1)What are the sales, product costs, profit, number of orders & quantity ordered for internet sales by product category and ranked by sales?

```sql
select dc.EnglishProductCategoryName ,fi.OrderQuantity,fi.UnitPrice,Sum(fi.OrderQuantity)
as 'NoOfOrders',
sum(fi.OrderQuantity*fi.SalesAmount) as 'Sales',
(fi.SalesAmount-fi.TotalProductCost)*sum(fi.OrderQuantity) as 'Profit', rank() over(order
by sum(fi.OrderQuantity*fi.SalesAmount) desc) as 'Rank'
from dbo.dimproduct dp
join dbo.dimproductsubcategory ds
on dp.ProductSubcategoryKey=ds.ProductSubcategoryKey
join dbo.DimProductCategory dc
on ds.ProductCategoryKey=dc.ProductCategoryKey
join dbo.FactInternetSales fi
on dp.ProductKey=fi.ProductKey
group by dc.EnglishProductCategoryName
,fi.OrderQuantity,fi.UnitPrice,fi.SalesAmount,fi.TotalProductCost
order by Sales desc;
```

2)What are the sales, product costs, profit, number of orders & quantity ordered for reseller sales by product category and ranked by sales?

```sql
select dc.EnglishProductCategoryName ,fi.OrderQuantity,fi.UnitPrice,Sum(fi.OrderQuantity)
as 'NoOfOrders',
sum(fi.OrderQuantity*fi.SalesAmount) as 'Sales',
(fi.SalesAmount-fi.TotalProductCost)*(fi.OrderQuantity) as 'Profit',rank() over(order by
sum(fi.OrderQuantity*fi.SalesAmount) desc) as 'Rank'
from dbo.dimproduct dp
join dbo.dimproductsubcategory ds
on dp.ProductSubcategoryKey=ds.ProductSubcategoryKey
join dbo.DimProductCategory dc
on ds.ProductCategoryKey=dc.ProductCategoryKey
join dbo.FactResellerSales fi
on dp.ProductKey=fi.ProductKey
group by dc.EnglishProductCategoryName
,fi.OrderQuantity,fi.UnitPrice,fi.SalesAmount,fi.TotalProductCost
order by Sales desc;
```

3) What are the sales, product costs, profit, number of orders & quantity ordered for both internet & reseller sales by product category and ranked by sales?

```sql
select dc.EnglishProductCategoryName ,fi.OrderQuantity,fi.UnitPrice as
'Internet',fs.UnitPrice as 'Reseller',
Sum(fi.OrderQuantity+fs.OrderQuantity) as 'NoOfOrders',
sum(fi.OrderQuantity*fi.SalesAmount) + sum(fs.OrderQuantity*fs.SalesAmount) as 'Sales',
```

```
sum((fi.SalesAmount-fi.TotalProductCost)*(fi.OrderQuantity) + (fs.SalesAmount-
fs.TotalProductCost)*(fs.OrderQuantity))
as 'Profit',rank() over(order by sum(fi.OrderQuantity*fi.SalesAmount) +
sum(fs.OrderQuantity*fs.SalesAmount) desc) as 'Rank'
from dbo.dimproduct dp
join dbo.dimproductsubcategory ds
on dp.ProductSubcategoryKey=ds.ProductSubcategoryKey
join dbo.DimProductCategory dc
on ds.ProductCategoryKey=dc.ProductCategoryKey
join dbo.FactResellerSales fi
on dp.ProductKey=fi.ProductKey
join dbo.FactInternetSales fs
on dp.ProductKey=fs.ProductKey
group by dc.EnglishProductCategoryName
,fi.OrderQuantity,fi.UnitPrice,fi.SalesAmount,fi.TotalProductCost,
fs.OrderQuantity,fs.SalesAmount,fs.TotalProductCost,fs.UnitPrice
order by Sales desc;
```

4)

