## 1. Total Sales by country

```sql
SELECT Country,
       SUM(Quantity * UnitPrice * (1 - Discount)) AS TotalSales
FROM online_sales_dataset
GROUP BY Country
ORDER BY TotalSales DESC
```
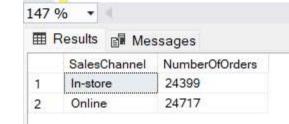
147 %

⊞ Results ▪ Messages

|    | Country | TotalSales |
|----|---------|------------|
| 1  | Belgium | 3752604.62999967 |
| 2  | United States | 3715510.84283549 |
| 3  | United Kingdom | 3714716.88340174 |
| 4  | Sweden | 3673575.92667499 |
| 5  | Germany | 3672379.78791102 |
| 6  | France | 3648590.46629751 |
| 7  | Spain | 3613234.78872519 |
| 8  | Portugal | 3610836.22870028 |
| 9  | Norway | 3577972.52089214 |
| 10 | Italy | 3562898.71463533 |
| 11 | Australia | 3498377.96490279 |
| 12 | Netherlands | 3470681.88407669 |

2. Number of Orders per Sales Channel

```sql
SELECT SalesChannel, COUNT(DISTINCT InvoiceNo) AS NumberOfOrders
FROM online_sales_dataset
GROUP BY SalesChannel
```

147 %

**Results** | **Messages**

| | SalesChannel | NumberOfOrders |
|---|---|---|
| 1 | In-store | 24399 |
| 2 | Online | 24717 |

```sql
3. Return Rate by Product Category


SELECT Category,
       COUNT(*) AS TotalOrders,
       SUM(CASE WHEN ReturnStatus = 'Returned' THEN 1 ELSE 0 END) AS ReturnedOrders,
       ROUND(100.0 * SUM(CASE WHEN ReturnStatus = 'Returned' THEN 1 ELSE 0 END) / COUNT(*), 2) AS ReturnRatePercent
FROM online_sales_dataset
GROUP BY Category
```

147 %

▦ Results  ▧ Messages

| | Category | TotalOrders | ReturnedOrders | ReturnRatePercent |
|---|---|---|---|---|
| 1 | Apparel | 9864 | 963 | 9.760000000000 |
| 2 | Stationery | 9928 | 985 | 9.920000000000 |
| 3 | Accessories | 9975 | 965 | 9.670000000000 |
| 4 | Electronics | 9931 | 977 | 9.840000000000 |
| 5 | Furniture | 10084 | 1004 | 9.960000000000 |

```
4.  Top 5 Products by Revenue

SELECT Top 5 Description,
       SUM(Quantity * UnitPrice * (1 - Discount)) AS Revenue
FROM online_sales_dataset
GROUP BY Description
ORDER BY Revenue DESC
```

147 %

▦ Results ▦ Messages

| | Description | Revenue |
|---|---|---|
| 1 | White Mug | 4086720.65941591 |
| 2 | USB Cable | 4048807.51750493 |
| 3 | Desk Lamp | 4001348.53933496 |
| 4 | Backpack | 4000374.24579341 |
| 5 | Wall Clock | 3962511.79692091 |

5. Monthly Sales Trend

```sql
SELECT format(InvoiceDate,'%Yy-%mm') AS Month,
       SUM(Quantity * UnitPrice * (1 - Discount)) AS MonthlyRevenue
FROM online_sales_dataset
GROUP BY format(InvoiceDate,'%Yy-%mm')
ORDER BY Month
```

147 %

Results | Messages

| | Month | MonthlyRevenue |
|---|---|---|
| 1 | Y20-00 | 7621765.92246996 |
| 2 | Y21-00 | 7709872.46688811 |
| 3 | Y22-00 | 7664838.53121769 |
| 4 | Y23-00 | 7572346.20579306 |
| 5 | Y24-00 | 7757094.25861463 |
| 6 | Y25-00 | 5185463.25406934 |

## 6. Top 10 Customers by Total Spend

```sql
SELECT CustomerID,
       SUM(Quantity * UnitPrice * (1 - Discount)) AS TotalSpent
FROM online_sales_dataset
WHERE CustomerID IS NOT NULL
GROUP BY CustomerID
ORDER BY TotalSpent DESC
```

