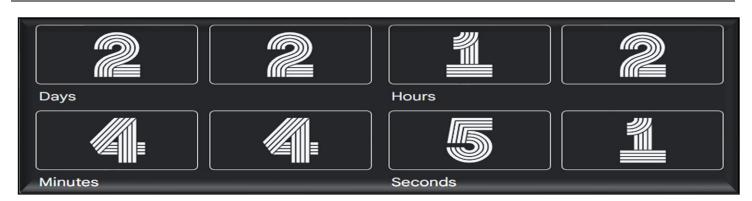
# Analysis of Sales of Retail Store with SQL Part II

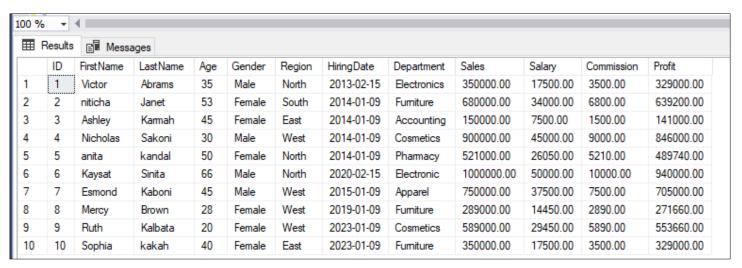
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### Part I: Data Overview

[1]: Top 10 rows of the Dataset for the Analysis

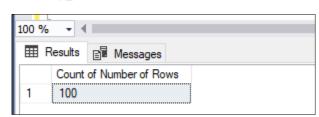
SELECT Top 10 \*
FROM Emp\_Sales;



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[2]: How many rows are in the dataset?

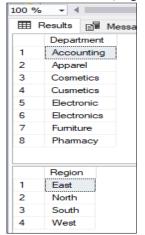
SELECT COUNT(\*) [Count of Number of Rows]
FROM Emp\_Sales;



2b. To observe the number of distinct Departments, and Regions in the dataset, use the following SQL query:

SELECT DISTINCT(Department) FROM Emp\_Sales;

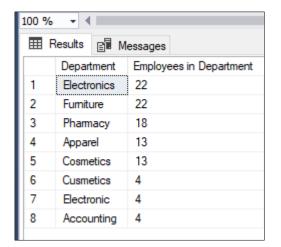
SELECT DISTINCT(Region) FROM Emp\_Sales;



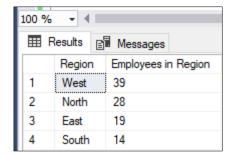
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[3]: To observe the number of employees in each Departments, and Regions and by Gender, use the following SQL query:

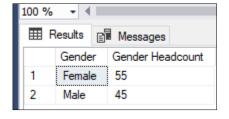
```
3a Number of Employees in each Department
SELECT Department, COUNT(ID) AS [Employees in Department]
FROM Emp_Sales
GROUP BY Department
ORDER BY [Employees in Department] DESC;
```



```
3b. The number of employees in each Region
SELECT Region, COUNT(ID) AS [Employees in Region]
FROM Emp_Sales
GROUP BY Region
ORDER BY [Employees in Region] DESC;
```



```
3c. The Number of employees by Gender
SELECT Gender, COUNT(ID) AS [Gender Headcount]
FROM Emp_Sales
GROUP BY Gender
ORDER BY [Gender Headcount] DESC;
```

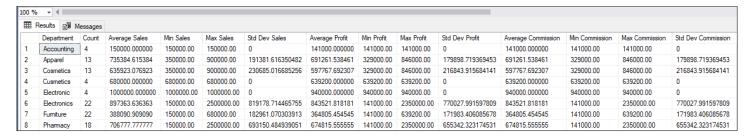


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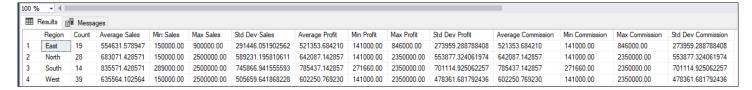
## Part II: General Performance Overview:

[4]: To create a pivot table of summary statistics by department gender, use the following SQL query:

