Query Code:

```sql
select SOD.OrderQty, Format (SOD.UnitPrice,'C', 'en-us') as UnitPrice,
SOD.UnitPriceDiscount, Format (SOD.LineTotal,'C', 'en-us') as LineTotal,
Format (SOH.OrderDate,'MM/dd/yyyy', 'en-us') as OrderDate,  SOH.OnlineOrderFlag,
SOH.SalesOrderNumber,
PRO.Name as ProductName, PRO.ProductNumber, Format (PRO.StandardCost,'C', 'en-us') as
StandardCost , PM.Name as ProductModelName,
Format (PRO.ListPrice,'C', 'en-us') as ListPrice,
PSub.Name as ProdubtSubCatname, PCat.Name as ProdubtCatname,
SO.Description as SpecialOfferDescription, SO.DiscountPct, SO.Type as SpecialOfferType,
ST.Name as SalesTerritoryName,
CR.Name as CountryRegionName, SP.SalesQuota, Format (SP.Bonus,'C', 'en-us') as Bonus,
SP.CommissionPct,
"Sale Type" =(Case when SOH.OnlineOrderFlag = 1 Then 'Retail'
when SOH.OnlineOrderFlag=0 Then 'Wholesale' End),
case when c.personID is null then S.Name
when c.storeID is null then
Case when P.MiddleName is not null
Then CONCAT(P.LastName, ', ',P.FirstName, ' ',P.MiddleName)
else CONCAT(P.LastName, ', ',P.FirstName) end
else concat(S.Name,' - ', Case when p.MiddleName is not null
then concat(P.LastName, ',' ,P.FirstName,' ',P.MiddleName)
else concat(P.LastName,' ',P.FirstName) end)
end as 'Customer Name',
"Customer Type" = (Case when C.StoreID is not null and C.PersonID is not null then 'Store
with Contact'
when C.StoreID is not null then 'Store'else 'Individual' End),
Format (SOD.OrderQty*PRO.StandardCost,'C', 'en-us')  as TotalCost,
Format(SOD.LineTotal,'C', 'en-us') as TotalRevenue,
Format((SOD.LineTotal-(SOD.OrderQty*PRO.StandardCost)),'C', 'en-us') as TotalProfit,
Format(((PRO.ListPrice - PRO.StandardCost)/ (PRO.StandardCost)), 'P0') AS
Markup_Percentage,
Case when PRO.ListPrice = 0 Then 1000
else  (PRO.ListPrice-SOD.UnitPrice)/PRO.ListPrice end as 'Price_Discount',
Case when SO.DiscountPct= 0 Then 1000
else (SO.DiscountPct- SOD.UnitPriceDiscount)/SO.DiscountPct end  'Discount',
(select Sales.SalesReason.Name
From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
Sales.SalesReason
ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
SalesOrderHeaderSalesReason.SalesReasonID=1) as Price_SR,
(select Sales.SalesReason.Name
From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
Sales.SalesReason
ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
SalesOrderHeaderSalesReason.SalesReasonID=2) as OnPromotion_SR,
(select Sales.SalesReason.Name
From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
Sales.SalesReason
ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
```

```sql
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=3) as MagazineAdvertisement_SR,
     (select Sales.SalesReason.Name
     From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
     ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
     Sales.SalesReason
     ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=4) as Television_Advertisement_SR,
     (select Sales.SalesReason.Name
     From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
     ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
     Sales.SalesReason
     ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=5) as Manufacturert_SR,
     (select Sales.SalesReason.Name
     From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
     ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
     Sales.SalesReason
     ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=6) as Review_SR,
     (select Sales.SalesReason.Name
     From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
     ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
     Sales.SalesReason
     ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=7) as Demo_Event_SR,
     (select Sales.SalesReason.Name
     From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
     ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
     Sales.SalesReason
     ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=8) as Sponsorship_SR,
     (select Sales.SalesReason.Name
     From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
     ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
     Sales.SalesReason
     ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=9) as Quality_SR,
     (select Sales.SalesReason.Name
     From Sales.SalesOrderHeader Left join Sales.SalesOrderHeaderSalesReason
     ON SalesOrderHeader.SalesOrderID = SalesOrderHeaderSalesReason.SalesOrderID Left join
     Sales.SalesReason
     ON SalesOrderHeaderSalesReason.SalesReasonID = Sales.SalesReason.SalesReasonID
     Where SOD.SalesOrderID=SalesOrderHeaderSalesReason.SalesOrderID and
     SalesOrderHeaderSalesReason.SalesReasonID=10) as Other_SR

     From Sales.SalesOrderDetail SOD Left join Sales.SalesOrderHeader SOH
     ON SOH.SalesOrderID = SOD.SalesOrderID Left join Production.Product PRO
     ON PRO.ProductID= SOD.ProductID Left join Production.ProductModel PM
     ON PM.ProductModelID= PRO.ProductModelID Left join Production.ProductSubcategory Psub
     ON Psub.ProductSubcategoryID= PRO.ProductSubcategoryID Left join
     Production.ProductCategory PCat
```

```
ON Psub.ProductCategoryID= PCat.ProductCategoryID Left join Sales.SpecialOffer SO
ON SOD.SpecialOfferID = SO.SpecialOfferID Left join Sales.SalesTerritory ST
ON SOH.TerritoryID = ST.TerritoryID Left join Person.CountryRegion CR
ON ST.CountryRegionCode = CR.CountryRegionCode Left join Sales.SalesPerson SP
ON SOH.SalesPersonID = SP.BusinessEntityID Left join Sales.Customer C
ON SOH.CustomerID = c.CustomerID Left join Person.Person P
ON  C.PersonID = P.BusinessEntityID Left Join Sales.Store S
ON C.StoreID = S.BusinessEntityID;
```

Screen Shot Section: