**SALES DATA ANALYSIS**

**Identifying KPIs**

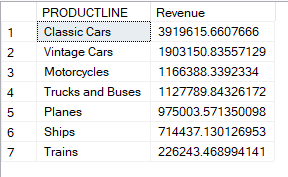
1. **STATUS**

SELECT DISTINCT STATUS FROM sales\_data;

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1. **PRODUCTLINE**

SELECT DISTINCT PRODUCTLINE FROM sales\_data

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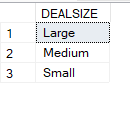
1. **COUNTRY**

SELECT DISTINCT COUNTRY FROM sales\_data

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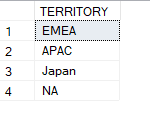
1. **DEALSIZE**

SELECT DISTINCT DEALSIZE FROM sales\_data

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1. **TERRITORY**

SELECT DISTINCT TERRITORY FROM sales\_data

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**ANALYSIS**

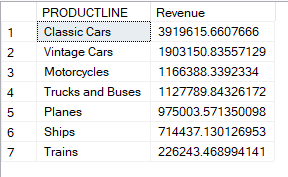
1. **PRODUCTLINE VS SALES REVENUE**

SELECT PRODUCTLINE, SUM(SALES) Revenue

FROM sales\_data

GROUP BY PRODUCTLINE

ORDER BY 2 DESC

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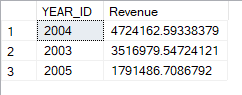
1. **YEAR VS SALES REVENUE**

SELECT YEAR\_ID, SUM(SALES) Revenue

FROM sales\_data

GROUP BY YEAR\_ID

ORDER BY 2 DESC

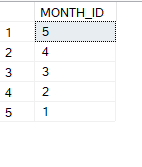


1. **WHY IS REVENUE OF 2005 LESS**

SELECT DISTINCT MONTH\_ID FROM sales\_data

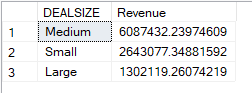
WHERE YEAR\_ID = 2005

ORDER BY MONTH\_ID DESC

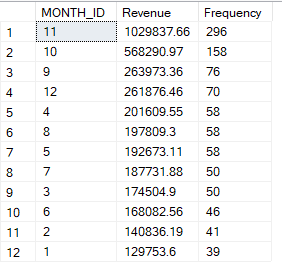
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*They operated only for 5 months in the whole year of 2005*

1. **DEALSIZE VS REVENUE**

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1. **BEST MONTH FOR SALES**

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1. **BEST PRODUCT SOLD IN BEST MONTH FOR SALES**

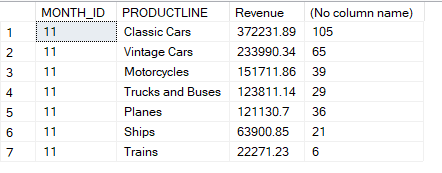
select MONTH\_ID, PRODUCTLINE, round(sum(sales),2) Revenue, count(ORDERNUMBER)

from sales\_data

where YEAR\_ID = 2004 and MONTH\_ID = 11 --change year to see the rest

group by MONTH\_ID, PRODUCTLINE

order by 3 desc

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1. **CITY WITH HIGHEST NUMBER OF SALES IN A SPECIFIC COUNTRY**

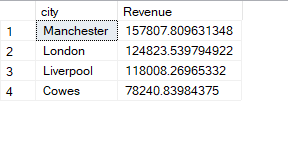
select city, sum (sales) Revenue

from sales\_data

where country = 'UK'

group by city

order by 2 desc

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1. **BEST PRODUCT IN US**

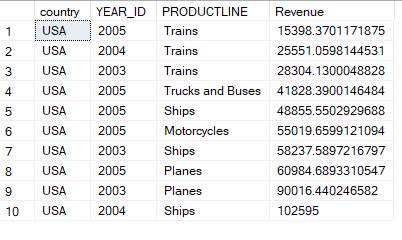
select country, YEAR\_ID, PRODUCTLINE, sum(sales) Revenue

from sales\_data

where country = 'USA'

group by country, YEAR\_ID, PRODUCTLINE

order by 4 desc

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