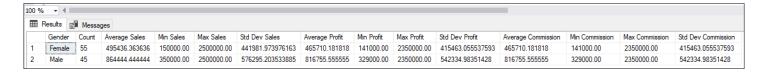
```
4a. Overview of Departmental Performance
SELECT Department,
    COUNT(*) AS Count,
    AVG(Sales) AS [Average Sales],
   MIN(Sales) AS [Min Sales],
   MAX(Sales) AS [Max Sales],
    STDEV(Sales) AS [Std Dev Sales],
    AVG(Profit) AS [Average Profit],
   MIN(Profit) AS [Min Profit],
   MAX(Profit) AS [Max Profit],
    STDEV(Profit) AS [Std Dev Profit],
       AVG(Profit) AS [Average Commission],
   MIN(Profit) AS [Min Commission],
    MAX(Profit) AS [Max Commission],
    STDEV(Profit) AS [Std Dev Commission]
FROM Emp Sales
GROUP BY Department;
```



```
4b. Overview of Regional Performance
SELECT Region,
    COUNT(*) AS Count,
    AVG(Sales) AS [Average Sales],
   MIN(Sales) AS [Min Sales],
   MAX(Sales) AS [Max Sales],
    STDEV(Sales) AS [Std Dev Sales],
    AVG(Profit) AS [Average Profit],
   MIN(Profit) AS [Min Profit],
    MAX(Profit) AS [Max Profit],
    STDEV(Profit) AS [Std Dev Profit],
       AVG(Profit) AS [Average Commission],
   MIN(Profit) AS [Min Commission],
   MAX(Profit) AS [Max Commission],
    STDEV(Profit) AS [Std Dev Commission]
FROM Emp Sales
GROUP BY Region;
```



```
4c. Overview of Performance by Gender
SELECT Gender,
    COUNT(*) AS Count,
    AVG(Sales) AS [Average Sales],
   MIN(Sales) AS [Min Sales],
   MAX(Sales) AS [Max Sales],
    STDEV(Sales) AS [Std Dev Sales],
    AVG(Profit) AS [Average Profit],
   MIN(Profit) AS [Min Profit],
   MAX(Profit) AS [Max Profit],
    STDEV(Profit) AS [Std Dev Profit],
       AVG(Profit) AS [Average Commission],
   MIN(Profit) AS [Min Commission],
    MAX(Profit) AS [Max Commission],
    STDEV(Profit) AS [Std Dev Commission]
FROM Emp_Sales
GROUP BY Gender;
```



4d. Pivot table of total sales and profit by department and region, broken down by age group:

```
SELECT Top 10
    Region,
    Department,
       Gender,
    CASE
        WHEN Age < 30 THEN 'Under 30'
        WHEN Age >= 30 AND Age < 40 THEN '30-39'
        WHEN Age >= 40 AND Age < 50 THEN '40-49'
        ELSE '50 and Over'
    END AS Age_Group,
    SUM(Sales) AS Total_Sales,
    SUM(Profit) AS Total_Profit
FROM Emp_Sales
GROUP BY Region, Department, Gender,
    CASE
        WHEN Age < 30 THEN 'Under 30'
        WHEN Age >= 30 AND Age < 40 THEN '30-39'
        WHEN Age >= 40 AND Age < 50 THEN '40-49'
        ELSE '50 and Over'
    END;
```

.00 %	4						
⊞ F	⊞ Results 🗐 Messages						
	Region	Department	Gender	Age_Group	Total_Sales	Total_Profit	
1	East	Accounting	Female	40-49	600000.00	564000.00	
2	East	Apparel	Female	50 and Over	1360000.00	1278400.00	
3	East	Apparel	Male	30-39	4500000.00	4230000.00	
4	East	Cosmetics	Male	40-49	1500000.00	1410000.00	
5	East	Fumiture	Female	40-49	1400000.00	1316000.00	
6	East	Phamacy	Female	Under 30	1178000.00	1107320.00	
7	North	Cosmetics	Male	30-39	1400000.00	1316000.00	
8	North	Electronic	Male	50 and Over	4000000.00	3760000.00	
9	North	Electronics	Female	50 and Over	1042000.00	979480.00	
10	North	Electronics	Male	30-39	10000000.00	9400000.00	

