**SALES ANALYSIS REPORT QUERIES**

**KPIs**

**1. Units sold**

SELECT

SUM(units\_sold) AS units\_sold

FROM sales;



**2. Gross sales**

SELECT

ROUND(

SUM(gross\_sales), 0) AS gross\_sales

FROM sales;



**3. Total disocunts**

SELECT

ROUND(

SUM(discounts), 0) AS total\_discounts

FROM sales;



**4. Net Sales**

SELECT

ROUND(

SUM(sales), 0) AS net\_sales

FROM sales;



**5. Cost of Goods**

SELECT

ROUND(

SUM(cogs), 0) AS cost\_of\_goods

FROM sales;



**6. Profit**

SELECT

ROUND(

SUM(sales) - SUM(cogs), 0) AS net\_profit

FROM sales;



**7. Profit Margin**

SELECT

CONCAT(

ROUND(((SUM(sales) - SUM(cogs)) / SUM(sales)) \* 100, 0), "%") AS profit\_margin

FROM

sales;



**SOME CHARTS’ QUERIES**

**1. Units sold by period**

SELECT

YEAR(transaction\_date) AS sales\_year,

MONTHNAME(transaction\_date) AS month\_name,

SUM(units\_sold) AS total\_units\_sold

FROM

sales

GROUP BY

YEAR(transaction\_date),

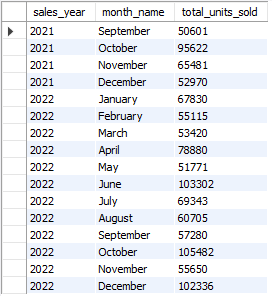
MONTHNAME(transaction\_date),

MONTH(transaction\_date)

ORDER BY

sales\_year,

MONTH(transaction\_date) ASC



**2. Units sold by segment**

SELECT

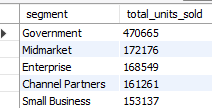
segment,

SUM(units\_sold) AS total\_units\_sold

FROM sales

GROUP BY segment

ORDER BY SUM(units\_sold) DESC;



**3. Units sold, gross sales, discounts, net sales, cogs, profit and profit margin by segment**

SELECT

segment,

SUM(units\_sold) AS total\_units\_sold,

ROUND(SUM(gross\_sales), 0) AS gross\_sales,

ROUND(SUM(discounts), 0) AS total\_discounts,

ROUND(SUM(sales), 0) AS net\_sales,

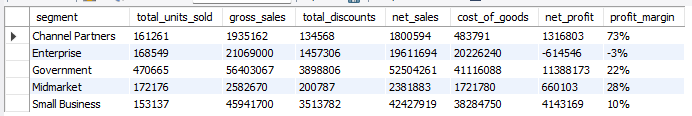
ROUND(SUM(cogs), 0) AS cost\_of\_goods,

ROUND(SUM(sales) - SUM(cogs), 0) AS net\_profit,

CONCAT(ROUND(((SUM(sales) - SUM(cogs)) / SUM(sales)) \* 100, 0), "%") AS profit\_margin

FROM sales

GROUP BY segment;



**4. Units sold by country**

SELECT

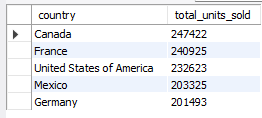
country,

SUM(units\_sold) AS total\_units\_sold

FROM sales

GROUP BY country

ORDER BY SUM(units\_sold) DESC;



**5. Units sold, gross sales, discounts, net sales, cogs, profit and profit margin by country**

SELECT

country,

SUM(units\_sold) AS total\_units\_sold,

ROUND(SUM(gross\_sales), 0) AS gross\_sales,

ROUND(SUM(discounts), 0) AS total\_discounts,

ROUND(SUM(sales), 0) AS net\_sales,

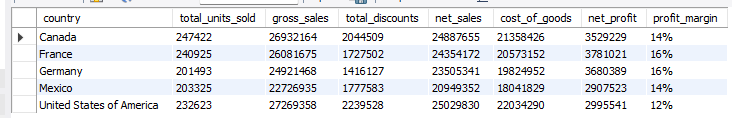
ROUND(SUM(cogs), 0) AS cost\_of\_goods,

ROUND(SUM(sales) - SUM(cogs), 0) AS net\_profit,

CONCAT(ROUND(((SUM(sales) - SUM(cogs)) / SUM(sales)) \* 100, 0), "%") AS profit\_margin

FROM sales

GROUP BY country;



**6. Units sold by product**

SELECT

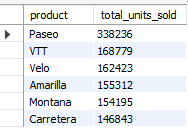
product,

SUM(units\_sold) AS total\_units\_sold

FROM sales

GROUP BY product

ORDER BY SUM(units\_sold) DESC;



**7. Units sold, gross sales, discounts, net sales, cogs, profit and profit margin by product**

SELECT

product,

SUM(units\_sold) AS total\_units\_sold,

ROUND(SUM(gross\_sales), 0) AS gross\_sales,

ROUND(SUM(discounts), 0) AS total\_discounts,

ROUND(SUM(sales), 0) AS net\_sales,

ROUND(SUM(cogs), 0) AS cost\_of\_goods,

ROUND(SUM(sales) - SUM(cogs), 0) AS net\_profit,

CONCAT(ROUND(((SUM(sales) - SUM(cogs)) / SUM(sales)) \* 100, 0), "%") AS profit\_margin

FROM sales

GROUP BY product;

