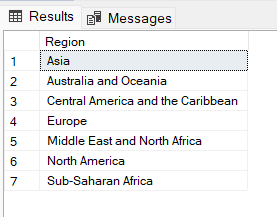
**Analysing Amazon Sales SQL Queries**

**—-----------------------------SALES OVERVIEW—----------------------------------**

**( Regions )**

**1. List of distinct regions covered in Amazon’s sales data?**

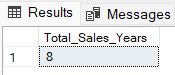
SELECT DISTINCT(Region) FROM [dbo].[Amazon Sales data]

**( Total Sales Year )**

**2. Count of the total number of years covered in Amazon sales data?**

SELECT COUNT(DISTINCT(Order\_Year)) AS Total\_Sales\_Years

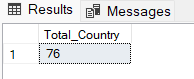
FROM [dbo].[Amazon Sales data]



**( Total Countries )**

**3**.**Count of the total number of countries involved in Amazon sales?**

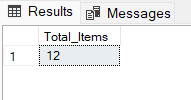
SELECT COUNT(DISTINCT(Country)) AS Total\_Country FROM [dbo].[Amazon Sales data]



**( Total Items )**

**4.Count of the total number of distinct items available for sale on Amazon?**

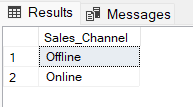
SELECT COUNT(DISTINCT(Item\_type)) AS Total\_Items FROM [dbo].[Amazon Sales data]



**( Sales Mode )**

**5. Different sales modes (sales channel) available?**

SELECT DISTINCT(Sales\_Channel) AS Sales\_Channel FROM [dbo].[Amazon Sales data]

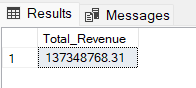


**—-------------------------------REVENUE AND PROFIT—--------------------------**

**( Total Revenue )**

**6. Sum of the total revenue generated across all sales?**

SELECT SUM(Total\_Revenue) AS Total\_Revenue FROM [dbo].[Amazon Sales data]



**( Revenue by Sales Mode)**

**7. Total Revenue generated by different sales modes?**

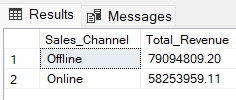
SELECT Sales\_Channel,

SUM(Total\_Revenue) AS Total\_Revenue

FROM [dbo].[Amazon Sales data]

GROUP BY Sales\_Channel

ORDER BY SUM(Total\_Revenue) DESC



**( Most sold item by Sales Mode )**

**8. The most sold item in each sales mode?**

WITH cte

AS (SELECT Sales\_Channel,

Item\_Type,

Sum(Units\_Sold) AS Unit\_Sold,

Rank()

OVER(

partition BY Sales\_Channel

ORDER BY Sum(Units\_Sold) DESC) Ranking

FROM [dbo].[amazon sales data]

GROUP BY Sales\_Channel,

Item\_Type)

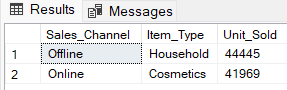
SELECT Sales\_Channel,

Item\_Type,

Unit\_Sold

FROM cte

WHERE ranking = 1



**( Least sold item by Sales Mode )**

**9. The least sold item in each sales mode?**

WITH cte

AS (SELECT Sales\_Channel,

Item\_Type,

Sum(Units\_Sold) AS Unit\_Sold,

Rank()

OVER(

partition BY Sales\_Channel

ORDER BY Sum(Units\_Sold) ASC) Ranking

FROM [dbo].[amazon sales data]

GROUP BY Sales\_Channel,

Item\_Type)

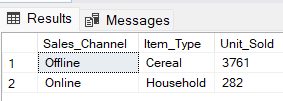
SELECT Sales\_Channel,

Item\_Type,

Unit\_Sold

FROM cte

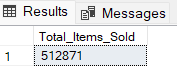
WHERE ranking = 1



**( Total Items Sold )**

**10. Sum of the total number of sold items?**

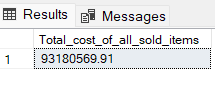
SELECT SUM(Units\_Sold) AS Total\_Items\_Sold FROM [dbo].[Amazon Sales data]



**( Total Cost of Sold Items )**

**11. Sum of the total cost of all sold items?**

SELECT SUM(Total\_Cost) Total\_cost\_of\_all\_sold\_items AS FROM [dbo].[Amazon Sales data]



**---------------------PRICES INSIGHTS AND PROFIT MARGIN----------------**

**( Items and Selling Prices )**

**12. List of distinct items and their selling prices?**

SELECT DISTINCT(Item\_Type) AS Item\_Name,

Selling\_Price AS Price

FROM [dbo].[Amazon Sales data]



**( Items and Actual Prices )**

**13. List of distinct items and their actual prices?**

SELECT DISTINCT(Item\_Type) AS Item\_Name,

Unit\_Cost AS Actual\_Price

FROM [dbo].[Amazon Sales data]

****

**( Gross Profit Margin )**

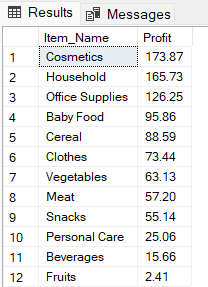
**14. List of items sorted from highest to lowest profitability?**

SELECT DISTINCT(Item\_Type) AS Item\_Name,

Unit\_Price - Unit\_Cost AS Profit

FROM [dbo].[Amazon Sales data]

ORDER BY Unit\_Price - Unit\_Cost DESC



**( Profit Margin )**

**15. List of items sorted from highest to lowest of profit margin ?**

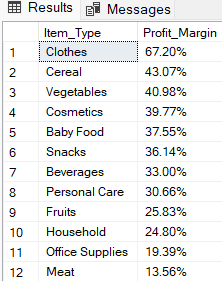
SELECT Item\_Type,

FORMAT(SUM(Total\_Profit) / SUM(Total\_Revenue) \* 100, '0.00') + '%' AS Profit\_Margin

FROM [dbo].[Amazon Sales data]

GROUP BY Item\_Type

ORDER BY Profit\_Margin DESC



**( Most Expensive Item )**

**16. The most expensive item on Amazon?**

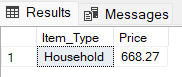
SELECT DISTINCT(Item\_Type) ,

Unit\_Price AS Price

FROM [dbo].[Amazon Sales data]

WHERE Unit\_Price=(SELECT MAX(CONVERT(DECIMAL(10,2), Unit\_Price))

FROM [dbo].[Amazon Sales data])



**( Cheapest Item )**

**17. The cheapest item on Amazon?**

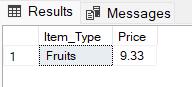
SELECT DISTINCT(Item\_Type) ,

Unit\_Price AS Price

FROM [dbo].[Amazon Sales data]

WHERE Unit\_Price=(SELECT MIN(CONVERT(DECIMAL(10,2), Unit\_Price))

FROM [dbo].[Amazon Sales data])



**—---------------------------DELIVERY PERFORMANCE—------------------------**

**( Average Delivery Days)**

**18. Average delivery days for each item type?**

WITH cte

AS (SELECT Item\_Type,

DATEDIFF(day, Order\_Date, Ship\_Date) AS Day\_Take

FROM [dbo].[Amazon Sales data])

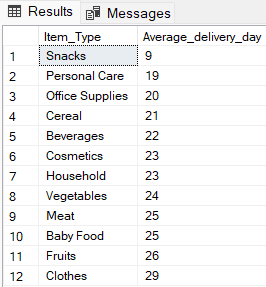
SELECT Item\_Type,

AVG(Day\_Take) AS Average\_delivery\_day

FROM cte

GROUP BY Item\_Type

ORDER BY AVG(Day\_Take) ASC



**-------------------------------------SALES ANALYTICS--------------------------------**

**( Top 3 Most Sold Items throughout Amazon Sales )**

**19. List of top 3 most sold items throughout Amazon sales?**

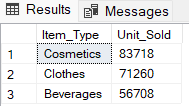
SELECT Top(3) Item\_Type,

SUM(Units\_Sold) AS Unit\_Sold

FROM [dbo].[Amazon Sales data]

GROUP BY Item\_Type

ORDER BY Sum(Units\_Sold) DESC



**( Top 3 Least Sold Items throughout Amazon Sales )**

**20. List of top 3 least sold items throughout Amazon sales?**

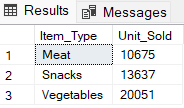
SELECT Top(3) Item\_Type,

SUM(Units\_Sold) AS Unit\_Sold

FROM [dbo].[Amazon Sales data]

GROUP BY Item\_Type

ORDER BY Sum(Units\_Sold) ASC



**( Most Sold Item by Each Country )**

**21. Most sold item by each country?**

WITH cte

AS (SELECT Country,

Item\_Type,

Sum(Units\_Sold) AS Total\_Sold,

Dense\_rank()

OVER(

partition BY Country

ORDER BY Sum(Units\_Sold) DESC) Ranking

FROM [dbo].[amazon sales data]

GROUP BY Country,

Item\_Type)

SELECT Country,

Item\_Type

FROM cte

WHERE Ranking = 1



**( Least Sold Item by Each Country )**

**22. Most sold item by each country?**

WITH cte

AS (SELECT Country,

Item\_Type,

Sum(Units\_Sold) AS Total\_Sold,

Dense\_rank()

OVER(

partition BY Country

ORDER BY Sum(Units\_Sold) ASC) Ranking

FROM [dbo].[amazon sales data]

GROUP BY Country,

Item\_Type)

SELECT Country,

Item\_Type

FROM cte

WHERE Ranking = 1



**( Total Sold Items by Region )**

**23.Highest to lowest total sold items by region?**

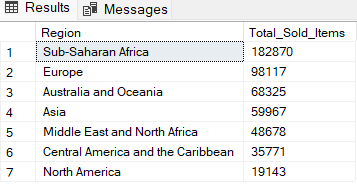
SELECT Region,

SUM(Units\_Sold) AS Total\_Sold\_Items

FROM [dbo].[Amazon Sales data]

GROUP BY Region

ORDER BY Total\_Sold\_Items DESC



**( Most Sold Item by Region )**

**24. Find the most sold item by each region?**

WITH cte

AS (SELECT Region,

Item\_Type,

SUM(Units\_Sold) AS Unit\_Sold,

DENSE\_rank()

OVER(partition BY Region

ORDER BY SUM(Units\_Sold) DESC) Ranking

FROM [dbo].[Amazon Sales data]

GROUP BY Region, Item\_Type)

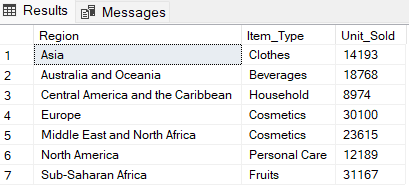
SELECT Region,

Item\_Type,

Unit\_Sold

FROM cte

WHERE Ranking=1



**( Least Sold Item by Region )**

**25. Find the least sold item by each region?**

WITH cte

AS (SELECT Region,

Item\_Type,

SUM(Units\_Sold) AS Unit\_Sold,

DENSE\_rank()

OVER(partition BY Region

ORDER BY SUM(Units\_Sold) ASC) Ranking

FROM [dbo].[Amazon Sales data]

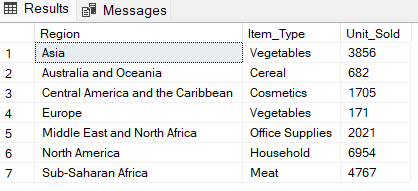
GROUP BY Region, Item\_Type)

SELECT Region,

Item\_Type,

Units\_Sold

FROM cte WHERE Ranking=1



**( Total Revenue generated by Region )**

**26. Highest to lowest revenue generated region?**

WITH cte

AS (SELECT Region,

Item\_Type,

SUM(Total\_Revenue) AS total\_revenue,

DENSE\_rank()

OVER(partition BY Region

ORDER BY SUM(Total\_Revenue) DESC) Ranking

FROM [dbo].[Amazon Sales data]

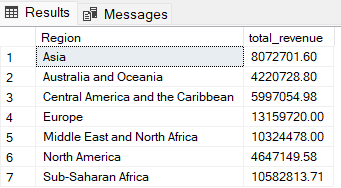
GROUP BY Region, Item\_Type)

SELECT Region,

total\_revenue

FROM cte

WHERE Ranking=1



**( Total Profit by Region )**

**27. Highest to lowest profit region?**

WITH cte

AS (SELECT Region,

Item\_Type,

SUM(Total\_Profit) AS total\_profit,

DENSE\_rank()

