

# ONLINE SALES OUTPUT

## 1. Monthly Revenue & Order Volume

The screenshot shows the MySQL Workbench interface with a query titled 'online sales data'. The query is as follows:

```
SELECT
  EXTRACT(YEAR FROM `date`) AS Year,
  EXTRACT(MONTH FROM `date`) AS Month,
  SUM(`Total Revenue`) AS Total_Revenue,
  COUNT(DISTINCT `Transaction ID`) AS Order_Volume
FROM online_sales.`online sales data`
GROUP BY Year, Month
ORDER BY Year DESC, Month DESC;
```

The result grid shows the following data:

Year	Month	Total_Revenue	Order_Volume
2024	8	7278.109999999999	27
2024	7	6797.08	31
2024	6	7384.549999999998	30
2024	5	8455.49	31
2024	4	12451.689999999995	30
2024	3	12849.239999999996	31
2024	2	10803.369999999999	29
2024	1	14548.319999999992	31

The output pane shows the execution of the query, with a message indicating that the column 'Total\_Revenue' is not found in the field list.

## 2. Region-Wise Sales Analysis

The screenshot shows the MySQL Workbench interface with a query titled 'online sales data'. The query is as follows:

```
SELECT
  Region,
  EXTRACT(YEAR FROM `date`) AS Year,
  EXTRACT(MONTH FROM `date`) AS Month,
  SUM(`Total Revenue`) AS Total_Revenue,
  COUNT(DISTINCT `Transaction ID`) AS Order_Volume
FROM online_sales.`online sales data`
GROUP BY Region, Year, Month
ORDER BY Region, Year DESC, Month DESC;
```

The result grid shows the following data:

Region	Year	Month	Total_Revenue	Order_Volume
North America	2024	8	3259.8299999999995	9
Asia	2024	8	2178.82	9
Europe	2024	8	1878.66	9
Asia	2024	7	2744.36	11
North America	2024	7	2170.8500000000004	10
Europe	2024	7	1881.8700000000001	10
North America	2024	6	3749.79	10
Asia	2024	6	3945.38	10
Europe	2024	6	3685.38	10
North America	2024	5	4348.83	10
Europe	2024	5	2117.12	11
Asia	2024	5	1985.5400000000002	10
North America	2024	4	6930.799999999999	10

The output pane shows the execution of the query, with a message indicating that the column 'Total\_Revenue' is not found in the field list.

The screenshot shows the MySQL Workbench interface with a query titled 'online sales data'. The query is as follows:

```
SELECT
  Region,
  EXTRACT(YEAR FROM `date`) AS Year,
  EXTRACT(MONTH FROM `date`) AS Month,
  SUM(`Total Revenue`) AS Total_Revenue,
  COUNT(DISTINCT `Transaction ID`) AS Order_Volume
FROM online_sales.`online sales data`
GROUP BY Region, Year, Month
ORDER BY Region, Year DESC, Month DESC;
```

The result grid shows the following data:

Region	Year	Month	Total_Revenue	Order_Volume
Asia	2024	5	1985.5400000000002	10
North America	2024	4	6930.799999999999	10
Asia	2024	4	3329.6	10
Europe	2024	4	2191.33	10
Europe	2024	3	5476.91	10
North America	2024	3	4752.7300000000005	11
Asia	2024	3	2619.6	10
Asia	2024	2	4378.68	10
North America	2024	2	3322.79	9
Europe	2024	2	3201.6000000000005	10
North America	2024	1	8308.799999999998	11
Asia	2024	1	3359.67	10
Europe	2024	1	2869.8999999999994	10

The output pane shows the execution of the query, with a message indicating that the column 'Total\_Revenue' is not found in the field list.

