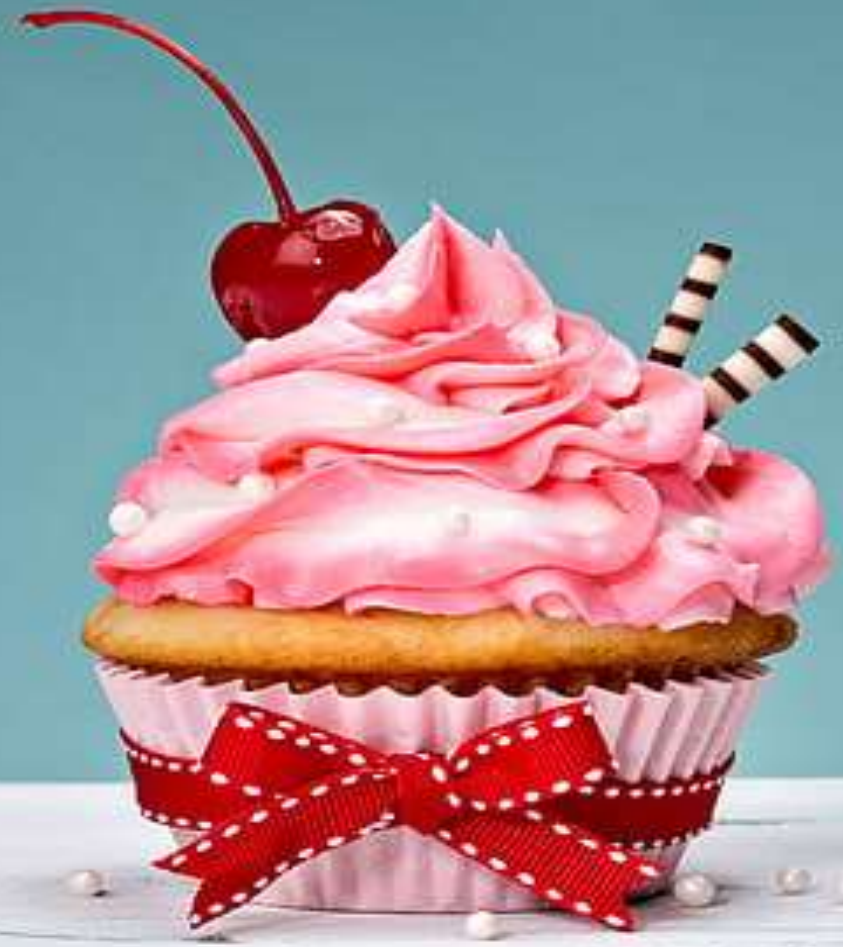
FIND THE REVENUE PER FLAVOR



	Cupcake_Flavor	Revenue
▶	Coffee	1683000
	Chocolate	1608000
	Caramel	1148000
	Strawberry	1818000
	Carrot	1057000
	Red Velvet	1953000
	Almond	1557000
	Mango Tango	578000
	Pineapple	1385500
	Coconut	1656000
	Banana Nut	1785000
	Vanilla	518000

```
SELECT Cupcake_Flavor, SUM(Quantity * Unit_Price) AS Revenue
FROM Cupcake_Sales_Data
GROUP BY Cupcake_Flavor;
```