4e. Pivot table of total sales and commission by region and department, broken down by gender and age group:

```
SELECT Top 10
    Region,
       Department,
       Gender,
    CASE
        WHEN Age < 30 THEN 'Under 30'
        WHEN Age >= 30 AND Age < 40 THEN '30-39'
        WHEN Age >= 40 AND Age < 50 THEN '40-49'
        ELSE '50 and Over'
    END AS Age_Group,
       SUM(Sales) [Total Sales],
       SUM(Salary) [Total Salary],
       SUM(Commission) [Total Commission],
       Sum(Profit) [Total Profit]
FROM Emp_Sales
GROUP BY Region, Department, Gender,
    CASE
        WHEN Age < 30 THEN 'Under 30'
        WHEN Age >= 30 AND Age < 40 THEN '30-39'
        WHEN Age >= 40 AND Age < 50 THEN '40-49'
        ELSE '50 and Over'
    END;
```

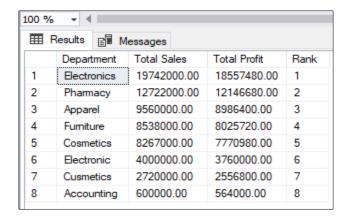
100 %								
<b></b>	Results							
	Region	Department	Gender	Age_Group	Total Sales	Total Salary	Total Commission	Total Profit
1	East	Accounting	Female	40-49	600000.00	30000.00	6000.00	564000.00
2	East	Apparel	Female	50 and Over	1360000.00	68000.00	13600.00	1278400.00
3	East	Apparel	Male	30-39	4500000.00	225000.00	45000.00	4230000.00
4	East	Cosmetics	Male	40-49	1500000.00	75000.00	15000.00	1410000.00
5	East	Fumiture	Female	40-49	1400000.00	70000.00	14000.00	1316000.00
6	East	Pharmacy	Female	Under 30	1178000.00	58900.00	11780.00	1107320.00
7	North	Cosmetics	Male	30-39	1400000.00	70000.00	14000.00	1316000.00
8	North	Electronic	Male	50 and Over	4000000.00	200000.00	40000.00	3760000.00
9	North	Electronics	Female	50 and Over	1042000.00	52100.00	10420.00	979480.00
10	North	Electronics	Male	30-39	10000000.00	500000.00	100000.00	9400000.00

\_\_\_\_\_\_

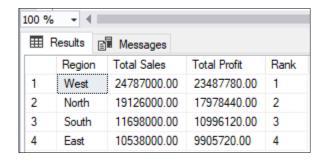
#### Part III: Specific Performance Overview

[5]:To create a pivot table for highest performance by Department, Region and Gender in terms of Sales and Profit

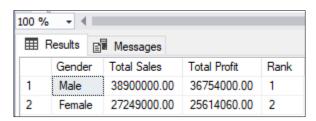
```
5a. High performing department in terms of sales and profit
SELECT Department, SUM(Sales) AS [Total Sales],
    SUM(Profit) AS [Total Profit] ,
    RANK() OVER (ORDER BY SUM(Profit) DESC) AS Rank
FROM Emp_Sales
GROUP BY Department
ORDER BY Rank;
```



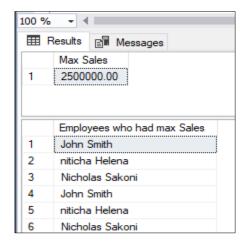
```
5b. High performing Region in terms of sales and profit
SELECT Region, SUM(Sales) AS [Total Sales],
    SUM(Profit) AS [Total Profit],
    RANK() OVER (ORDER BY SUM(Profit) DESC) AS Rank
FROM Emp_Sales
GROUP BY Region
ORDER BY Rank;
```



```
5c. High performing Gender in terms of sales and profit
SELECT Gender, SUM(Sales) AS [Total Sales],
    SUM(Profit) AS [Total Profit],
    RANK() OVER (ORDER BY SUM(Profit) DESC) AS Rank
FROM Emp_Sales
GROUP BY Gender
ORDER BY Rank;
```