147 %

**Results** | **Messages**

|    | CustomerID | TotalSpent |
|----|-----------|-----------|
| 1  | 84431     | 9777.4939 |
| 2  | 81067     | 9678.6503 |
| 3  | 81631     | 8690.4065 |
| 4  | 98923     | 8655.4714 |
| 5  | 80001     | 8547.8395 |
| 6  | 76402     | 8235.6824 |
| 7  | 29700     | 8033.6615 |
| 8  | 72172     | 7874.6906 |
| 9  | 52808     | 7843.3884 |
| 10 | 26371     | 7723.4536 |
| 11 | 95226     | 7671.0932 |
| 12 | 67808     | 7625.2986 |
| 13 | 58711     | 7622.6697 |
| 14 | 14461     | 7622.4294 |
| 15 | 79342     | 7587.3148 |
| 16 | 14571     | 7530.8042 |
| 17 | 21733     | 7502.3125 |
| 18 | 88689     | 7493.6416 |
| 19 | 47609     | 7462.2914 |

## 7. Product Return Rate

```sql
SELECT Top 10 Description,
       COUNT(*) AS TotalOrders,
       SUM(CASE WHEN ReturnStatus = 'Returned' THEN 1 ELSE 0 END) AS ReturnedOrders,
       ROUND(100.0 * SUM(CASE WHEN ReturnStatus = 'Returned' THEN 1 ELSE 0 END) / COUNT(*), 2) AS ReturnRatePercent
FROM online_sales_dataset
GROUP BY Description
ORDER BY ReturnRatePercent DESC
```

47 %

**Results** | **Messages**

|    | Description | TotalOrders | ReturnedOrders | ReturnRatePercent |
|----|-------------|-------------|----------------|-------------------|
| 1  | Notebook | 4454 | 467 | 10.480000000000 |
| 2  | Wall Clock | 4617 | 473 | 10.240000000000 |
| 3  | USB Cable | 4580 | 461 | 10.070000000000 |
| 4  | Blue Pen | 4509 | 454 | 10.070000000000 |
| 5  | T-shirt | 4466 | 449 | 10.050000000000 |
| 6  | Wireless Mouse | 4448 | 431 | 9.690000000000 |
| 7  | Backpack | 4550 | 441 | 9.690000000000 |
| 8  | Desk Lamp | 4545 | 438 | 9.640000000000 |
| 9  | Headphones | 4555 | 430 | 9.440000000000 |
| 10 | White Mug | 4536 | 428 | 9.440000000000 |

8. Orders by Shipment Provider

```sql
SELECT ShipmentProvider, COUNT(*) AS TotalOrders
FROM online_sales_dataset
GROUP BY ShipmentProvider
ORDER BY TotalOrders DESC
```

147 %

Results | Messages

| | ShipmentProvider | TotalOrders |
|---|---|---|
| 1 | FedEx | 12501 |
| 2 | UPS | 12433 |
| 3 | DHL | 12425 |
| 4 | Royal Mail | 12423 |

```
9. Sales by Warehouse Location

SELECT WarehouseLocation,
       SUM(Quantity * UnitPrice * (1 - Discount)) AS TotalSales
FROM online_sales_dataset
GROUP BY WarehouseLocation
ORDER BY TotalSales DESC
```

147 %

Results | Messages

| | WarehouseLocation | TotalSales |
|---|---|---|
| 1 | Amsterdam | 8842100.31200001 |
| 2 | London | 8757747.12339999 |
| 3 | Berlin | 8742558.0497 |
| 4 | Rome | 8727625.07509997 |
| 5 | Paris | 8648832.36939999 |
| 6 | NULL | -207482.290547166 |

10. Revenue by Payment Method

```sql
SELECT PaymentMethod,
       SUM(Quantity * UnitPrice * (1 - Discount)) AS Revenue
FROM online_sales_dataset
GROUP BY PaymentMethod
ORDER BY Revenue DESC
```

147 %

Results | Messages

| | PaymentMethod | Revenue |
|---|---|---|
| 1 | Bank Transfer | 14764835.6621091 |
| 2 | Credit Card | 14411771.6739161 |
| 3 | paypall | 14334773.3030276 |

## 11. Average Discount by Category

```sql
SELECT Category,
       ROUND(AVG(Discount), 2) AS AvgDiscount
FROM online_sales_dataset
GROUP BY Category
```

147 %

Results | Messages

|   | Category | AvgDiscount |
|---|----------|-------------|
| 1 | Apparel | 0.27 |
| 2 | Stationery | 0.28 |
| 3 | Accessories | 0.27 |
| 4 | Electronics | 0.28 |
| 5 | Furniture | 0.28 |