TOTAL REVENUE FOR THE YEAR 2023



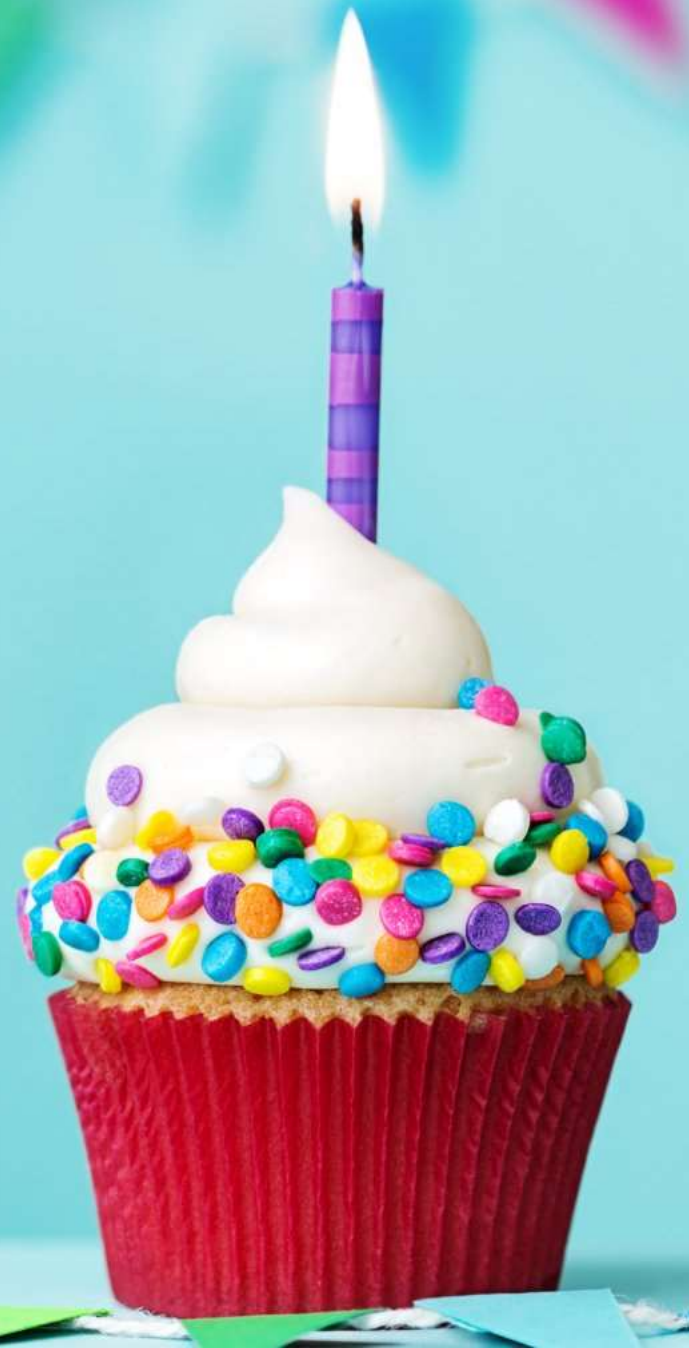
```sql
SELECT SUM(Quantity * Unit_Price) AS Total_Revenue_2023
FROM Cupcake_Sales_Data
WHERE YEAR(STR_TO_DATE(Order_Date, '%d-%b-%y')) = 2023;
```

	Total_Revenue_2023
▶	16746500

WHICH MONTH HAS THE HIGHEST SALES

```sql
SELECT MONTH(STR_TO_DATE(Order_Date, '%d-%b-%y')) AS Month, SUM(Quantity * Unit_Price) AS Total_Sales
FROM Cupcake_Sales_Data
WHERE YEAR(STR_TO_DATE(Order_Date, '%d-%b-%y')) = 2023
GROUP BY Month
ORDER BY Total_Sales DESC
LIMIT 1;
```

