1. Total Revenue

Calculates the total revenue generated from all orders.

```sql
SELECT  Sum(totalamount) AS TotalRevenue
FROM    orders;
```

TotalRevenue
50087747.74

2. Total Number of Orders

Counts the total number of orders placed.

```sql
SELECT  Sum(totalamount) AS TotalRevenue
FROM    orders;
```

TotalOrders
100000

3. Average Order Value (AOV)

Calculates the average amount spent per order.

```sql
SELECT  Avg(totalamount) AS AverageOrderValue
FROM    orders;
```

AverageOrderValue
500.877477

4. Total Number of Customers

Counts the total number of unique customers.

```sql
SELECT  Count(*) AS TotalCustomers
FROM    customers;
```

TotalCustomers
10000

5. Top 5 Customers by Total Spending

Identifies the top 5 customers who have spent the most.

```sql
SELECT TOP 5 customerid,
             Sum(totalamount) AS TotalSpent
FROM    orders
GROUP  BY customerid
ORDER  BY totalspent DESC;
```

customerid	TotalSpent
5701	12555.20
9543	12530.21
565	12504.77
2783	12369.57
4984	12271.61

6. Most Popular Products (by Quantity Sold)

Identifies the top 5 products that have been sold the most.

```sql
SELECT TOP 5 productid,
             Sum(quantity) AS TotalQuantitySold
FROM    orderdetails
GROUP   BY productid
ORDER   BY totalquantitysold DESC;
```

productid	TotalQuantitySold
534	1370
727	1351
994	1348
427	1345
809	1343

7. Total Revenue by Product

Calculates the total revenue generated by each product.

```sql
SELECT productid,
       Sum(quantity * unitprice) AS TotalRevenue
FROM    orderdetails
GROUP   BY productid
ORDER   BY totalrevenue DESC;
```

productid	TotalRevenue
427	1300251.85
40	1233420.32
177	1230367.44
761	1205198.24
....	....

8. Number of Orders per Customer

Calculates the number of orders placed by each customer.

```sql
SELECT customerid,
       Count(orderid) AS NumberOfOrders
FROM    orders
GROUP   BY customerid
ORDER   BY numberoforders DESC;
```

customerid	NumberOfOrders
1622	25
6314	24
352	23
5951	22
9494	22
....	....

9. Average Quantity Sold per Product

Calculates the average quantity sold for each product.

```sql
SELECT productid,
       Avg(quantity) AS AverageQuantitySold
```

```
FROM    orderdetails
GROUP  BY productid
ORDER  BY averagequantitysold DESC;
```

productid	AverageQuantitySold
427	6
476	6
44	6
868	6
282	6
....	....

10. Total Revenue by Month

Calculates the total revenue generated each month.

```
SELECT Year(orderdate)   AS OrderYear,
       Month(orderdate)  AS OrderMonth,
       Sum(totalamount)  AS TotalRevenue
FROM    orders
GROUP  BY Year(orderdate),
          Month(orderdate)
ORDER  BY orderyear,
          ordermonth;
```

OrderYear	OrderMonth	TotalRevenue
2024	1	1022182.81
2024	2	3946954.74
2024	3	4234470.52
2024	4	4081847.03
2024	5	4212252.52
....	....	....