CREATE DATABASE LITA\_CAPSTONE\_PROJECT\_2

SELECT \* FROM [dbo].[sales Data]

--- 1. retrieve the total sales for each product category.---

SELECT[Product] , SUM([Sales]) AS TotalSales

FROM [dbo].[sales Data]

GROUP BY [Product]

--- 2. find the number of sales transactions in each region.

SELECT [Region], COUNT([OrderID]) AS NumOfTransactions

FROM [dbo].[sales Data]

GROUP BY [Region]

-- 3. find the highest-selling product by total sales value.--

SELECT Top (1)[Product] , SUM([Sales]) AS TotalSales

FROM [dbo].[sales Data]

GROUP BY [Product]

ORDER BY TotalSales DESC

--- 4. calculate total revenue per product.---

SELECT[Product], SUM([Sales]) AS TotalRevenue

FROM [dbo].[sales Data]

GROUP BY [Product]

-- 5. calculate monthly sales totals for the current year

SELECT Month([OrderDate]) AS Month,

SUM([Sales]) AS MonthlySalesTotal

FROM[dbo].[sales Data] WHERE YEAR([OrderDate]) = 2024

GROUP BY Month([OrderDate])

ORDER BY Month

-- 6. find the top 5 customers by total purchase amount.---

SELECT Top (5)[Customer\_Id] ,

SUM([Sales]) AS TotalPurchaseAmount FROM [dbo].[sales Data]

GROUP BY [Customer\_Id]

ORDER BY TotalPurchaseAmount DESC

-- 7. calculate the percentage of total sales contributed by each region.---

SELECT[Region] , SUM([Sales]) AS RegionTotalSales,

FORMAT(ROUND((SUM([Sales]) / CAST((SELECT SUM([Sales]) FROM [dbo].[sales Data]) AS DECIMAL(10,2)) \* 100), 1), '0.#')

AS PercentageOfTotalSales

FROM [dbo].[sales Data]

GROUP BY [Region]

ORDER BY PercentageOfTotalSales DESC

-- 8. identify products with no sales in the last quarter.---

SELECT [Product] FROM [dbo].[sales Data]

GROUP BY [Product]

HAVING SUM(CASE

WHEN OrderDate BETWEEN '2024-06-01' AND '2024-08-31'

THEN 1 ELSE 0 END) = 0