

-- Query 1: Select all data

```
SELECT *
FROM sales.dbo.[supermarket_sales - sheet1];
```

-- Query 2: Product line revenue and sales count

```
SELECT
    Product_line,
    SUM(Total) AS TotalRevenue,
    COUNT(*) AS NumberOfSales
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    Product_line
ORDER BY
    Product_line, TotalRevenue DESC
OFFSET 0 ROWS FETCH NEXT 10 ROWS ONLY;
```

-- Query 3: Total sales by date

```
SELECT
    Date,
    SUM(Total) AS TotalSales
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    Date
ORDER BY
    TotalSales DESC
OFFSET 0 ROWS FETCH NEXT 20 ROWS ONLY;
```

-- Query 4: Total sales by hour

```
SELECT
    DATEPART(HOUR, Time) AS Hour,
    SUM(Total) AS Total_Sales
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    DATEPART(HOUR, Time)
ORDER BY Hour DESC;
```

-- Query 5: Total sales by gender

```
SELECT
    Gender,
    SUM(Total) AS Total_Sales
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    Gender;
```

-- Query 6: Total COGS and total sales

```
SELECT
    SUM(COGS) AS Total_COGS,
    SUM(Total) AS Total_Sales
```

```
FROM
    sales.dbo.[supermarket_sales - sheet1];

-- Query 7: Total sales by branch and city
SELECT
    Branch, City,
    SUM(Total) AS Total_Sales
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    Branch, City;

-- Query 8: Total sales by product line
SELECT
    Product_line,
    SUM(Total) AS Total_Sales
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    Product_line
ORDER BY
    Total_Sales DESC;

-- Query 9: Total revenue by customer type
SELECT
    Customer_type,
    SUM(Total) AS Total_Revenue,
    COUNT(*) AS Transaction_Count
FROM
    sales.dbo.[supermarket_sales - sheet1]
WHERE
    Date >= '2019-01-01' AND Date <= '2019-03-31'
GROUP BY
    Customer_type
ORDER BY
    Total_Revenue ASC;

-- average customer rating
SELECT
    AVG(CAST(Rating AS FLOAT)) AS Average_Customer_Rating
FROM
    sales.dbo.[supermarket_sales - sheet1];

-- top selling product line
SELECT TOP 1
    Product_line,
    SUM(Total) AS Total_Sales
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    Product_line
ORDER BY
    Total_Sales DESC;

-- revenue by payment method
```

```
SELECT
    Payment AS Payment_Method,
    SUM(Total) AS Revenue
FROM
    sales.dbo.[supermarket_sales - sheet1]
GROUP BY
    Payment
ORDER BY
    Revenue DESC;
--- revenue distribution
WITH Funnel_Stages AS (
    SELECT
        COUNT(DISTINCT Invoice_ID) AS Total_Transactions,
        SUM(CASE WHEN Branch IS NOT NULL THEN 1 ELSE 0 END) AS Branch_Sales,
        SUM(CASE WHEN Quantity > 1 THEN 1 ELSE 0 END) AS Multiple_Item_Purchases,
        SUM(CASE WHEN Total > 500 THEN 1 ELSE 0 END) AS High_Revenue_Transactions,
        SUM(CASE WHEN Rating >= 9 THEN 1 ELSE 0 END) AS High_Rating_Transactions
    FROM
        sales.dbo.[supermarket_sales - sheet1]
)
SELECT
    'Total Transactions' AS Stage, Total_Transactions AS Value
    FROM Funnel_Stages
UNION ALL
SELECT
    'Branch Sales', Branch_Sales
    FROM Funnel_Stages
UNION ALL
SELECT
    'Multiple Item Purchases', Multiple_Item_Purchases
    FROM Funnel_Stages
UNION ALL
SELECT
    'High Revenue Transactions', High_Revenue_Transactions
    FROM Funnel_Stages
UNION ALL
SELECT
    'High Rating Transactions', High_Rating_Transactions
    FROM Funnel_Stages;
--
```