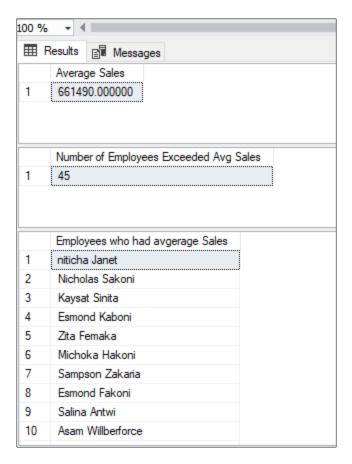
#### Part IV: Individual Performance



```
[6b].What is the average Sales of the year, how many employees exceeded the average sales, what are
their names?
SELECT AVG(Sales) [Average Sales]
FROM Emp_Sales;

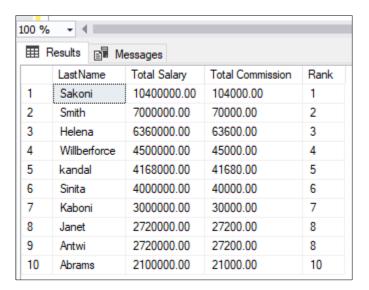
SELECT COUNT(*) [Number of Employees Exceeded Avg Sales]
FROM Emp_Sales
WHERE Sales >(SELECT AVG(Sales) [Max Sales]
FROM Emp_Sales);

SELECT
    FirstName + ' '+ LastName AS[Employees who had avgerage Sales]
FROM Emp_Sales
WHERE Sales >(SELECT AVG(Sales) [Average Sales]
FROM Emp_Sales);
```



Noted: They are 45 employees, just listed only 10 employees for simple view.

```
[6c]:Tob 10 best employees in terms of Total Sales
SELECT Top 10 LastName, SUM(Sales) AS [Total Salary],
        SUM(Commission) AS [Total Commission] ,
        RANK() OVER (ORDER BY SUM(Sales) DESC) AS Rank
FROM Emp_Sales
GROUP BY LastName
ORDER BY Rank;
```



```
6d.Pivot table of Employees and their age, Avg Sales, Avg. Salary, Avg Commission and years of service
by department and region, broken down by gender:
SELECT Top 15
    LastName,
       Region,
    Department,
    Gender,
    Age,
       AVG(Sales) AS [Total Sales],
       AVG(Salary) AS [Total Salary],
       AVG(Commission) AS [Total Commission],
    DATEDIFF(YEAR, HiringDate, GETDATE()) AS [Years of Service],
       RANK() OVER (ORDER BY AVG(Sales) DESC) AS Rank
FROM Emp Sales
GROUP BY LastName, HiringDate, Region, Department, Age, Gender
ORDER BY Rank;
```

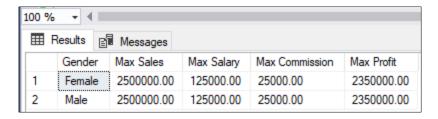
- T	) h P									
Ⅲ	Results 📳 M	essages								
	LastName	Region	Department	Gender	Age	Total Sales	Total Salary	Total Commission	Years of Service	Rank
1	Smith	South	Electronics	Male	66	1750000.000000	87500.000000	17500.000000	3	1
2	Sakoni	North	Electronics	Male	30	1700000.000000	85000.000000	17000.000000	9	2
3	Helena	West	Phamacy	Female	53	1590000.000000	79500.000000	15900.000000	9	3
4	Sinita	North	Electronic	Male	66	1000000.000000	50000.000000	10000.000000	3	4
5	Willberforce	East	Apparel	Male	30	900000.000000	45000.000000	9000.000000	9	5
6	Sakoni	West	Cosmetics	Male	30	900000.000000	45000.000000	9000.000000	9	5
7	Zakaria	West	Phamacy	Male	66	900000.000000	50000.000000	10000.000000	3	5
8	Hakoni	North	Electronics	Male	30	900000.000000	45000.000000	9000.000000	9	5
9	Fakoni	East	Cosmetics	Male	45	750000.000000	37500.000000	7500.000000	8	9
10	Kaboni	West	Apparel	Male	45	750000.000000	37500.000000	7500.000000	8	9
11	Femaka	East	Apparel	Female	53	680000.000000	34000.000000	6800.000000	9	11
12	Antwi	West	Cusmetics	Female	53	680000.000000	34000.000000	6800.000000	9	11
13	Janet	South	Fumiture	Female	53	680000.000000	34000.000000	6800.000000	9	11
14	Kalbata	West	Cosmetics	Female	20	589000.000000	29450.000000	5890.000000	0	14
15	Kamelia	East	Pharmacy	Female	20	589000.000000	29450.000000	5890.000000	0	14

Note: Some employees work in multiple departments, this is department and regional average.