What are the sales, product costs, profit, number of orders & quantity ordered for product category
Accessories broken-down by Product Hierarchy (Category, Subcategory, Model & Product) for both
internet & reseller sales?

```
select dc.EnglishProductCategoryName
,ds.EnglishProductSubcategoryName,dp.EnglishProductName,dp.ModelName
,fi.OrderQuantity,fi.UnitPrice as 'Internet',fs.UnitPrice as 'Reseller',
Sum(fi.OrderQuantity+fs.OrderQuantity) as 'NoOfOrders',
sum(fi.OrderQuantity*fi.SalesAmount) + sum(fs.OrderQuantity*fs.SalesAmount) as 'Sales',
sum((fi.SalesAmount-fi.TotalProductCost)*(fi.OrderQuantity) + (fs.SalesAmount-
fs.TotalProductCost)*(fs.OrderQuantity))
as 'Profit'
from dbo.dimproduct dp
join dbo.dimproductsubcategory ds
on dp.ProductSubcategoryKey=ds.ProductSubcategoryKey
join dbo.DimProductCategory dc
on ds.ProductCategoryKey=dc.ProductCategoryKey
join dbo.FactResellerSales fi
on dp.ProductKey=fi.ProductKey
join dbo.FactInternetSales fs
on dp.ProductKey=fs.ProductKey
where dc.EnglishProductCategoryName='Accessories'
group by dc.EnglishProductCategoryName
,fi.OrderQuantity,fi.UnitPrice,fi.SalesAmount,fi.TotalProductCost,
fs.OrderQuantity,fs.SalesAmount,fs.TotalProductCost,fs.UnitPrice,ds.EnglishProductSubcate
goryName,dp.EnglishProductName,dp.ModelName
order by Sales desc;
```

5) What are the sales, product costs, profit, number of orders & quantity ordered for both internet & reseller sales by country and ranked by sales?

```sql
select distinct dg.EnglishCountryRegionName
,sum(fi.OrderQuantity) as 'Reseller No of Quantity',sum(fs.OrderQuantity) as 'Internet No
of quantity',
count(fi.OrderQuantity) as 'NoOf Orders For Reseller',count(fs.OrderQuantity) as 'No Of
Orders For Internet',
sum(fi.OrderQuantity*fi.SalesAmount) as 'Resellersales',
sum(fs.OrderQuantity*fs.SalesAmount) as ' InternetSales',
sum((fi.SalesAmount-fi.TotalProductCost)*(fi.OrderQuantity)) as 'Reseller Profit',
 sum((fs.SalesAmount-fs.TotalProductCost)*(fs.OrderQuantity)) as 'Internet Profit',
rank() over(order by sum(fi.OrderQuantity*fi.SalesAmount)
desc,sum(fs.OrderQuantity*fs.SalesAmount) desc) as 'Rank'
from dbo.dimproduct dp
join dbo.dimproductsubcategory ds
on dp.ProductSubcategoryKey=ds.ProductSubcategoryKey
join dbo.DimProductCategory dc
on ds.ProductCategoryKey=dc.ProductCategoryKey
join dbo.FactResellerSales fi
on dp.ProductKey=fi.ProductKey
join dbo.FactInternetSales fs
on dp.ProductKey=fs.ProductKey
join dbo.DimCustomer dcs
on fs.CustomerKey=dcs.CustomerKey
join dbo.DimGeography dg
on dcs.GeographyKey=dg.GeographyKey
join dbo.DimReseller dr
on dg.GeographyKey=dr.GeographyKey
group by dg.EnglishCountryRegionName
order by [ InternetSales] desc ,Resellersales desc;
```

