**SuperStore Supermarket SQL Analysis**

------Total sales per category do determine who is bringing more revenue in the business----------

SELECT

    Category,

    sum(Sales) as total\_revenue

 FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

 Group by Category.

 ---------------------Calculating the cost of the products per category-------------------

SELECT

    Category,

    round(Sales - Profit) as cost\_product

 FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

 Group by Category, Sales ,Profit.

---------------------determining the unit price of the product---------------------------------

SELECT

    Sub\_Category,

    round((Sales/Quantity)) as UnitPrice

 FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

 Group by Sub\_Category,Quantity,Sales;

 --------------------------------Total Sales Revenue Calculation--------------------------

select

    sum ((Sales/Quantity) \*Quantity)Total\_Revenue--2297200.8669999666

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`;

-------------------------------Vs Total Sales revenue given in the dataset-----------------

select

    sum(Sales) as Total\_Revenue --2297200.8669999666

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`;

--The total sales figure of 2297200.8669999666 indicates that the store has generated a significant amount of revenue over a given period of time

 -------------------------------Profit Calculation--------------------------------------

select

   (sum ((Sales/Quantity) \*Quantity))-(sum (Sales - Profit))  as total\_profit--286397.16199995927

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`;

-----------------------------Vs profit given on the dataset-----------------------------

select

    sum(profit) as Total\_Revenue--286397.16200000036

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`;

------------------------------------Profit per category------------------------

##this metric measures the revenue generated from sales and the Expenses of goods sold

select

Sub\_Category,

##total\_revenue-##total cost

   (sum ((Sales/Quantity) \*Quantity))-(sum (Sales - Profit))  as profit

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

Group by Sub\_Category;

---------------Top 5 cities that buys at superstpre supermarket-------------------------

select

    City,

    count(Ship\_Mode) total\_shipping

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

group by City

order by total\_shipping DESC

Limit 5;

 --------------Determine which product purchased more than  times ----------------------

select

    Sub\_Category,

    Ship\_Mode,

count(Sub\_Category) as  total\_products\_purchased

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

group by Sub\_Category,Ship\_Mode

order by total\_products\_purchased desc

--------------------------------Average value of Sales buying at Super store -----------------------------------------------

select

    sum(Sales) as total\_sales,

    Avg(Sales) as Avg\_products\_sold --229.85

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

order by Avg\_products\_sold

-- The average sales figure of 229.85 suggests that the store may have a relatively high average transaction value, meaning that customers are purchasing a relatively large number of items or higher-priced items per transaction

---------------avegae number of customers doing purchasaes-----------------------------------------------------------

select

   round(avg(total\_shipping),2) as average\_customers

from

(select

    sales,

    count(Ship\_Mode) total\_shipping

FROM `capable-memory-340309.Pizza\_Dataset.SuperStore\_Supermarket`

group by sales

order by total\_shipping)--1.72

--customers are not buying a lot of products during their visit to the store