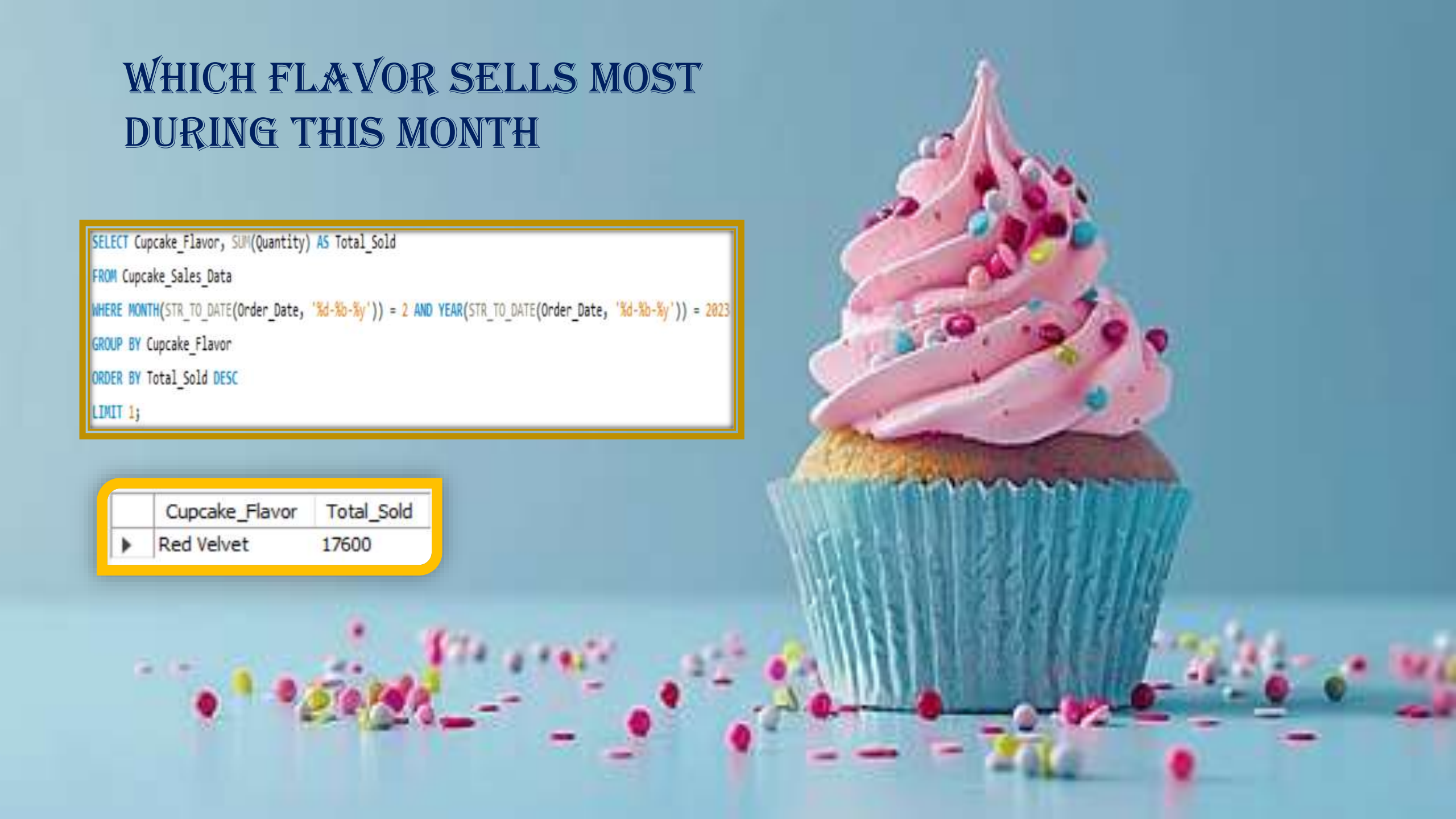
	Month	Total_Sales
▶	2	4910500

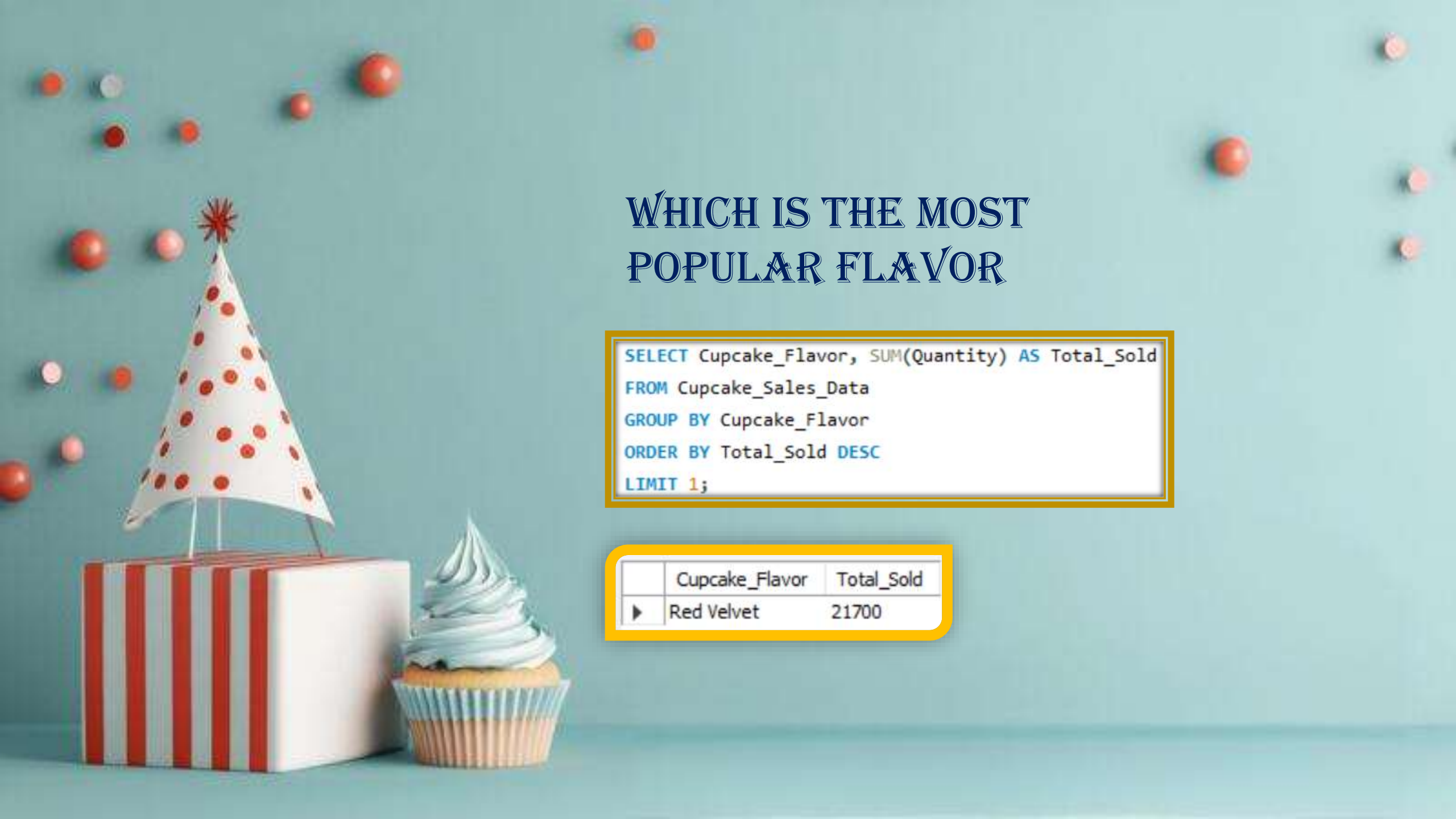


WHICH FLAVOR SELLS MOST DURING THIS MONTH

```sql
SELECT Cupcake_Flavor, SUM(Quantity) AS Total_Sold
FROM Cupcake_Sales_Data
WHERE MONTH(STR_TO_DATE(Order_Date, '%d-%b-%y')) = 2 AND YEAR(STR_TO_DATE(Order_Date, '%d-%b-%y')) = 2023
GROUP BY Cupcake_Flavor
ORDER BY Total_Sold DESC
LIMIT 1;
```

