```sql
SELECT
    cr.Name as 'Country/Region'
    ,st.Name as 'Territory'
        ,soh.SalesPersonID
    ,sp.SalesQuota
    ,sp.Bonus
    ,sp.CommissionPct
    ,[OrderDate] = CAST( soh.OrderDate AS Date )
    ,soh.OnlineOrderFlag
    ,[Sale Type] = CASE When soh.OnlineOrderFlag = 1
                                        Then 'Retail'
                                        When soh.OnlineOrderFlag = 0
                                        Then 'WholeSale'
                                        Else 'Unknown'
                        END
    ,[Customer Type] = CASE When c.PersonID is null
                                        Then 'Store'
                                        When c.StoreID is null
                                        Then 'Person'
                                        When c.PersonID is not null
                                        and  c.StoreID is not null
                                        Then 'Store w/ Contact'
                                        Else 'Unknown'
                        END
    ,[Customer Name] = CASE When PersonID is null
                                        Then store.Name
                                        When StoreID is null
                                        Then CASE
                                        When per.MiddleName is not null
                                            Then CASE When per.MiddleName = ' '
                                                        Then per.LastName + ', ' +
per.FirstName
                                                        Else per.LastName + ', ' +
per.FirstName + ' ' + Upper(Left(per.MiddleName,1)) + '.'
                                                END

                                        Else per.LastName + ', ' +
per.FirstName
                                        END
                        END
    ,soh.SalesOrderNumber
    ,spo.Description as 'SpecOffer Description'
    ,spo.Type as 'SpecOffer Type'
    ,p.Name as 'Product Name'
```

```sql
	,p.ProductNumber
	,pm.Name as 'Product Model Name'
	,ps.Name as 'Subcategory'
	,pc.Name as 'Category'
	,p.StandardCost
	,p.ListPrice
		,[Expected Profit] = p.ListPrice - p.StandardCost
	,sod.UnitPrice
	,sod.OrderQty
	,sod.UnitPriceDiscount
	,spo.DiscountPct
	,[Total Revenue] = sod.LineTotal
		,[Total Cost] = sod.OrderQty * p.StandardCost
	,[Total Profit] = (sod.LineTotal) - (sod.OrderQty * p.StandardCost)
	,[Markup Percentage] = ((sod.UnitPrice * 1-spo.DiscountPct) - p.StandardCost) /
p.StandardCost * 100
	,[Price Discount] = CASE When p.ListPrice = 0
								Then 0
								Else (p.ListPrice - sod.UnitPrice) / p.ListPrice
					END
	,[Discount Discount] = CASE When spo.DiscountPct = 0 and sod.UnitPriceDiscount = 0
									Then 0
									When spo.DiscountPct = 0 and
sod.UnitPriceDiscount != 0

									Then 1000
									When spo.DiscountPct != 0 and
sod.UnitPriceDiscount = 0

									Then -1
									Else (spo.DiscountPct -
sod.UnitPriceDiscount) / spo.DiscountPct
								END
	,(	SELECT sr.Name
		FROM Sales.SalesOrderHeader as soh
		Left join Sales.SalesOrderHeaderSalesReason as sohsr
		  on soh.SalesOrderID = sohsr.SalesOrderID
		Left join Sales.SalesReason as sr
		  on sohsr.SalesReasonID = sr.SalesReasonID
		WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 1
	)	as [Price SR]
	,(	SELECT sr.Name
		FROM Sales.SalesOrderHeader as soh
		Left join Sales.SalesOrderHeaderSalesReason as sohsr
		  on soh.SalesOrderID = sohsr.SalesOrderID
		Left join Sales.SalesReason as sr
```

```
          on sohsr.SalesReasonID = sr.SalesReasonID
          WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 2
)    as [On Promotion SR]
,(    SELECT sr.Name
          FROM Sales.SalesOrderHeader as soh
          Left join Sales.SalesOrderHeaderSalesReason as sohsr
