

## global superstore Data Analysis using sql

### 1. Find the Total revenue, quantities and Profit generated.

```
select * from superstore;  
  
select ROUND(sum(sales), 2) as total_revenue  
from superstore;
```

**OUTPUT :**

	total_revenue
▶	1174336.64

### 2. Find the Segment wise distribution of the Sales.

```
select segment, ROUND(sum(sales), 2) as total_sales from superstore  
group by segment;
```

**OUTPUT :**

	segment	total_sales
▶	Home Office	199494.17
	Consumer	624094.85
	Corporate	350747.62

### 3. Find the top 3 most profitable Products.

```
SELECT `PRODUCT NAME`,ROUND(SUM(PROPIT), 2) AS Total_Profit  
FROM SUPERSTORE  
GROUP BY `PRODUCT NAME`  
ORDER BY Total_Profit DESC  
limit 3;
```

**OUTPUT :**

	PRODUCT NAME	Total_Profit
▶	Sauder Classic Bookcase, Metal	2978.37
	Nokia Smart Phone, with Caller ID	2887.59
	Novimex Executive Leather Armchair, Adjustable	2523.55

**4. How many orders are placed after January 2016.**

```
select count(*) as orders_after_jan_2026
from superstore
where `order date` >'2016-01-31';
```

**OUTPUT :**

	orders_after_jan_2026
▶	1437

**5. How many states from Mexico are under the roof of business?**

```
select count(distinct state) as states_in_austria
from superstore
where country = 'austria';
```

**OUTPUT :**

	states_in_austria
▶	6

**6. which products and subcategories are most and least profitable ?**

```
select `product name`, round(sum(profit), 2) as total_profit
from superstore
group by `product name`
order by total_profit desc
limit 5;
```

**OUTPUT :**

	product name	total_profit
▶	Sauder Classic Bookcase, Metal	2978.37
	Nokia Smart Phone, with Caller ID	2887.59
	Novimex Executive Leather Armchair, Adjustable	2523.55
	Hon Executive Leather Armchair, Adjustable	2410.27
	Brother Copy Machine, Color	1963.36

**7. which customer segment contributes the most to the total revenue .**

```
select segment, round(sum(sales), 2) total_revenue
from superstore
group by segment
order by total_revenue desc;
```

**OUTPUT :**

	segment	total_revenue
▶	Consumer	624094.85
	Corporate	350747.62
	Home Office	199494.17

**-- 8. What is the year-over-year growth in sales and Profit?**

```
SELECT YEAR(STR_TO_DATE(`Order Date`, '%d-%m-%Y')) AS Year,
ROUND(SUM(Sales), 2) AS Total_Sales,
ROUND(SUM(Profit), 2) AS Total_Profit
FROM superstore
GROUP BY Year
ORDER BY Year;
order by total_revenue desc;
```

**OUTPUT :**

	Year	Total_Sales	Total_Profit
▶	2014	191180.62	24989.55
	2015	253645.96	33521.23
	2016	331950.64	34228.8
	2017	397559.43	41406.65

**9. Which countries and cities are driving the highest sales?**

```
select country,city,round(sum(sales), 2) from superstore  
group by country, city  
order by sum(sales) desc  
limit 10;
```

**OUTPUT :**

	country	city	Round(sum(sales), 2)
▶	Australia	Sydney	101945.52
	Australia	Brisbane	75729.02
	Australia	Melbourne	73843.55
	Australia	Gold Coast	72626.92
	Australia	Perth	64292.2
	Austria	Vienna	62023.53
	Australia	Adelaide	57896.71
	Australia	Newcastle	46055.09
	Australia	Wollongong	42247.18

**10. What is the average delivery time from order to ship date across regions?**

```
SELECT Region, COUNT(*) AS n_orders,  
ROUND(AVG(DATEDIFF(STR_TO_DATE(`Ship Date`,'%d-%m-%Y'),  
STR_TO_DATE(`Order Date`,'%d-%m-%Y'))),0) AS avg_delivery_days  
FROM Superstore  
GROUP BY Region  
ORDER BY avg_delivery_days desc;
```

**OUTPUT :**

Region	n_orders	avg_delivery_days
Southern Asia	58	5
Southern Europe	16	4
North Africa	196	4
Central Africa	122	4
South America	390	4
Oceania	2837	4
Western Europe	331	4
Western Asia	34	3

### **11. what is the profit distribution across order priority**

```
SELECT `Order Priority`,  
       COUNT(*) AS Num_Orders,  
       ROUND(SUM(Profit), 2) AS Total_Profit,  
       ROUND(AVG(Profit), 2) AS Avg_Profit_Per_Order  
  FROM superstore  
 GROUP BY `Order Priority`  
 ORDER BY Total_Profit DESC;
```

#### **OUTPUT :**

	Order Priority	Num_Orders	Total_Profit	Avg_Profit_Per_Order
▶	Medium	2294	73509.69	32.04
	High	1269	46576.52	36.7
	Critical	286	9776.81	34.18
	Low	135	4283.19	31.73

### **12. Suggest data-driven recommendations for improving profit and reducing losses.**

- 1.Optimize Product Portfolio
2. Re-evaluate Discount Strategy
3. Improve Delivery Efficiency
4. Focus Marketing on High-Margin Products
5. Prioritize the Most Profitable Customer Segment
6. Regional and Country Strategy
7. Order Priority & Shipping Cost Review
8. Monitor Year-over-Year Trends
9. Leverage Data Dashboards
10. Continuous Review Cycle