OVER(partition BY Region

ORDER BY SUM(Total\_Profit) DESC) Ranking

FROM [dbo].[Amazon Sales data]

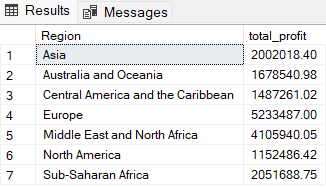
GROUP BY Region, Item\_Type)

SELECT Region,

total\_profit

FROM cte

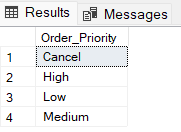
WHERE Ranking=1

****

**( Types of Order Priority )**

**28. List of distinct Order Priorities?**

SELECT DISTINCT(Order\_Priority) FROM [dbo].[Amazon Sales data]



**( Highest Sold Item for High Priority )**

**29. Most highest priority item of all time in the online and offline market?**

WITH cte

AS (SELECT Item\_Type

FROM [dbo].[Amazon Sales data]

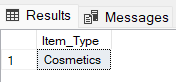
WHERE Order\_Priority = 'High')

SELECT TOP(1) Item\_Type

FROM cte

GROUP BY Item\_Type

ORDER BY COUNT(\*) DESC



**( Highest Sold Item for Cancel Priority )**

**30. Most Cancel priority item of all time in online and offline market?**

WITH cte

AS (SELECT Item\_Type

FROM [dbo].[Amazon Sales data]

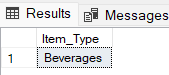
WHERE Order\_Priority = 'Cancel')

SELECT TOP(1) Item\_Type

FROM cte

GROUP BY Item\_Type

ORDER BY COUNT(\*) DESC



**( High Priority )**

**31. Highest to lowest sold items for Higher Priority?**

WITH cte

AS (SELECT \* FROM [dbo].[Amazon Sales data] WHERE Order\_Priority = 'High')

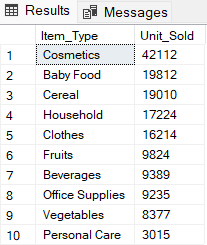
SELECT Item\_Type,

SUM(Units\_Sold) AS Unit\_Sold

FROM cte

GROUP BY Item\_Type

ORDER BY Unit\_Sold DESC



**( Cancel Priority )**

**32. Highest to lowest sold items for Cancel Priority?**

WITH cte

AS (SELECT \* FROM [dbo].[Amazon Sales data] WHERE Order\_Priority = 'Cancel')

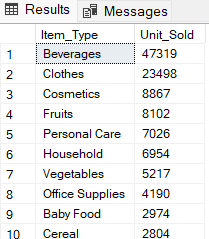
SELECT Item\_Type,

SUM(Units\_Sold) AS Unit\_Sold

FROM cte

GROUP BY Item\_Type

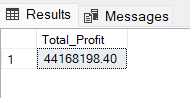
ORDER BY Unit\_Sold DESC



**( Total Profit )**

**33. Sum of the total profit generated from sales?**

SELECT SUM(Total\_Profit) AS Total\_Profit FROM [dbo].[Amazon Sales data]



**( Top 5 Countries with Highest Profit )**

**34. List of top 5 countries with the highest profit?**

WITH cte

AS(SELECT Country,

SUM(Total\_Profit) AS Total\_Profit,

Rank()

OVER(Order BY SUM(Total\_Profit) DESC) AS Ranking

FROM [dbo].[Amazon Sales data]

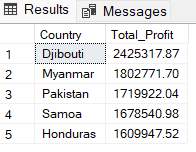
GROUP BY Country)

SELECT Country,

Total\_Profit

FROM cte

WHERE Ranking IN (1,2,3,4,5)



**( Top 5 Countries with Highest Revenue )**

**35. List of top 5 countries with the highest Revenue?**

WITH cte

AS(SELECT Country,

SUM(Total\_Revenue) AS Total\_Revenue,

Rank()

OVER(Order BY SUM(Total\_Revenue) DESC) AS Ranking

FROM [dbo].[Amazon Sales data]

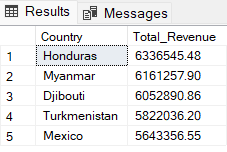
GROUP BY Country)

SELECT Country,

Total\_Revenue

FROM cte

WHERE Ranking IN (1,2,3,4,5)