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#### Part V: Other Performance Evaluation

7. To create a pivot table for the aggregates of the numerical variables by department, Region and Gender, use the following SQL query:



```
7b. Extracting Totals by Department

SELECT Department,

SUM(Sales) [Total Sales],

SUM(Salary) [Total Salary],

SUM(Commission) [Total Commission],

Sum(Profit) [Total Profit]

FROM Emp_Sales

GROUP BY Department
```

100 %	6 - 4				
<b>===</b>	Results 🗐 M	essages			
	Department	Total Sales	Total Salary	Total Commission	Total Profit
1	Accounting	600000.00	30000.00	6000.00	564000.00
2	Apparel	9560000.00	478000.00	95600.00	8986400.00
3	Cosmetics	8267000.00	413350.00	82670.00	7770980.00
4	Cusmetics	2720000.00	136000.00	27200.00	2556800.00
5	Electronic	4000000.00	200000.00	40000.00	3760000.00
6	Electronics	19742000.00	987100.00	197420.00	18557480.00
7	Furniture	8538000.00	426900.00	85380.00	8025720.00
8	Phamacy	12722000.00	646100.00	129220.00	12146680.00

```
7c. Extracting Max by Region

SELECT Region,

MAX(Sales) [Max Sales],

MAX(Salary) [Max Salary],

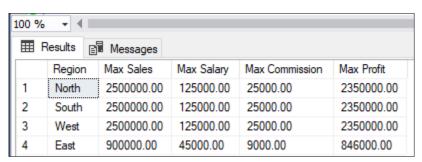
MAX(Commission) [Max Commission],

MAX(Profit) [Max Profit]

FROM Emp_Sales

GROUP BY Region

ORDER BY MAX(Sales) DESC;
```



```
7d. Extracting Average by Date

SELECT HiringDate [Date],

AVG(Sales) [Average Sales],

AVG(Salary) [Average Salary],

AVG(Commission) [Average Commission],

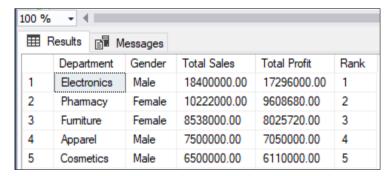
AVG(Profit) [Average Profit]

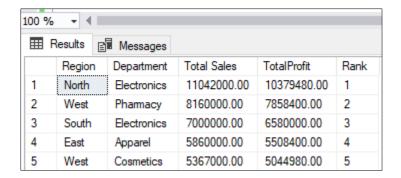
FROM Emp_Sales

GROUP BY HiringDate

ORDER BY HiringDate;
```

100 %	- 4						
<b>==</b>	Results B Messages						
	Date	Average Sales	Average Salary	Average Commission	Average Profit		
1	2013-02-15	350000.000000	17500.000000	3500.000000	329000.000000		
2	2014-01-09	701320.754716	35066.037735	7013.207547	659241.509433		
3	2015-01-09	750000.000000	37500.000000	7500.000000	705000.000000		
4	2019-01-09	289000.000000	14450.000000	2890.000000	271660.000000		
5	2020-02-15	1280000.000000	65000.000000	13000.000000	1222000.000000		
6	2023-01-09	458636.363636	22931.818181	4586.363636	431118.181818		





```
[9].To create a pivot table for waterfall for profit by department, you can use the following SQL
query:
WITH cte_dept_profit AS (
    SELECT Department, SUM(Profit) AS TotalProfit
    FROM Emp_Sales
    GROUP BY Department
), cte_cumulative_profit AS (
    SELECT Department, TotalProfit, SUM(TotalProfit) OVER (ORDER BY TotalProfit DESC) AS
CumulativeProfit
    FROM cte_dept_profit
)
SELECT Department, TotalProfit,
    SUM(TotalProfit) OVER (ORDER BY TotalProfit DESC) AS StartValue,
    CumulativeProfit AS EndValue
FROM cte_cumulative_profit
ORDER BY TotalProfit DESC;
```

100 %	<b>-</b> 4						
<b>III</b>	Results Ressages						
	Department	TotalProfit	StartValue	EndValue			
1	Electronics	18557480.00	18557480.00	18557480.00			
2	Phamacy	12146680.00	30704160.00	30704160.00			
3	Apparel	8986400.00	39690560.00	39690560.00			
4	Fumiture	8025720.00	47716280.00	47716280.00			
5	Cosmetics	7770980.00	55487260.00	55487260.00			
6	Electronic	3760000.00	59247260.00	59247260.00			
7	Cusmetics	2556800.00	61804060.00	61804060.00			
8	Accounting	564000.00	62368060.00	62368060.00			