	Cupcake_Flavor	Total_Sold
▶	Red Velvet	17600





WHICH IS THE MOST POPULAR FLAVOR

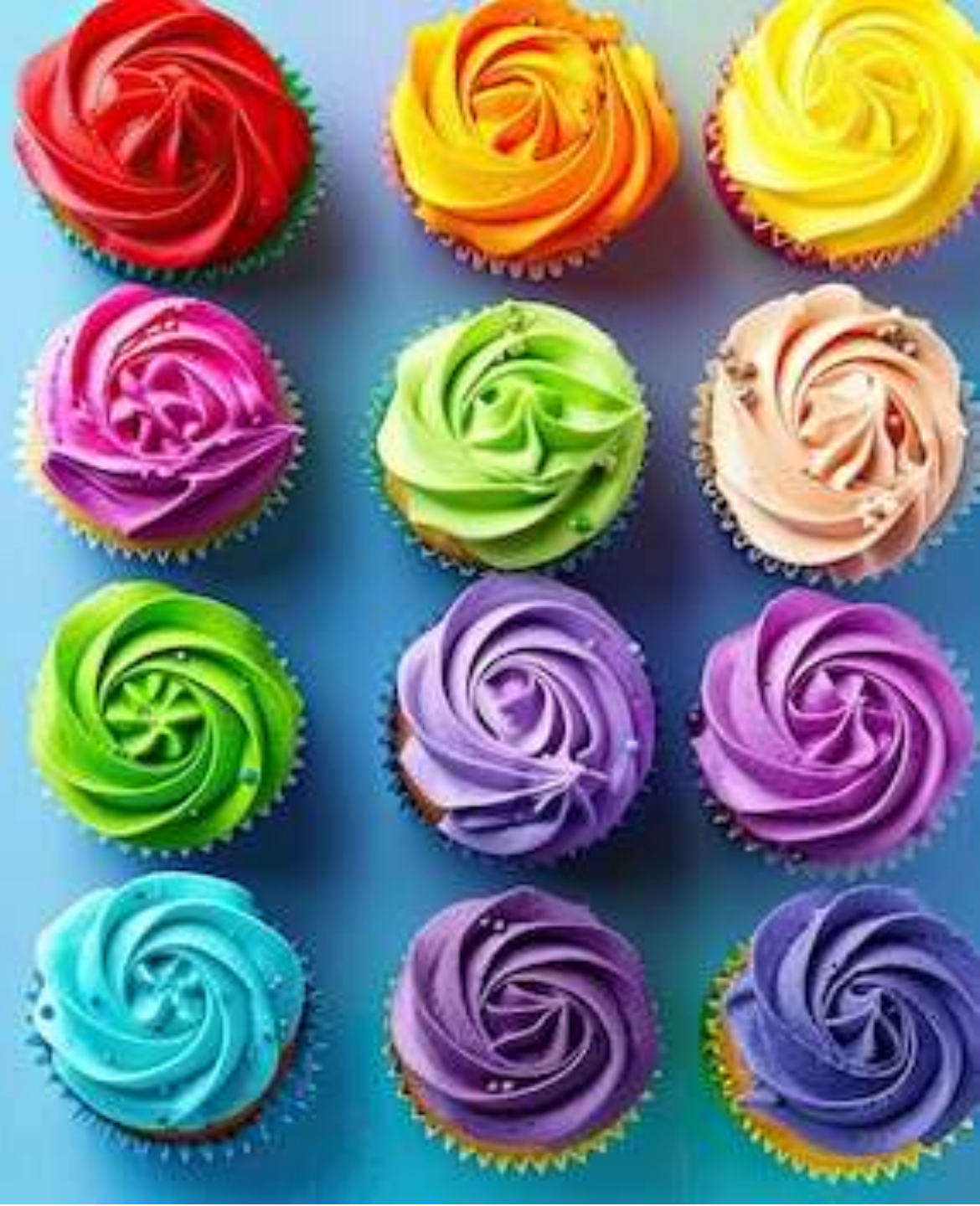
```sql
SELECT Cupcake_Flavor, SUM(Quantity) AS Total_Sold
FROM Cupcake_Sales_Data
GROUP BY Cupcake_Flavor
ORDER BY Total_Sold DESC
LIMIT 1;
```