**( Top 5 Countries with Lowest Profit )**

**36. List of top 5 countries with the lowest profit?**

WITH cte

AS(SELECT Country,

SUM(Total\_Profit) AS Total\_Profit,

Rank()

OVER(Order BY SUM(Total\_Profit) ASC) AS Ranking

FROM [dbo].[Amazon Sales data]

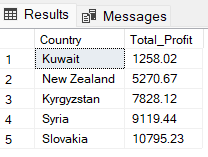
GROUP BY Country)

SELECT Country,

Total\_Profit

FROM cte

WHERE Ranking IN (1,2,3,4,5)



**( Top 5 Countries with Lowest Revenue )**

**37. List of top 5 countries with the lowest Revenue?**

WITH cte

AS(SELECT Country,

SUM(Total\_Revenue) AS Total\_Revenue,

Rank()

OVER(Order BY SUM(Total\_Revenue) ASC) AS Ranking

FROM [dbo].[Amazon Sales data]

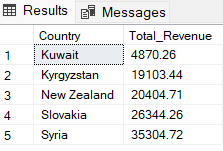
GROUP BY Country)

SELECT Country,

Total\_Revenue

FROM cte

WHERE Ranking IN (1,2,3,4,5)



**( Profit by Sales Mode)**

**38. Total profit generated by different sales modes?**

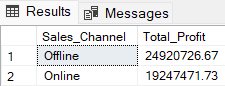
SELECT Sales\_Channel,

SUM(Total\_Profit) AS Total\_Profit

FROM [dbo].[Amazon Sales data]

GROUP BY Sales\_Channel

ORDER BY SUM(Total\_Profit) DESC



**( Most Profitable Item by Sales Mode )**

**39. The most profitable item in each sales mode?**

WITH cte

AS (SELECT Sales\_Channel,

Item\_Type,

Sum(Total\_Profit) AS Total\_Profit,

Rank()

OVER(

partition BY Sales\_Channel

ORDER BY Sum(Total\_Profit) DESC) Ranking

FROM [dbo].[amazon sales data]

GROUP BY Sales\_Channel,

Item\_Type)

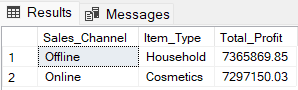
SELECT Sales\_Channel,

Item\_Type,

Total\_Profit

FROM cte

WHERE ranking = 1



**( Least Profitable Item by Sales Mode)**

**40. The least profitable item in each sales mode?**

WITH cte

AS (SELECT Sales\_Channel,

Item\_Type,

Sum(Total\_Profit) AS Total\_Profit,

Rank()

OVER(

partition BY Sales\_Channel

ORDER BY Sum(Total\_Profit) ASC) Ranking

FROM [dbo].[amazon sales data]

GROUP BY Sales\_Channel,

Item\_Type)

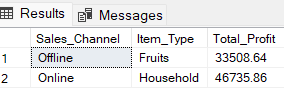
SELECT Sales\_Channel,

Item\_Type,

Total\_Profit

FROM cte

WHERE ranking = 1



**-----------------------------------YEARLY ANALYSIS----------------------------------**

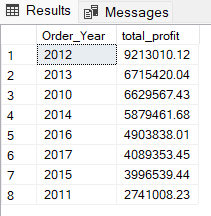
**(Yearly Total Profit )**

**41. Total profit for each year?**

SELECT Order\_Year, SUM(Total\_Profit) AS total\_profit FROM [dbo].[Amazon Sales data]

GROUP BY Order\_Year

Order BY total\_profit DESC



**( Yearly Revenue )**

**42. Total revenue generated for each year?**

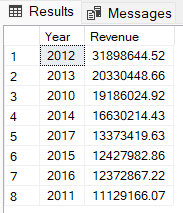
SELECT Order\_Year AS Year,

SUM(Total\_Revenue) AS Revenue

FROM [dbo].[Amazon Sales data]

GROUP BY Order\_Year

ORDER BY Revenue DESC



**( Highest Number of Orders )**

**43. Highest to lowest number of orders for each year?**

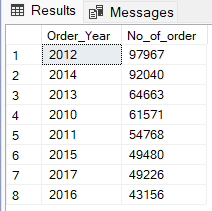
SELECT Order\_Year,

SUM(Units\_Sold) AS No\_of\_order

FROM [dbo].[Amazon Sales data]

