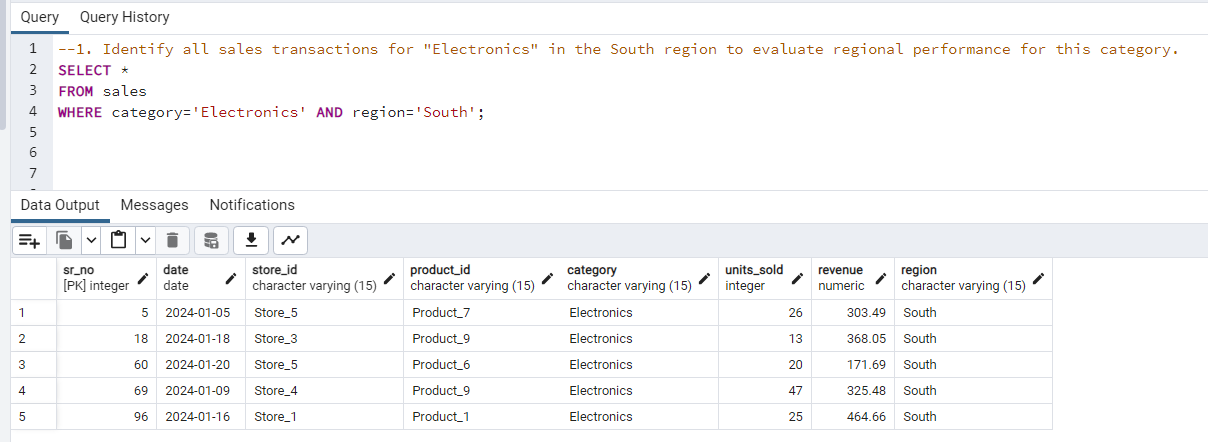
**--1. Identify all sales transactions for "Electronics" in the South region to evaluate regional performance for this category.**

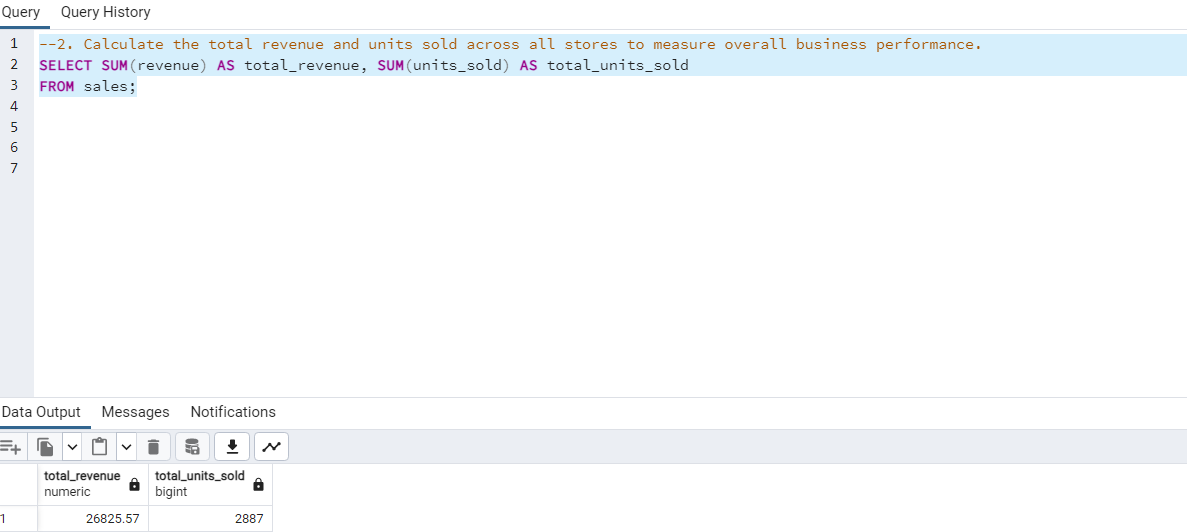
SELECT \*

FROM sales

WHERE category='Electronics' AND region='South';