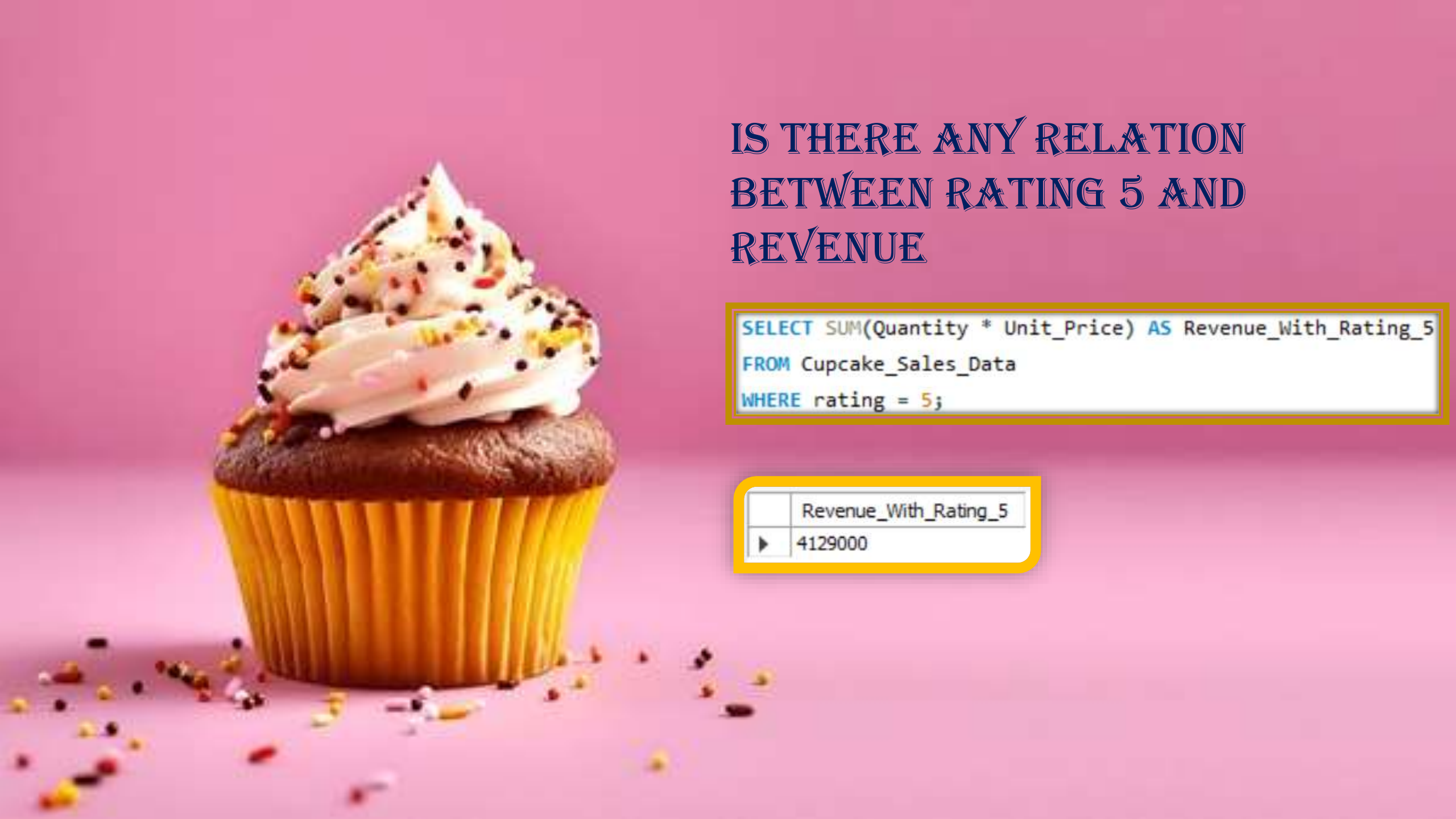
	Cupcake_Flavor	Total_Sold
▶	Red Velvet	21700

Which flavor has the most rating

```sql
SELECT Cupcake_Flavor, AVG(rating) AS Average_Rating
FROM Cupcake_Sales_Data
GROUP BY Cupcake_Flavor
ORDER BY Average_Rating DESC
LIMIT 1;
```