            on soh.SalesOrderID = sohsr.SalesOrderID
          Left join Sales.SalesReason as sr
            on sohsr.SalesReasonID = sr.SalesReasonID
          WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 3
)    as [Magazine Ad SR]
,(    SELECT sr.Name
          FROM Sales.SalesOrderHeader as soh
          Left join Sales.SalesOrderHeaderSalesReason as sohsr
            on soh.SalesOrderID = sohsr.SalesOrderID
          Left join Sales.SalesReason as sr
            on sohsr.SalesReasonID = sr.SalesReasonID
          WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 4
)    as [Television Ad SR]
,(    SELECT sr.Name
          FROM Sales.SalesOrderHeader as soh
          Left join Sales.SalesOrderHeaderSalesReason as sohsr
            on soh.SalesOrderID = sohsr.SalesOrderID
          Left join Sales.SalesReason as sr
            on sohsr.SalesReasonID = sr.SalesReasonID
          WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 5
)    as [Manufacturer SR]
,(    SELECT sr.Name
          FROM Sales.SalesOrderHeader as soh
          Left join Sales.SalesOrderHeaderSalesReason as sohsr
            on soh.SalesOrderID = sohsr.SalesOrderID
          Left join Sales.SalesReason as sr
            on sohsr.SalesReasonID = sr.SalesReasonID
          WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 6
)    as [Review SR]
,(    SELECT sr.Name
          FROM Sales.SalesOrderHeader as soh
          Left join Sales.SalesOrderHeaderSalesReason as sohsr
            on soh.SalesOrderID = sohsr.SalesOrderID
          Left join Sales.SalesReason as sr
            on sohsr.SalesReasonID = sr.SalesReasonID
          WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 7
)    as [Demo Event SR]
,(    SELECT sr.Name
```

```sql
        FROM Sales.SalesOrderHeader as soh
        Left join Sales.SalesOrderHeaderSalesReason as sohsr
          on soh.SalesOrderID = sohsr.SalesOrderID
        Left join Sales.SalesReason as sr
          on sohsr.SalesReasonID = sr.SalesReasonID
        WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 8
)   as [Sponsorship SR]
,(   SELECT sr.Name
        FROM Sales.SalesOrderHeader as soh
        Left join Sales.SalesOrderHeaderSalesReason as sohsr
          on soh.SalesOrderID = sohsr.SalesOrderID
        Left join Sales.SalesReason as sr
          on sohsr.SalesReasonID = sr.SalesReasonID
        WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 9
)   as [Quality SR]
,(   SELECT sr.Name
        FROM Sales.SalesOrderHeader as soh
        Left join Sales.SalesOrderHeaderSalesReason as sohsr
          on soh.SalesOrderID = sohsr.SalesOrderID
        Left join Sales.SalesReason as sr
          on sohsr.SalesReasonID = sr.SalesReasonID
        WHERE sod.SalesOrderID = sohsr.SalesOrderID and sohsr.SalesReasonID = 10
)   as [Other SR]


FROM Sales.SalesOrderDetail as sod
Left Join Sales.SalesOrderHeader as soh on sod.SalesOrderID = soh.SalesOrderID
Left Join Sales.SpecialOffer as spo on sod.SpecialOfferID = spo.SpecialOfferID
Left Join Production.Product as p on sod.ProductID = p.ProductID
Left Join Production.ProductModel as pm on p.ProductModelID = pm.ProductModelID
Left Join Production.ProductSubcategory as ps on p.ProductSubcategoryID =
ps.ProductSubcategoryID
Left Join Production.ProductCategory as pc on ps.ProductCategoryID = pc.ProductCategoryID
Left Join Sales.SalesTerritory as st on soh.TerritoryID = st.TerritoryID
Left Join Person.CountryRegion as cr on st.CountryRegionCode = cr.CountryRegionCode
Left Join Sales.SalesPerson as sp on soh.SalesPersonID = sp.BusinessEntityID
Left Join Sales.Customer as c on soh.CustomerID = c.CustomerID
Left Join Sales.Store on c.StoreID = Store.BusinessEntityID
Left Join Person.Person as per on c.PersonID = per.BusinessEntityID


ORDER BY (sod.LineTotal) - (sod.OrderQty * p.StandardCost)
```