■ SQL Mini Report – Retail Sales Analysis

Analyst: Ifeoluwa Samuel Sunday

Date: September 12, 2025

1■■ Total Revenue by Product Category

SQL:
SELECT productcategory, SUM(price*quantity) AS total_revenue FROM orders GROUP BY productcategory;

Insight: Electronics = £2900, Furniture = £1900, Clothing = £500 → Electronics generates the highest revenue.

2■■ Top 3 Customers by Total Spending

SQL:
SELECT customername, SUM(price*quantity) AS total_spent FROM orders GROUP BY customername ORDER BY total_spent DESC LIMIT 3;

Insight: Ella = £1600, Clara = £1500, Frank = £800 → Ella and Clara are VIP customers.

3■■ Orders Above Average Order Revenue

SQL:
SELECT orderid, customername, (price*quantity) AS revenue FROM orders WHERE (price*quantity) > (SELECT AVG(price*quantity) FROM orders);

Insight: Average order revenue = £883.33 → Above-average orders = Clara (£1500), Ella (£1600).

4■■ City Performance – Ranked by Revenue

SQL:
SELECT city, SUM(price*quantity) AS total_revenue FROM orders GROUP BY city ORDER BY total_revenue DESC;

Insight: London = £2500, Leeds = £2000, Bristol = £800 → London is the strongest market.

5■■ VIP Customers (Above Average Customer Revenue)

SQL:
SELECT customername, SUM(price*quantity) AS customer_revenue FROM orders GROUP BY customername HAVING SUM(price*quantity) > (SELECT AVG(customer_revenue) FROM (SELECT SUM(price*quantity) AS customer_revenue FROM orders GROUP BY customername) AS sub);

Insight: Average customer revenue ≈ £883 → VIPs = Clara (£1500), Ella (£1600).

6■■ Most Popular Product Category (by Quantity Sold)

SQL:
SELECT productcategory, SUM(quantity) AS total_quantity FROM orders GROUP BY productcategory ORDER BY total_quantity DESC;

Insight: Electronics = 16, Clothing = 10, Furniture = 6 → Electronics is the most frequently purchased category.

■ Final Summary for Manager

• Electronics dominates sales in both revenue (£2900) and units sold (16).
• Top customers Ella & Clara account for a large share of revenue → nurture them.
• London outperforms other cities, making it a priority market.
• Sales are top-heavy (only 2 orders are above average), so diversifying customer base is key.