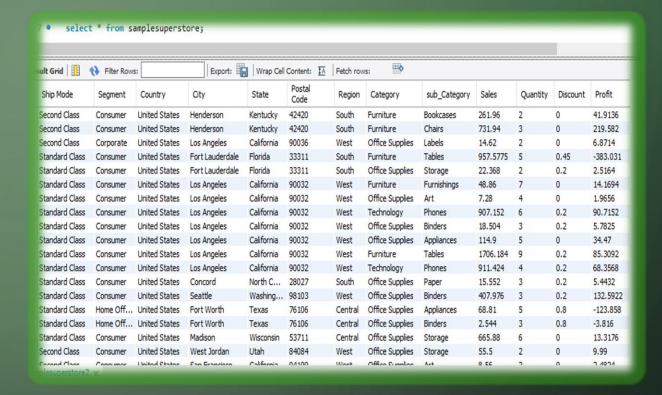
## US Retail Superstore Sales SQL Case Study Analysis Using MySQL Workbench

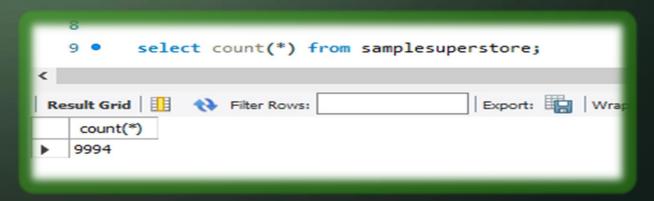
Create database us\_retail\_superstore;

use us\_retail\_superstore;

select \* from samplesuperstore;

select count(\*) from
samplesuperstore



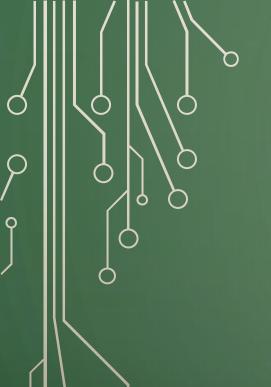


# Scenario 1

- -- Summary Statistics: -- Obtain summary statistics such as total sales, average sales, total profit, average profit, etc.,
- -- to understand the overall performance.

SELECT SUM(Sales) AS TotalSales,
AVG(Sales) AS AverageSales, SUM(Profit) AS TotalProfit,
AVG(Profit) AS AverageProfit
FROM samplesuperstore;

```
-- Scenario 1 -- Summary Statistics:
        -- Obtain summary statistics such as total sales, average sales, total profit, average profit, etc.,
12
        -- to understand the overall performance.
13
14
        SELECT
            SUM(Sales) AS TotalSales,
            AVG(Sales) AS AverageSales,
            SUM(Profit) AS TotalProfit,
            AVG(Profit) AS AverageProfit
 20
        FROM samplesuperstore;
Export: Wrap Cell Content: TA
  TotalSales
                    AverageSales
                                     TotalProfit
                                                      AverageProfit
  2297200.860299955
                   229.8580008304938
                                    286397.0217000013
                                                     28.656896307784802
```



#### Scenario 2

- --Sales Distribution by Category
- --Analyze sales distribution across different categories to identify top-selling categories.

SELECT Category, SUM(Sales) AS TotalSales
FROM samplesuperstore
GROUP BY Category
ORDER BY TotalSales DESC;

```
Scenario 2-- Sales Distribution by Category:
      -- Analyze sales distribution across different categories to identify top-selling categories.
      SELECT
          Category,
          SUM(Sales) AS TotalSales
      FROM
           samplesuperstore
      GROUP BY
           Category
      ORDER BY
           TotalSales DESC;
                                         Export: Wrap Cell Content: IA
ult Grid
            Filter Rows:
Category
              TotalSales
Technology
             836154.0329999966
Furniture
             741999, 7952999998
Office Supplies
             719047.0320000029
```

# Scenario 3

-- Top Selling Products:

--Identify the top-selling products based on sales quantity or revenue.

desc samplesuperstore;

#### --Scenario 4

ALTER TABLE samplesuperstore-- RENAME COLUMN Sub-Category TO sub\_Category; --giving error

ALTER TABLE samplesuperstoreCHANGE COLUMN `Sub-Category` sub\_Category varchar(50);

SELECT Sub\_Category,
SUM(Quantity) AS TotalQuantity,
SUM(Sales) AS TotalSales
FROM samplesuperstore
GROUP BY Sub\_Category
ORDER BY TotalSales DESC;

	Sub_Category	TotalQuantity	TotalSales
>	Phones	3289	330007.0540000001
	Chairs	2356	328449.1030000076
	Storage	3158	223843.60800000012
	Tables	1241	206965.5320000001
	Binders	5974	203412.7330000001
	Machines	440	189238.63099999996
	Accessories	2976	167380.3180000001
	Copiers	234	149528.0299999994
	Bookcases	868	114879.99629999997
	Appliances	1729	107532.161
	Furnishings	3563	91705.16400000005
	Paper	5178	78479.20600000002
	Supplies	647	46673.538000000015
	Art	3000	27118.79199999954
	Envelopes	906	16476.402
	Labels	1400	12486.312
	Fasteners	914	3024.279999999997



### --Scenario 5

- -- Profit Analysis by Segment:
- -- Analyze profit across different market segments.

SELECT Segment,
SUM(Profit) AS TotalProfit
FROM samplesuperstore
GROUP BY Segment;

```
-- Scenario 5 -- Profit Analysis by Segment:
          -- Analyze profit across different market segments.
 62
 63 •
         SELECT
            Segment,
            SUM(Profit) AS TotalProfit
65
 67
            samplesuperstore
        GROUP BY
 69
            Segment;
                                          Export: Wrap Cell Content: A
Result Grid
              Filter Rows:
              TotalProfit
   Segment
             134119.20919999972
             91979.13400000021
  Home Office 60298.678500000075
```



#### -- Scenario 6

- -- Discount Impact on Profit:
- -- Investigate the impact of discounts on profit.

SELECT Discount, AVG(Profit) AS

AverageProfit

FROM samplesuperstore

GROUP BY Discount

ORDER BY Discount;

```
-- Scenario 6 -- Discount Impact on Profit:
         -- Investigate the impact of discounts on profit.
 74
         SELECT
 75 •
             Discount,
 76
 77
             AVG(Profit) AS AverageProfit
 78
         FROM
             samplesuperstore
         GROUP BY
 80
             Discount
         ORDER BY
             Discount;
              ♦ Filter Rows:
                                             Export: Wrap Cell Conten
Result Grid
   Discount
            AverageProfit
            66.90029245518961
            96.05507446808508
  0.15
            27.288298076923077
            24.702572053595855
            -45.679636123348004
  0.3
  0.32
            -88.5606555555558
  0.4
            -111.92742912621364
  0.45
            -226.64646363636365
            -310.703456060606
            -43.077211594202915
            -95.87405956937788
  0.8
            -101.796797333333329
```

#### -- Scenario 7

Geographical Analysis:

-- Analyze sales performance by country, city, or region

SELECT Country,
SUM(Sales) AS TotalSales
FROM samplesuperstore
GROUP BY Country
ORDER BY TotalSales
DESC;

```
-- Scenario 7-- Geographical Analysis:
85
       -- Analyze sales performance by country, city, or region.
87
88 •
       SELECT
           Country,
           SUM(Sales) AS TotalSales
91
92
           samplesuperstore
        GROUP BY
93
94
           Country
        ORDER BY
95
96
           TotalSales DESC;
Export: Wrap Cell Content: 1A
  Country
              TotalSales
  United States 2297200.860299955
```