GROUP BY Order\_Year

ORDER BY No\_of\_order DESC



**( Most Sold Item Each Year )**

**44. The most sold item in each individual year?**

WITH cte

AS(SELECT Order\_Year,

Item\_Type,

Sum(Units\_Sold) AS Unit\_Sold,

Rank()

OVER(

partition BY Order\_Year

ORDER BY Sum(Units\_Sold) DESC) AS Ranking

FROM [dbo].[amazon sales data]

GROUP BY Order\_Year,

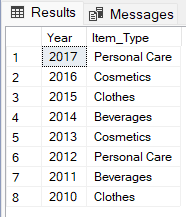
Item\_Type)

SELECT Order\_Year AS Year, Item\_Type

FROM cte

WHERE ranking = 1

ORDER BY order\_year DESC



**( Least Sold Item Each Year )**

**45. The least sold item in each individual year?**

WITH cte

AS(SELECT Order\_Year,

Item\_Type,

Sum(Units\_Sold) AS Unit\_Sold,

Rank()

OVER(

partition BY Order\_Year

ORDER BY Sum(Units\_Sold) ASC) AS Ranking

FROM [dbo].[amazon sales data]

GROUP BY Order\_Year,

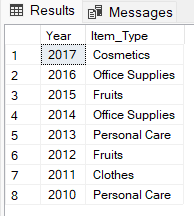
Item\_Type)

SELECT Order\_Year AS Year, Item\_Type

FROM cte

WHERE ranking = 1

ORDER BY order\_year DESC



**----------------------------------MONTHLY ANALYSIS--------------------------------**

**( Yearly-Monthly Total Products Sold )**

**46. Total products sold for each year-month combination?**

SELECT Order\_Year AS Year,

Order\_Month\_Name AS Month,

SUM(Units\_Sold) AS Total\_Order

FROM [dbo].[Amazon Sales data]

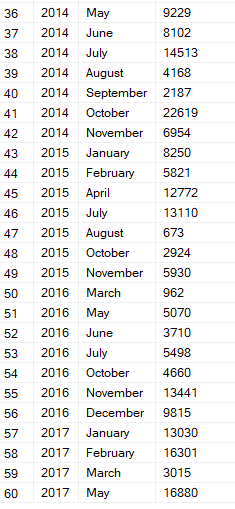
GROUP BY Order\_Year,

Order\_Month\_Number,

Order\_Month\_Name

ORDER BY Order\_Year,

Order\_Month\_Number ASC



**( Most Sold Item Each Year-Month )**

**47. The most sold item in each year-month?**

WITH cte

AS (SELECT Ship\_Year,

Order\_Month\_Number,

Order\_Month\_Name,

Item\_Type,

Sum(Units\_Sold) AS Total\_Sold,

Dense\_rank()

OVER (

partition BY Ship\_Year, Order\_Month\_Number, Order\_Month\_Name

ORDER BY Sum(Units\_Sold) DESC) AS Ranking

FROM [dbo].[amazon sales data]

GROUP BY Ship\_Year,

Order\_Month\_Number,

Order\_Month\_Name,

Item\_Type)

SELECT Ship\_Year AS Year,

Order\_Month\_Name AS Month,

Item\_Type,

Total\_Sold

FROM cte

WHERE ranking = 1

ORDER BY Ship\_Year DESC,

Total\_Sold DESC;



**( Least Sold Item Each Year-Month )**

**48. The least sold item in each year-month?**

WITH cte

AS (SELECT Ship\_Year,

Order\_Month\_Number,

Order\_Month\_Name,

Item\_Type,

Sum(Units\_Sold) AS Total\_Sold,

Dense\_rank()

OVER (

partition BY Ship\_Year, Order\_Month\_Number, Order\_Month\_Name

ORDER BY Sum(Units\_Sold) ASC) AS Ranking

FROM [dbo].[amazon sales data]

GROUP BY Ship\_Year,

Order\_Month\_Number,

Order\_Month\_Name,

Item\_Type)

SELECT Ship\_Year AS Year,

Order\_Month\_Name AS Month,

Item\_Type,

Total\_Sold

FROM cte

WHERE ranking = 1

ORDER BY Ship\_Year DESC,

Total\_Sold ASC;

