

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_revanue
```

```
from superstore;
```

OUTPUT :

	total_revanue
▶	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(PROFIT), 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