**Retail Sales Analysis**

**SQL Report**

* What is the total amount of products sold and the revenue generated by the company?

SELECT

    FORMAT(SUM(Quantity), 0) AS 'TotalQuantitySold',

    FORMAT(SUM(TotalPrice), 2) AS 'TotalRevenue'

FROM online\_retail;

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* What are the top 10 Countries that are generating the store the most revenue?

SELECT

    Country,

    SUM(TotalPrice) AS 'TotalRevenue'

FROM online\_retail

GROUP BY Country

ORDER BY TotalRevenue DESC;

LIMIT 10;

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* A screenshot of a computer

  Description automatically generatedWho are the top 25 most valuable customers?

UPDATE online\_retail

SET CustomerID = NULL

WHERE CustomerID = '';

SELECT

    CustomerID,

    SUM(TotalPrice) AS TotalSpend

FROM online\_retail

WHERE CustomerID IS NOT NULL

GROUP BY CustomerID

ORDER BY TotalSpend DESC

LIMIT 25;

* How many Cancelations were there and what was the total loss of revenue because of those cancelations?

SELECT

    IsCanc,

    COUNT(IsCanc) AS CntCanc,

    FORMAT(SUM(TotalPrice), 2) AS Revenue

FROM online\_retail

WHERE IsCanc = 'Yes'

GROUP BY IsCanc;

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* What customer(s) could be suspected of potential fraud using cancelled invoices?

SELECT

    CustomerID,

    Count(IsCanc) AS TotalTransactions,

    SUM(Quantity) AS TotalQuantity,

    SUM(TotalPrice) AS Revenue

FROM online\_retail

WHERE CustomerID IS NOT NULL

GROUP BY CustomerID

ORDER BY Revenue ASC;

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* What are the top 5 selling products in France that is not Postage?

SELECT

    Description,

    SUM(TotalPrice) AS TotalVolume,

    Country

FROM online\_retail

WHERE Country = 'France' AND Description <> 'POSTAGE'

GROUP BY Description

ORDER BY TotalVolume DESC

LIMIT 5;

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