E commerce SQL Queries

Q1. Total Sales (KPI)

SELECT SUM(sales) AS total\_sales FROM orders;

Q2. Total Profit (KPI)

SELECT SUM(profit) AS total\_sales FROM orders;

Q3. Return Rate (KPI)

SELECT

(COUNT(r.order\_id) \* 100.0 / COUNT(DISTINCT o.order\_id)) AS return\_rate\_percentage

FROM orders o

LEFT JOIN returns r ON o.order\_id = r.order\_id;

Q4. Average shipping Days (KPI)

SELECT

AVG(ship\_date - order\_date) AS avg\_shipping\_days

FROM orders;

Q5. % of shipping cost as per Sale

SELECT

(SUM(shipping\_cost) \* 100.0 / SUM(sales)) AS shipping\_cost\_percentage

FROM orders;

Q6. Sales by Category & Segment

SELECT

category,

segment,

SUM(sales) AS total\_sales

FROM orders

GROUP BY category, segment

ORDER BY category, total\_sales DESC;

Q7. Top 5 Countries by Sales

SELECT

country,

SUM(sales) AS total\_sales

FROM orders

GROUP BY country

ORDER BY total\_sales DESC

LIMIT 5;

Q8. Sales by Order Priority

SELECT

order\_priority,

SUM(sales) AS total\_sales

FROM orders

GROUP BY order\_priority

ORDER BY total\_sales DESC;

Q9. Sales by year and Month

SELECT

YEAR(order\_date) AS year,

MONTH(order\_date) AS month,

SUM(sales) AS total\_sales

FROM orders

GROUP BY YEAR(order\_date), MONTH(order\_date)

ORDER BY year, month;

Q10. Top 5 Region by Sales

SELECT

region,

SUM(sales) AS total\_sales

FROM orders

GROUP BY region

ORDER BY total\_sales DESC

LIMIT 5;

Q11. Sales % by Shipping Mode

SELECT

ship\_mode,

SUM(sales) AS total\_sales,

(SUM(sales) \* 100.0 / (SELECT SUM(sales) FROM orders)) AS sales\_percentage

FROM orders

GROUP BY ship\_mode

ORDER BY sales\_percentage DESC;