

customerssales\_datasales\_data

Limit to 1000 rows

1 -- Purpose: New vs Returning customers

2 • SELECT

3 customer\_type,

4 COUNT(\*) AS total\_orders,

5 SUM(sales\_amount) AS revenue,

6 SUM(profit) AS profit

7 FROM sales\_data

8 GROUP BY customer\_type;

9

Result Grid

Filter Rows:

Export:

Wrap Cell Contents:

customer_type	total_orders	revenue	profit
Returning	190	909569.61	1159710
New	189	971170.77	1190500

Result 13

Read Only

Limit to 1000 rows

1 -- Month-over-Month revenue

2 • SELECT

3 DATE\_FORMAT(sale\_date, '%Y-%m') AS month,

4 SUM(sales\_amount) AS revenue

5 FROM sales\_data

6 GROUP BY month

7 ORDER BY month;

8

9

Result Grid

Filter Rows:

Export:

Wrap Cell Contents:

month	revenue
2023-01	150983.24
2023-02	145200.18
2023-03	179857.17
2023-04	141896.80
2023-05	133039.23
2023-06	115051.25
2023-07	170739.06
2023-08	183617.33
2023-09	149510.72
2023-10	142976.82
2023-11	160565.59
2023-12	187974.98
2024-01	19328.01

customers sales\_data sales\_data

Limit to 1000 rows

```
1 -- Purpose: Sales rep performance
2 • SELECT
3     sales_rep,
4     SUM(sales_amount) AS revenue,
5     SUM(profit) AS profit
6 FROM sales_data
7 GROUP BY sales_rep
8 ORDER BY revenue DESC;
9
```

Result Grid Filter Rows: Export: Wrap Cell Content:

sales_rep	revenue	profit
Bob	452348.74	492675
David	412375.77	502746
Alice	351938.53	423855
Charlie	347565.94	485462
Eve	316511.40	445472

Result 12 x Read Only

customers sales\_data sales\_data

Limit to 1000 rows

```
1 -- Purpose: Product category performance
2 • SELECT
3     product_category,
4     SUM(sales_amount) AS revenue,
5     SUM(profit) AS profit
6 FROM sales_data
7 GROUP BY product_category
8 ORDER BY revenue DESC;
9
```

Result Grid Filter Rows: Export: Wrap Cell Content:

product_category	revenue	profit
Electronics	530940.70	650306
Furniture	484681.23	726445
Food	437893.88	485576
Clothing	427224.57	487883

customers sales\_data sales\_data

Limit to 1000 rows

```
1 -- Purpose: Monthly profit trend
2
3 • SELECT
4     DATE_FORMAT(sale_date, '%Y-%m') AS month,
5     SUM(profit) AS total_profit
6 FROM sales_data
7 GROUP BY month
8 ORDER BY month;
9
```

Result Grid

month	total_profit
2023-01	244937
2023-02	186073
2023-03	185887
2023-04	188008
2023-05	170163
2023-06	153954
2023-07	144679
2023-08	234154
2023-09	189358
2023-10	201807
2023-11	257341
2023-12	171287
2024-01	22562

Result 8 x

Read Only

```
1
2 -- Remove null dates
3 • DELETE FROM sales_data
4 WHERE sale_date IS NULL
5 LIMIT 1000;
6 -- Check duplicates
7 • SELECT product_id, sale_date, sales_rep, COUNT(*)
8 FROM sales_data
9 GROUP BY product_id, sale_date, sales_rep
10 HAVING COUNT(*) > 1;
11
```

Result Grid

product_id	sale_date	sales_rep	COUNT(*)
1058	2023-02-03 00:00:00	Eve	2

Limit to 1000 rows

1 -- Purpose: Year-over-year revenue

2

3 • SELECT

4 YEAR(sale\_date) AS year,

5 SUM(sales\_amount) AS revenue

6 FROM sales\_data

7 GROUP BY year

8 ORDER BY year;

9

Result Grid

Filter Rows:

Exports

Wrap Cell Contents:

year	revenue
2023	1861412.37
2024	19328.01

Result Grid

Form Editor

Field Types

Query Stats

customers sales\_data sales\_data

Limit to 1000 rows

1 -- Purpose: Revenue & profit by region

2 • SELECT

3 region,

4 SUM(sales\_amount) AS revenue,

5 SUM(profit) AS profit

6 FROM sales\_data

7 GROUP BY region

8 ORDER BY revenue DESC;

9

Result Grid

Filter Rows:

Exports

Wrap Cell Contents:

region	revenue	profit
East	582988.58	684591
North	486002.31	596619
South	426587.73	539268
West	385161.76	529732

Result 9

Read Only

customers sales\_data sales\_data

Limit to 1000 rows

```
1  -- Purpose: Discount impact on profit
2 • SELECT
3     discount,
4     COUNT(*) AS orders,
5     AVG(profit) AS avg_profit
6 FROM sales_data
7 GROUP BY discount
8 ORDER BY discount;
```

Result 14 x

discount	orders	avg_profit
0.08	14	7747.5714
0.09	11	7782.8182
0.10	14	6870.1429
0.11	8	4548.0000
0.12	11	3171.3636
0.13	9	5645.6667
0.14	15	6315.6667
0.15	14	5999.0714
0.16	6	3217.3333
0.17	22	6698.5909

Read Only

customers sales\_data sales\_data

Limit to 1000 rows

```
1  -- Purpose: Discount impact on profit
2 • SELECT
3     discount,
```

Result 14 x

discount	orders	avg_profit
0.04	16	7541.9375
0.05	10	7606.7000
0.06	15	7227.8000
0.07	10	2619.3000
0.08	14	7747.5714
0.09	11	7782.8182
0.10	14	6870.1429
0.11	8	4548.0000
0.12	11	3171.3636
0.13	9	5645.6667
0.14	15	6315.6667
0.15	14	5999.0714
0.16	6	3217.3333
0.17	22	6698.5909
0.18	11	7736.2727
0.19	11	4918.5455
0.20	16	4907.2500
0.21	14	5055.6429
0.22	16	7597.9375
0.23	7	5144.4286
0.24	20	6428.3000
0.25	19	6536.3684
0.26	8	7624.5000
0.27	18	5494.7222
0.28	10	5521.7000
0.29	10	4557.5000
0.30	6	8016.1667

Read Only

customers sales\_data sales\_data

Limit to 1000 rows

1

-- Purpose: Executive KPI summary

2

• SELECT

3

SUM(sales\_amount) AS total\_revenue,

4

SUM(profit) AS total\_profit,

5

ROUND(SUM(profit) / SUM(sales\_amount) \* 100, 2) AS profit\_margin\_pct,

6

COUNT(DISTINCT sales\_rep) AS total\_sales\_reps

7

FROM sales\_data;

8

9

10

11

12

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

	total_revenue	total_profit	profit_margin_pct	total_sales_reps
▶	1880740.38	2350210	124.96	5

Result 16 x

Read Only

customers sales\_data sales\_data

Limit to 1000 rows

1

-- Purpose: Online vs Retail comparison

2

• SELECT

3

sales\_channel,

4

COUNT(\*) AS orders,

5

SUM(sales\_amount) AS revenue,

6

SUM(profit) AS profit

7

FROM sales\_data

8

GROUP BY sales\_channel;

9

10

11

12

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

	sales_channel	orders	revenue	profit
▶	Online	201	995351.61	1216080
	Retail	178	885388.77	1134130

Result 15 x

Read Only