	Cupcake_Flavor	Average_Rating
▶	Vanilla	4.6667





IS THERE ANY RELATION BETWEEN RATING 5 AND REVENUE

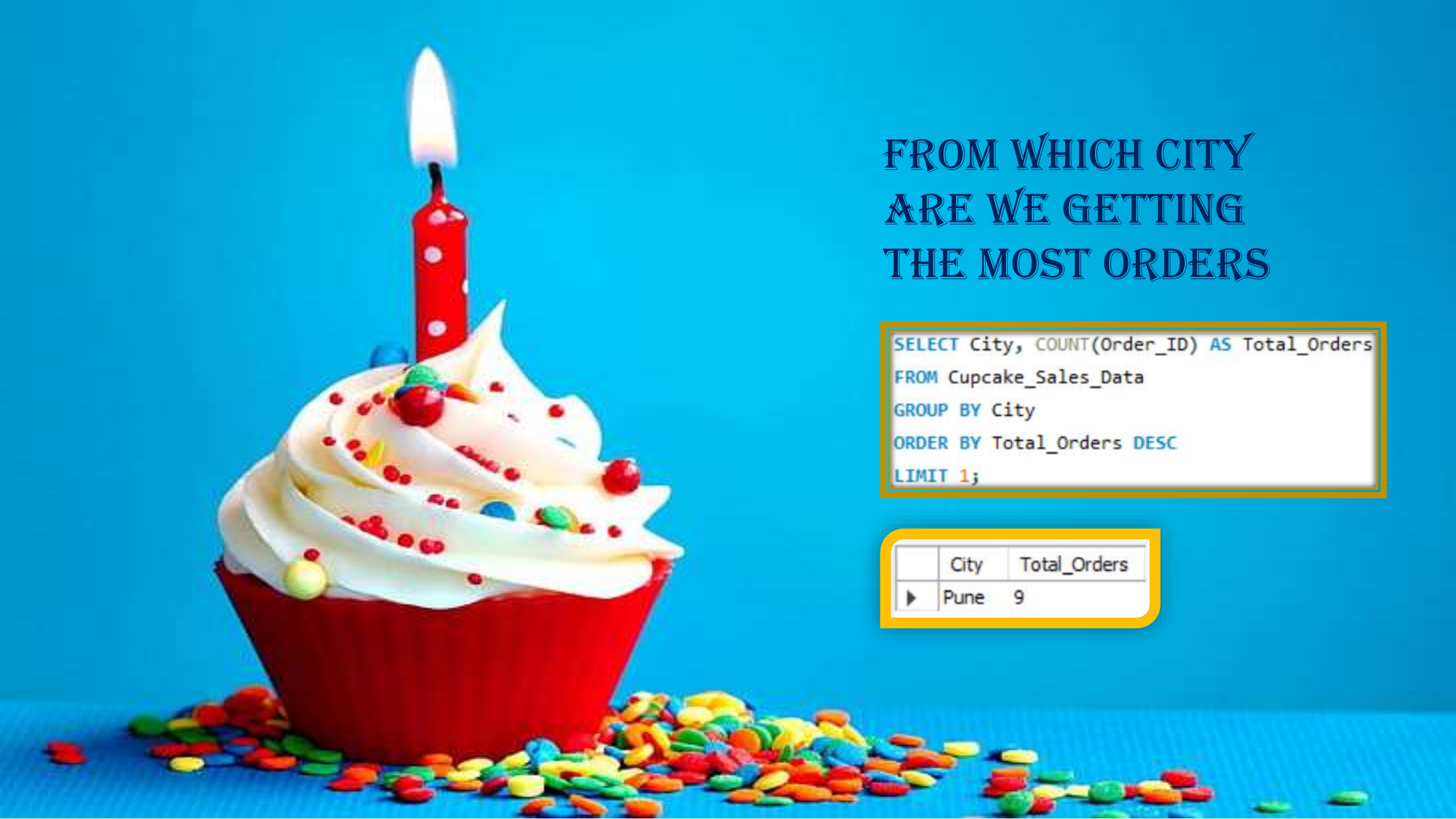
```
SELECT SUM(Quantity * Unit_Price) AS Revenue_With_Rating_5
FROM Cupcake_Sales_Data
WHERE rating = 5;
```

	Revenue_With_Rating_5
▶	4129000

TOP 3 LOYAL CUSTOMERS (BASED ON TOTAL QUANTITY ORDERED)

```sql
SELECT Customer_Id, SUM(Quantity) AS Total_Quantity
FROM Cupcake_Sales_Data
GROUP BY Customer_Id
ORDER BY Total_Quantity DESC
LIMIT 3;
```

Customer_Id	Total_Quantity
C_090	12900
C_056	9100
C_074	6500



FROM WHICH CITY ARE WE GETTING THE MOST ORDERS

```sql
SELECT City, COUNT(Order_ID) AS Total_Orders
FROM Cupcake_Sales_Data
GROUP BY City
ORDER BY Total_Orders DESC
LIMIT 1;
```

	City	Total_Orders
▶	Pune	9

THANK YOU