[10]: Moving Averages: Analyzing trends over time or across different groups
SELECT ID, Sales, AVG(Sales) OVER (PARTITION BY Department ORDER BY HiringDate ROWS BETWEEN 2 PRECEDING
AND CURRENT ROW) AS [Moving Average]
FROM Emp\_Sales

100 %	-	4	
<b>III</b>	Results	₽ Messa	ges
	ID	Sales	Moving Average
1	3	150000.00	150000.000000
2	48	150000.00	150000.000000
3	53	150000.00	150000.000000
4	98	150000.00	150000.000000
5	74	900000.00	900000.000000
6	84	900000.00	900000.000000
7	44	900000.00	900000.000000
8	62	680000.00	826666.666666
9	12	680000.00	753333.333333
10	24	900000.00	753333.333333
11	34	900000.00	826666.666666
12	7	750000.00	850000.000000
13	57	750000.00	800000.000000
14	42	750000.00	750000.000000
15	92	750000.00	750000.000000
16	70	350000.00	616666.666666
17	20	350000.00	483333.333333
18	27	350000.00	350000.000000
19	37	350000.00	350000.000000

100 %	<b>-</b> 4							
⊞ F	⊞ Results							
	Department	Employees in Department	Average Sales	Average Salary	Average Commission	Average Profit		
1	Electronics	22	897363.636363	44868.181818	8973.636363	843521.818181		
2	Fumiture	22	388090.909090	19404.545454	3880.909090	364805.454545		
3	Phamacy	18	706777.777777	35894.444444	7178.888888	674815.555555		
4	Apparel	13	735384.615384	36769.230769	7353.846153	691261.538461		
5	Cosmetics	13	635923.076923	31796.153846	6359.230769	597767.692307		
6	Cusmetics	4	680000.000000	34000.000000	6800.000000	639200.000000		
7	Electronic	4	1000000.000000	50000.000000	10000.000000	940000.000000		
8	Accounting	4	150000.000000	7500.000000	1500.000000	141000.000000		



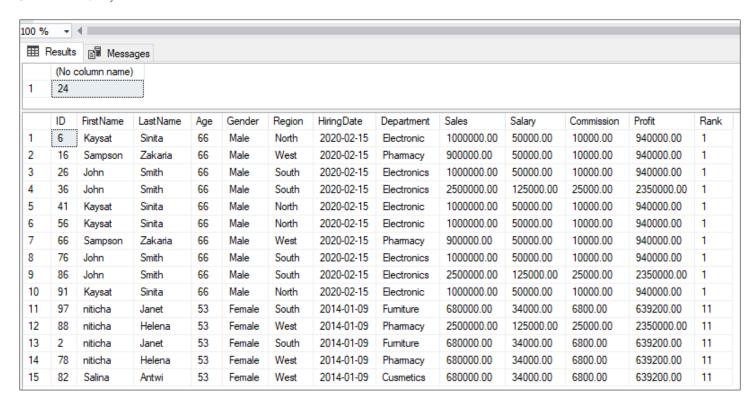
#### [12]: To sort/filter the dataset Department, Regions and by Gender, use the following SQL query:

```
12a. Filtering by Region
SELECT Top 5 *
FROM Emp_Sales
WHERE Region = 'West'
```



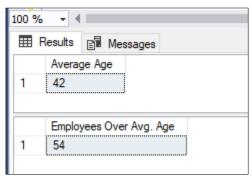
```
12b. Filtering: How many employees are above 50 years, select the top 15 SELECT COUNT(*)
FROM Emp_Sales
WHERE age > 50

SELECT Top 15 *,
RANK() OVER (ORDER BY (Age) DESC) AS Rank
FROM Emp_Sales
WHERE age > 50
ORDER BY Rank;
```



```
Filtering: what is the average Age, how many employees are over the average age
SELECT AVG(Age) [Average Age]
FROM Emp_Sales

SELECT Count(*) [Employees Over Avg. Age]
FROM Emp_Sales
WHERE age > (SELECT AVG(Age) [Avg Age]
FROM Emp_Sales);
```