6) What are the sales, product costs, profit, number of orders & quantity ordered for France by city and ranked by sales for both internet & reseller sales?

```sql
select distinct dg.EnglishCountryRegionName,dg.City
,sum(fi.OrderQuantity) as 'Reseller No of Quantity',sum(fs.OrderQuantity) as 'Internet No
of quantity',
count(fi.OrderQuantity) as 'NoOf Orders For Reseller',count(fs.OrderQuantity) as 'No Of
Orders For Internet',
sum(fi.OrderQuantity*fi.SalesAmount) as 'Resellersales',
sum(fs.OrderQuantity*fs.SalesAmount) as ' InternetSales',
sum((fi.SalesAmount-fi.TotalProductCost)*(fi.OrderQuantity)) as 'Reseller Profit',
 sum((fs.SalesAmount-fs.TotalProductCost)*(fs.OrderQuantity)) as 'Internet Profit',rank()
over(order by sum(fi.OrderQuantity*fi.SalesAmount)
desc,sum(fs.OrderQuantity*fs.SalesAmount) desc) as 'Rank'
from dbo.dimproduct dp
join dbo.dimproductsubcategory ds
on dp.ProductSubcategoryKey=ds.ProductSubcategoryKey
```

```sql
join dbo.DimProductCategory dc
on ds.ProductCategoryKey=dc.ProductCategoryKey
join dbo.FactResellerSales fi
on dp.ProductKey=fi.ProductKey
join dbo.FactInternetSales fs
on dp.ProductKey=fs.ProductKey
join dbo.DimCustomer dcs
on fs.CustomerKey=dcs.CustomerKey
join dbo.DimGeography dg
on dcs.GeographyKey=dg.GeographyKey
join dbo.DimReseller dr
on dg.GeographyKey=dr.GeographyKey
where dg.EnglishCountryRegionName='France'
group by dg.EnglishCountryRegionName,dg.City
order by [ InternetSales] desc ,Resellersales desc;
```

7) What are the top ten resellers by reseller hierarchy (business type, reseller name) ranked by sales?

```sql
select top 10 dr.resellername,dr.businesstype,sum(fs.OrderQuantity*fs.SalesAmount) as
'Sales',rank() over(order by sum(fs.OrderQuantity*fs.SalesAmount) desc) as 'Rank'  from
dbo.DimReseller dr
join dbo.FactResellerSales fs
on dr.ResellerKey=fs.ResellerKey
group by dr.ResellerName,dr.BusinessType
order by Sales desc
```

8)What are the top ten (internet) customers ranked by sales?

```sql
select top 10 concat(e.firstname,' ',e.middlename,' ',e.lastname) as 'Employee Name',
sum(frs.salesamount*frs.OrderQuantity) as 'Sales Amount',rank() over(order by
sum(frs.salesamount*frs.OrderQuantity) desc) as 'Rank'
from FactResellerSales as frs inner join DimEmployee as e
on frs.EmployeeKey=e.EmployeeKey
group by e.FirstName,e.MiddleName,e.LastName
order by 'Sales Amount' desc;
```

9)What are the sales, product costs, profit, number of orders & quantity ordered by Customer Occupation?

```sql
select dc.englishoccupation ,count(fi.OrderQuantity) as 'Number of
orders',sum(fi.OrderQuantity) as 'Quantity Ordered'
,sum(fi.OrderQuantity*fi.SalesAmount) as 'Sales'
```

```
,sum((fi.SalesAmount-fi.TotalProductCost)*(fi.OrderQuantity)) as 'profit'
from dbo.DimCustomer dc
join dbo.FactInternetSales fi
on dc.CustomerKey=fi.CustomerKey
group by dc.EnglishOccupation
order by Sales;
```

10) What are the ranked sales of the sales people (employees)?

```
select concat(e.firstname,' ',e.middlename,' ',e.lastname) as 'Employee Name',
sum(frs.salesamount*frs.OrderQuantity) as 'Sales Amount',rank() over(order by
sum(frs.salesamount*frs.OrderQuantity) desc) as 'Rank'
from FactResellerSales as frs inner join DimEmployee as e
on frs.EmployeeKey=e.EmployeeKey
group by e.FirstName,e.MiddleName,e.LastName
order by 'Sales Amount' desc;
```

