SQL Queries – Retail Sales Project

Created by: Kadambari Prabhu

Project Scope: This document includes SQL queries run on a sample retail sales dataset for extracting business insights.

## 1. Total Sales by Region

SELECT Region, SUM(TotalAmount) AS TotalSales  
FROM sales\_data  
GROUP BY Region;

## 2. Monthly Sales Trend (SQLite version)

SELECT strftime('%Y-%m', OrderDate) AS Month, SUM(TotalAmount) AS MonthlySales  
FROM sales\_data  
GROUP BY Month  
ORDER BY Month;

## 2b. Monthly Sales Trend (MySQL version)

SELECT DATE\_FORMAT(OrderDate, '%Y-%m') AS Month, SUM(TotalAmount) AS MonthlySales  
FROM sales\_data  
GROUP BY Month  
ORDER BY Month;

## 3. Top 5 Products by Sales

SELECT Product, SUM(TotalAmount) AS ProductSales  
FROM sales\_data  
GROUP BY Product  
ORDER BY ProductSales DESC  
LIMIT 5;

## 4. Sales by Payment Method

SELECT PaymentMethod, COUNT(\*) AS Transactions, SUM(TotalAmount) AS TotalSales  
FROM sales\_data  
GROUP BY PaymentMethod;

## 5. Key Business Metrics: Total Orders, Revenue, and Unique Customers

SELECT COUNT(\*) AS TotalOrders,  
 SUM(TotalAmount) AS TotalRevenue,  
 COUNT(DISTINCT CustomerID) AS UniqueCustomers  
FROM sales\_data;