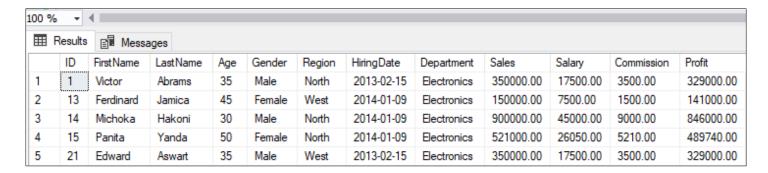


```
12c. Filtering by Gender
SELECT Top 5 *
FROM Emp_Sales
WHERE Gender = 'Female'
```



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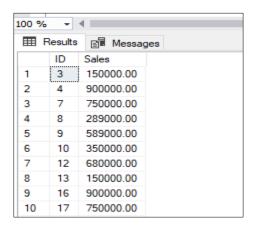
12d. Filtering by Department
SELECT Top 5 \*
FROM Emp\_Sales
WHERE Department = 'Electronics'



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[13]: Combining the results of two or more SELECT statements into a single result set.

SELECT ID, Sales
FROM Emp\_Sales
WHERE Region = 'West'
UNION
SELECT ID, Sales
FROM Emp\_Sales
WHERE Region = 'East'



[14]: Ranking Functions: Ranking the top 10 Sales, Profit, and Commission by Department
SELECT Top 15
Department, Sales, Profit, Commission,
DENSE\_RANK() OVER (PARTITION BY Region ORDER BY Sales DESC) AS Sales\_Rank
FROM Emp\_Sales;

	Results 📳 N	lessages			
	Department	Sales	Profit	Commission	Sales_Rank
1	Apparel	900000.00	846000.00	9000.00	1
2	Apparel	900000.00	846000.00	9000.00	1
3	Apparel	900000.00	846000.00	9000.00	1
4	Apparel	900000.00	846000.00	9000.00	1
5	Apparel	900000.00	846000.00	9000.00	1
6	Cosmetics	750000.00	705000.00	7500.00	2
7	Cosmetics	750000.00	705000.00	7500.00	2
8	Apparel	680000.00	639200.00	6800.00	3
9	Apparel	680000.00	639200.00	6800.00	3
10	Pharmacy	589000.00	553660.00	5890.00	4
11	Pharmacy	589000.00	553660.00	5890.00	4
12	Fumiture	350000.00	329000.00	3500.00	5
13	Fumiture	350000.00	329000.00	3500.00	5
14	Fumiture	350000.00	329000.00	3500.00	5
15	Fumiture	350000.00	329000.00	3500.00	5

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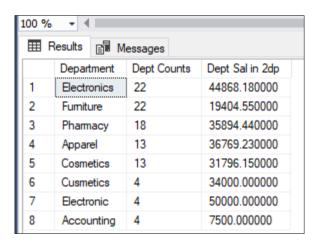
[15]: Approximations: Round, Floor, and Ceiling.

Rounding Avg Salary to 2 decimal places

SELECT Department, COUNT(\*) AS [Dept Counts], ROUND(AVG(Salary),2)

AS [Dept Sal in 2dp]FROM Emp\_Sales

GROUP BY Department ORDER BY COUNT(\*) DESC

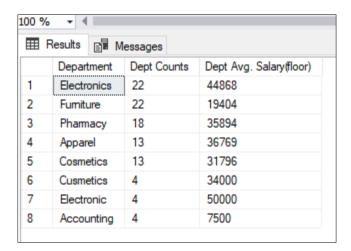


```
Flooring average Salary

SELECT Department, COUNT(*) AS [Dept Counts], FLOOR(AVG(Salary))

AS [Dept Avg. Salary(floor)]FROM Emp_Sales

GROUP BY Department ORDER BY COUNT(*) DESC
```



```
Ceiling the average Salary

SELECT Department, COUNT(*) AS [Dept Counts], CEILING(AVG(Salary))

AS [Dept Avg Salary (ceiling)]FROM Emp_Sales

GROUP BY Department ORDER BY COUNT(*) DESC
```

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<b>III</b>	Results Ressages						
	Department	Dept Counts	Dept Avg Salary (ceiling)				
1	Electronics	22	44869				
2	Fumiture	22	19405				
3	Pharmacy	18	35895				
4	Apparel	13	36770				
5	Cosmetics	13	31797				
6	Cusmetics	4	34000				
7	Electronic	4	50000				
8	Accounting	4	7500				