11) What are the sales, discount amounts (promotion discounts), profit and promotion % of sales for Reseller Sales by Promotion Hierarchy (Category, Type & Name) – sorted descending by sales.?

```
select dp.EnglishPromotionCategory,dp.EnglishPromotionType,dp.EnglishPromotionName,
sum((dp.DiscountPct*rs.SalesAmount)) as 'Discount Amounts',
rs.discountamount,sum(rs.OrderQuantity*((rs.SalesAmount)-
(dp.DiscountPct*rs.SalesAmount))) as 'Sales',
sum((((rs.SalesAmount)-(dp.DiscountPct*rs.SalesAmount))-
rs.TotalProductCost)*(rs.OrderQuantity)) as 'Profit',
100*(sum((dp.DiscountPct*rs.SalesAmount)))/sum(rs.OrderQuantity*((rs.SalesAmount)-
(dp.DiscountPct*rs.SalesAmount)))
as '%of Promotion Sale'
 from dbo.DimPromotion dp
join dbo.FactResellerSales rs
on dp.PromotionKey=rs.PromotionKey
group by
dp.EnglishPromotionCategory,dp.EnglishPromotionType,dp.EnglishPromotionName,dp.DiscountPc
t,rs.DiscountAmount
order by Sales desc;
```

12. What are the sales, product costs, profit, number of orders & quantity ordered by Sales Territory Hierarchy (Group, Country, region) and ranked by sales for both internet & reseller sales?

```
select dt.SalesTerritoryGroup,dt.SalesTerritoryCountry,dt.SalesTerritoryRegion,
```

```sql
sum(fs.OrderQuantity) as 'Reseller No of Quantity',sum(fct.OrderQuantity) as 'Internet No
of quantity',
count(fs.OrderQuantity) as 'NoOf Orders For Reseller',count(fct.OrderQuantity) as 'No Of
Orders For Internet',
sum(fs.OrderQuantity*fs.SalesAmount) as 'Resellersales',
sum(fct.OrderQuantity*fct.SalesAmount) as 'InternetSales',
sum((fs.SalesAmount-fs.TotalProductCost)*(fs.OrderQuantity)) as 'Reseller Profit',
 sum((fct.SalesAmount-fct.TotalProductCost)*(fct.OrderQuantity)) as 'Internet Profit',
rank() over(order by sum(fs.OrderQuantity*fs.SalesAmount)
desc,sum(fct.OrderQuantity*fct.SalesAmount) desc) as 'Rank'
from dbo.DimSalesTerritory dt
join dbo.FactInternetSales fs
on dt.SalesTerritoryKey=fs.SalesTerritoryKey
join dbo.FactResellerSales fct
on fct.SalesTerritoryKey=dt.SalesTerritoryKey
group by dt.SalesTerritoryGroup,dt.SalesTerritoryCountry,dt.SalesTerritoryRegion
order by Resellersales desc,InternetSales desc;
```

13. What are the sales by year by sales channels (internet, reseller & total)?

```sql
select fsq.calendaryear as 'Year', sum(fis.orderquantity*fis.salesamount) as 'Internet
Sales'
,sum(frs.orderquantity*frs.salesamount) as 'Reseller Sales'
,sum(fis.orderquantity*fis.salesamount)+sum(frs.orderquantity*frs.salesamount) as 'Total
Sales'
from FactSalesQuota as fsq join DimEmployee as e
on fsq.EmployeeKey=e.EmployeeKey  join FactResellerSales as frs
on e.EmployeeKey=frs.EmployeeKey  join DimProduct as p
on frs.ProductKey=p.ProductKey  join FactInternetSales as fis
on fis.ProductKey=p.ProductKey
group by fsq.CalendarYear
order by 'Internet Sales' desc, 'Reseller Sales' desc,'Total Sales' desc;
```

14)What are the total sales by month (& year)?

```sql
 select month(fsq.Date) as 'Month', year(fsq.Date) as
'Year',sum(fis.orderquantity*fis.salesamount)+sum(frs.orderquantity*frs.salesamount) as
'Total Sales'
from FactSalesQuota as fsq  join DimEmployee as e
on fsq.EmployeeKey=e.EmployeeKey  join FactResellerSales as frs
on e.EmployeeKey=frs.EmployeeKey  join DimProduct as p
on frs.ProductKey=p.ProductKey join FactInternetSales as fis
on fis.ProductKey=p.ProductKey
group by month(fsq.Date), year(fsq.Date)
order by 'Total Sales' desc;
```