**--2. Calculate the total revenue and units sold across all stores to measure overall business performance.**

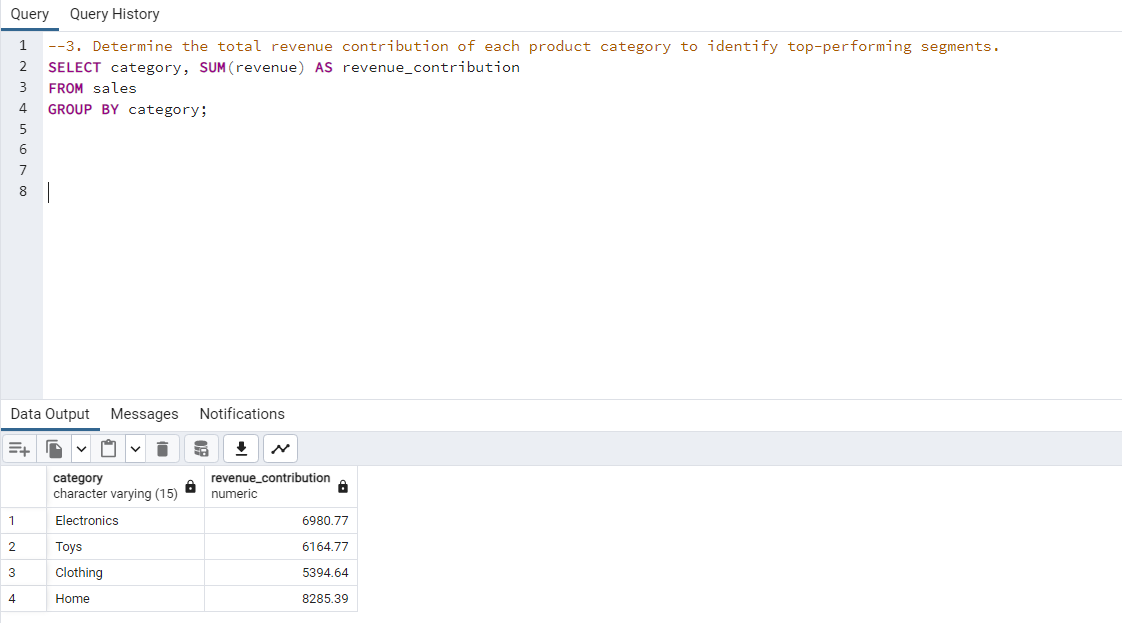
SELECT SUM(revenue) AS total\_revenue, SUM(units\_sold) AS total\_units\_sold

FROM sales;

**--3. Determine the total revenue contribution of each product category to identify top-performing segments.**

SELECT category, SUM(revenue) AS revenue\_contribution

FROM sales

GROUP BY category;

**--4. Analyze sales records for January 2024 to assess post-holiday season performance.**

WITH cte1 AS(

SELECT sr\_no, store\_id, product\_id, category, units\_sold, revenue, region, EXTRACT(MONTH FROM date) AS months

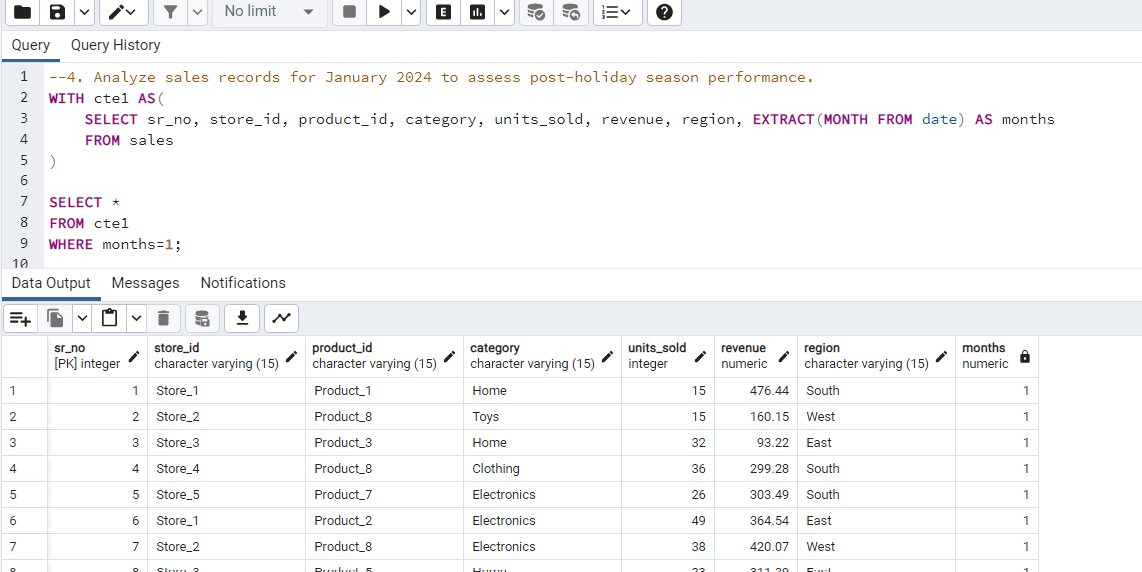
FROM sales

)

SELECT \*

FROM cte1

WHERE months=1;



