

Supers Store Key Performance Indicators

Total Revenue in 2016

- Total Revenue in 2016

```
SELECT SUM(sales) AS 'Total Revenue in 2016'  
FROM sales  
WHERE year(Order_Date) = 2016
```

	Total Revenue in 2016
▶	601265.2610000009

Region-wise Sales

```
SELECT Region, SUM(sales) AS Total_Sales  
FROM sales  
Group BY Region  
ORDER BY Total_Sales DESC;
```

	Region	Total_Sales
▶	West	713471.3445000004
	East	672194.0539999981
	Central	497800.8728000007
	South	388983.58500000037

Top 10 Selling Products

- Top 10 selling products

```
Select Product_Name, SUM(quantity) AS Number_of_product
FROM sales
Group By product_Name
order by Number_of_product DESC
LIMIT 10;
```

	Product_Name	Number_of_product
▶	Staples	215
	Staple envelope	170
	Easy-staple paper	150
	Staples in misc. colors	86
	KI Adjustable-Height Table	74
	Avery Non-Stick Binders	71
	Storex Dura Pro Binders	71
	GBC Premium Transparent Covers with Diagonal...	67
	Situations Contoured Folding Chairs, 4/Set	64
	Staple-based wall hangings	62

Top 10 Customer by Sale

- Top 10 customer by sale

```
SELECT Customer_ID, Customer_Name, SUM(Sales) AS Total_Sales
FROM sales
GROUP BY Customer_ID, Customer_Name
ORDER BY Total_Sales DESC
LIMIT 10;
```

	Customer_ID	Customer_Name	Total_Sales
▶	SM-20320	Sean Miller	25043.05
	TC-20980	Tamara Chand	19017.847999999998
	RB-19360	Raymond Buch	15117.339
	TA-21385	Tom Ashbrook	14595.62
	AB-10105	Adrian Barton	14355.610999999997
	SC-20095	Sanjit Chand	14142.333999999999
	KL-16645	Ken Lonsdale	14071.917
	HL-15040	Hunter Lopez	12873.297999999999
	SE-20110	Sanjit Engle	12209.438000000002
	CC-12370	Christopher Conant	12129.072

Profit Margin by Product Category

```

SELECT Category, SUM(Sales) AS Total_Sales,
SUM(Profit) AS Total_Profit,
(SUM(Profit) / SUM(Sales)) * 100 AS Profit_Margin_Percentage
FROM sales
GROUP BY Category
ORDER BY Profit_Margin_Percentage DESC;

```

Category	Total_Sales	Total_Profit	Profit_Margin_Percentage
Technology	835900.06699999964	145387.09659999999	17.39288012283417
Office Supplies	703502.92800000031	120489.88640000001	17.127133605902998
Furniture	733046.86129999996	16980.771199999998	2.316464621359397