

Business Questions for SQL Project

Basic-Level Questions (Understanding the Data)

1. What are the total sales and total profit across all orders?
2. How many unique customers are in the dataset?
3. List the different shipping modes used and how many orders used each.
4. Which product categories have the highest number of orders?
5. What is the average discount given per category?
6. Which cities have the most number of orders?

Intermediate-Level Questions (Trends and Segmentation)

7. Which customer placed the highest number of orders?
8. What is the trend of monthly sales over time?
9. Which state has the highest total profit?
10. What are the top 5 most frequently sold products?
11. How many orders were shipped using 'Same Day' or 'Second Class' shipping?
12. Which customer segment (Consumer, Corporate, Home Office) generates the most revenue?
13. Find customers who placed more than 5 orders.
14. What is the average profit per order for each region?

Advanced-Level Questions (Insights and Optimization)

15. Identify products with negative profit.
16. Calculate cumulative sales per customer (running total).
17. Rank customers based on their total sales.
18. Compare sales performance of California vs Florida.
19. Show the top 3 profitable sub-categories in each category.
20. What is the average shipping delay (in days) per ship mode?

Bonus Questions for Visualization

1. Sales vs Profit by Category/Sub-Category
2. Monthly Trend Line: Sales and Profit
3. Geo Map of Sales by State
4. Bar Chart of Top Customers
5. Scatter plot: Discount vs Profit