**--5. Classify sales transactions based on revenue into "High," "Moderate," and "Low" categories to prioritize product performance reviews.**

-- Figured out MIN(revenue)=50.2 and MAX(revenue)=492.58 first to get appropriate classification of categories

SELECT \*,

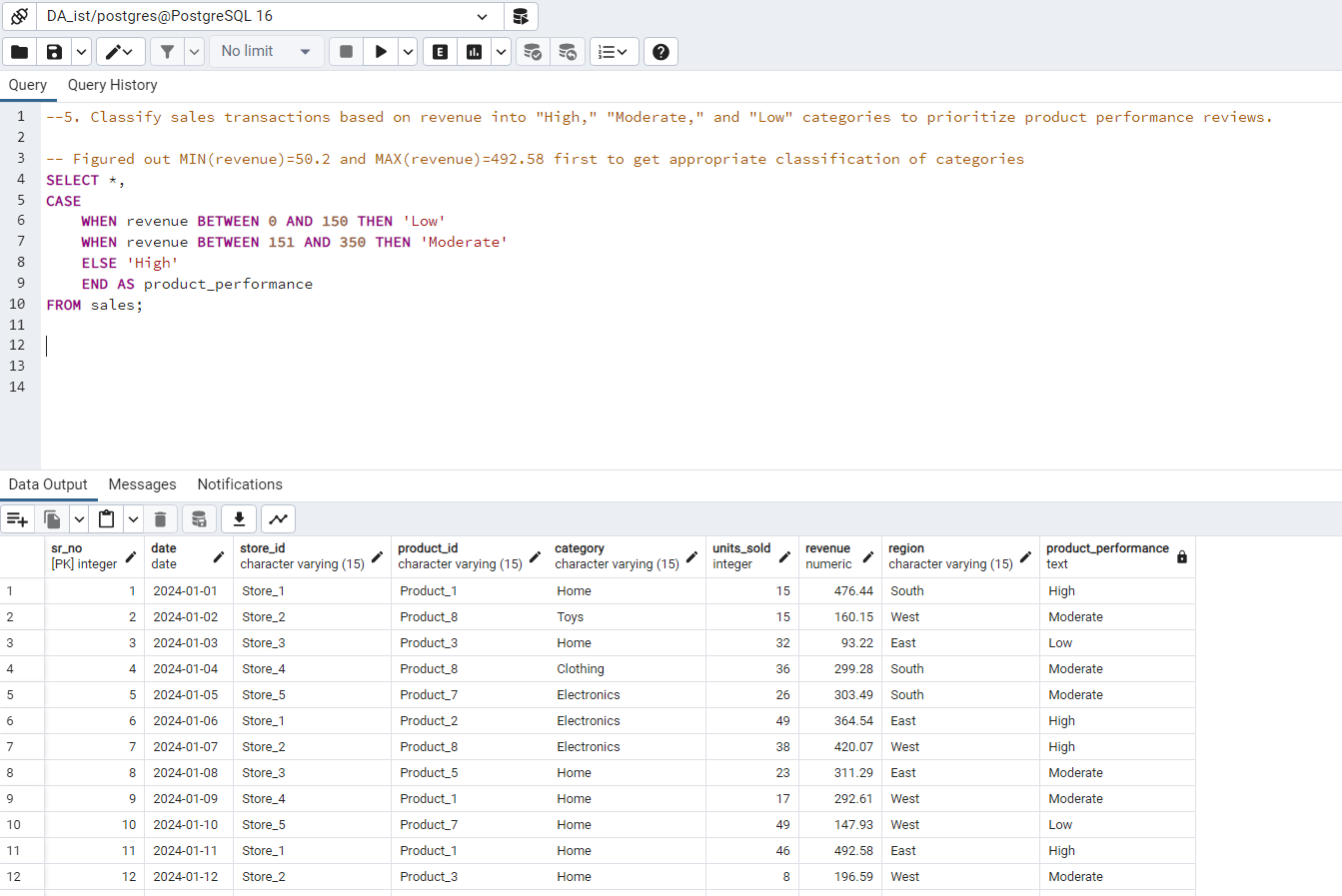
CASE

WHEN revenue BETWEEN 0 AND 150 THEN 'Low'

WHEN revenue BETWEEN 151 AND 350 THEN 'Moderate'

ELSE 'High'

END AS product\_performance

FROM sales;

**--6. Identify which store generated the highest total revenue to recognize the best-performing location.**

SELECT store\_id, SUM(revenue) AS total\_reveue

FROM sales

GROUP BY store\_id

ORDER BY SUM(revenue) DESC

LIMIT 1;

