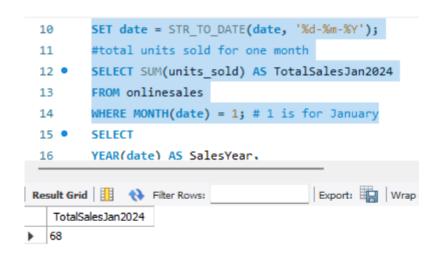
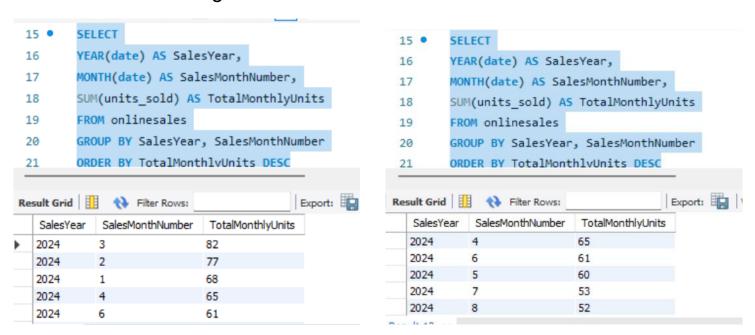
## **ONLINE SALES ANALYSIS USING SQL**

Aim: Analyze monthly revenue and order volume.

1. Total units sold in January (testing it for 1 month)



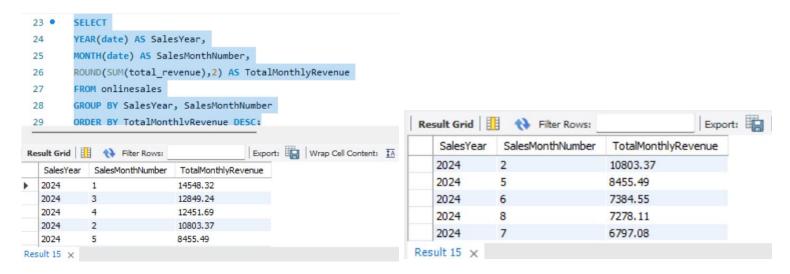
2. Calculating units sold for all months.



The first quarter has higher sales, meanwhile sales tend to drop in the second quarter.

Highest sales: March, Lowest sales: August

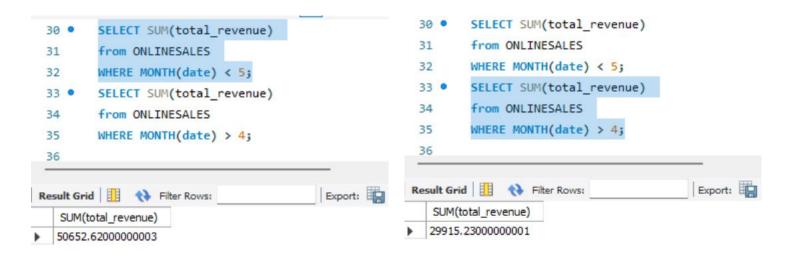
## 3. Total revenue by month



Again, the 1<sup>st</sup> quarter generates higher revenue and the 2<sup>nd</sup> quarter seems to generate way less.

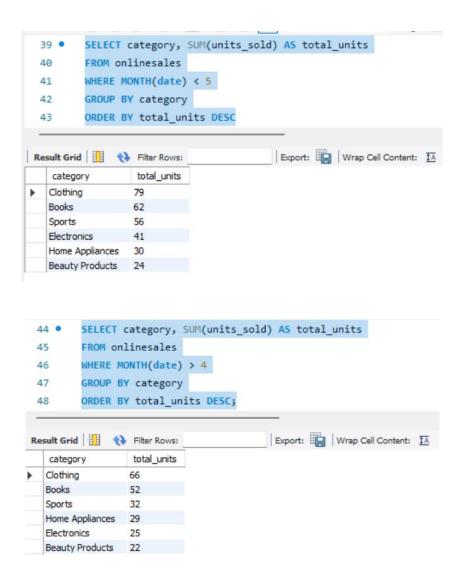
**Highest revenue generating: January** 

Lowest revenue generating: July



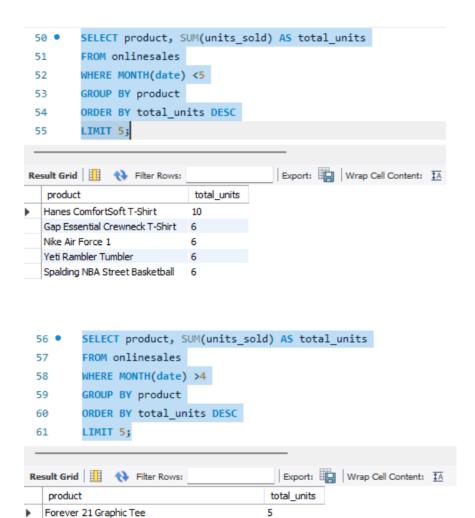
They have a difference of around \$20,000. Company should look into this disadvantageous drop.

4. Most purchased category for the 2 quarters



Clothing was the most popular category for both the quarters. We see a reduction of every category in the 2nd quarter.

## 5. Most sold product in the quarters



5

Adidas 3-Stripes Shorts

Adidas Originals Trefoil Hoodie Amazon Echo Dot (4th Gen)

The Girl with the Dragon Tattoo by Stieg Larsson