```sql
## 1. Find out total sales by state

WITH Total_Sales_State AS
(
  SELECT
    State,
    CAST(SUM(Sales*Quantity) AS INT64) AS Total_Sales,
    COUNT(Order_ID) AS Total_Orders_State,
    (
      SELECT
        COUNT(*)
      FROM
        iconic-works-395802.superstore.superstore_info
    ) AS Total_Orders,
    CASE
      WHEN COUNT(Order_ID)/(SELECT COUNT(*) FROM iconic-works-
395802.superstore.superstore_info) <= 0.2
      THEN 'Less than 20%'
      WHEN COUNT(Order_ID)/(SELECT COUNT(*) FROM iconic-works-
395802.superstore.superstore_info) > 0.2
      AND COUNT(Order_ID)/(SELECT COUNT(*) FROM iconic-works-
395802.superstore.superstore_info) <= 0.6
      THEN '20-60%'
      ELSE 'More than 60%'
    END AS Total_Fulfillment
  FROM
    iconic-works-395802.superstore.superstore_info
  GROUP BY
    State
  ORDER BY
    Total_Sales DESC
),

## 2. Identification of total sales by year and month

Total_Sales_Trend AS
(
  SELECT
    EXTRACT(YEAR FROM Order_Date) AS Order_Year,
    EXTRACT(MONTH FROM Order_Date) AS Order_Month,
    CAST(SUM(Sales*Quantity) AS INT64) AS Total_Sales
  FROM
    iconic-works-395802.superstore.superstore_info
  GROUP BY
    Order_Year,
    Order_Month
  ORDER BY
    Order_Year
),

## 3. Find out total sales by category and sub category including total profit margins

Total_Sales_Category AS
(
  SELECT
    Category,
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    Sub_Category,
    CAST(SUM(Sales*Quantity) AS INT64) AS Total_Sales,
    CAST(SUM(Profit*Quantity) AS INT64) AS Total_Profit_Margin
  FROM
    iconic-works-395802.superstore.superstore_info
  GROUP BY
    Category,
    Sub_Category
  ORDER BY
    Category DESC
),

## 4. For 3 sub categories, i.e., tables, supplies, and bookcases, the profit margins are
negative. So, investigate why the profit margins are negative. Check the discount column to
get leads. Group discount by category for e.g, < 25%, b/w 25-50% and >50% and add profit
margins accordingly to get an undestanding of what discount categories lead to losses.

Negative_Profit_Margin AS
(
  SELECT
    Sub_Category,
    CAST(SUM(CASE WHEN Discount <= 0.25 THEN PROFIT ELSE 0 END) AS INT64) AS Upto_25_Disc,
    CAST(SUM(CASE WHEN Discount > 0.25 AND Discount <= 0.5 THEN PROFIT ELSE 0 END) AS INT64)
AS Between_25to50_Disc,
    CAST(SUM(CASE WHEN Discount > 0.5 THEN PROFIT ELSE 0 END) AS INT64) AS Morethan_50_Disc,
    CAST(SUM(Profit) AS INT64) AS Total_Profit_Margin
  FROM
    iconic-works-395802.superstore.superstore_info
  WHERE
    Sub_Category = 'Tables'
    OR Sub_Category = 'Supplies'
    OR Sub_Category = 'Bookcases'
  GROUP BY
    Sub_Category
),

## 5. List of top 10 loyal customers so far by spending to introduce special offers

Loyal_Customers_List AS
(
  SELECT
    Customer_Name,
    CAST(SUM(Sales*Quantity) AS INT64) AS Total_Sales
  FROM
    iconic-works-395802.superstore.superstore_info
  GROUP BY
    Customer_Name
  ORDER BY
    Total_Sales DESC
  LIMIT 10
)
```

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## Select tables to return values

SELECT
  *
FROM
  Loyal_Customers_List
```