### 3. Top Performing Categories Each Month

The screenshot shows MySQL Workbench with a query titled "Top Performing Categories Each Month". The query is as follows:

```
24 -- Top Performing Categories Each Month
25 *
26 SELECT
27   EXTRACT(YEAR FROM `Date`) AS Year,
28   EXTRACT(MONTH FROM `Date`) AS Month,
29   `Product Category`,
30   `Total_Revenue`
31 FROM `ecommerce_data`.`online_sales`
32 ORDER BY `Total_Revenue` DESC
33 LIMIT 1000;
```

The result grid shows the following data:

Year	Month	Product Category	Total_Revenue
2024	8	Electronics	3056.96
2024	8	Home Appliances	1668.96
2024	8	Sports	1408.71
2024	8	Clothing	769.91
2024	8	Books	292.87
2024	8	Beauty Products	170.7
2024	7	Electronics	2006.97
2024	7	Sports	1648.8799999999999
2024	7	Home Appliances	1417.8700000000001
2024	7	Clothing	1095.48

### 4. Payment Method Preferences Over Time

The screenshot shows MySQL Workbench with a query titled "Payment Method Preferences Over Time". The query is as follows:

```
34 -- Payment Method Preferences Over Time
35 *
36 SELECT
37   EXTRACT(YEAR FROM `Date`) AS Year,
38   EXTRACT(MONTH FROM `Date`) AS Month,
39   `Payment Method`,
40   `Transaction_Count`,
41   `Total_Revenue`
42 FROM `ecommerce_data`.`online_sales`
43 ORDER BY `Transaction_Count` DESC
44 LIMIT 1000;
```

The result grid shows the following data:

Year	Month	Payment Method	Transaction_Count	Total_Revenue
2024	8	Credit Card	14	4668.54
2024	8	PayPal	5	1838.65
2024	8	Debit Card	4	769.91
2024	7	Credit Card	15	3819.7299999999999
2024	7	PayPal	10	1881.8700000000001
2024	7	Debit Card	6	1095.48
2024	6	Credit Card	15	5115.72
2024	6	PayPal	10	1689.38
2024	6	Debit Card	5	579.45
2024	5	Credit Card	15	5508.48
2024	5	PayPal	11	2117.12
2024	5	Debit Card	5	828.8800000000001
2024	4	Credit Card	15	9490.559999999998

## 5. Yearly Revenue Growth

The screenshot shows MySQL Workbench with a query titled "Yearly Revenue Growth". The query uses window functions to calculate the percentage growth in total revenue from 2023 to 2024. The result grid shows a single row for the year 2024 with a growth percentage of approximately 80.97%.

```
SELECT
  EXTRACT(YEAR FROM `Date`) AS Year,
  SUM("Total Revenue") AS Total_Revenue,
  LAG(SUM("Total Revenue")) OVER (ORDER BY EXTRACT(YEAR FROM `Date`)) AS Previous_Year_Revenue,
  ROUND(((SUM("Total Revenue") - LAG(SUM("Total Revenue")) OVER (ORDER BY EXTRACT(YEAR FROM `Date`)) * 100), 2) AS Growth_Percent
FROM online_sales.`online sales data`
GROUP BY Year
```

Year	Total_Revenue	Previous_Year_Revenue	Growth_Percentage
2024	80567.850000000008	44523.120000000008	80.97

## 6. Finding Peak Sales Months

The screenshot shows MySQL Workbench with a query titled "Finding Peak Sales Months". The query groups monthly revenue by year and orders the results by monthly revenue in descending order. The result grid shows the top 5 months for the year 2024, with January having the highest revenue.

```
SELECT
  EXTRACT(YEAR FROM `Date`) AS Year,
  EXTRACT(MONTH FROM `Date`) AS Month,
  SUM("Total Revenue") AS Monthly_Revenue
FROM online_sales.`online sales data`
GROUP BY Year, Month
ORDER BY Monthly_Revenue DESC
```

Year	Month	Monthly_Revenue
2024	1	14548.319999999992
2024	3	12849.299999999996
2024	4	12451.689999999995
2024	2	10803.369999999999
2024	5	8455.49

## 7. Highest Revenue-Generating Products

The screenshot shows MySQL Workbench with a query titled "Highest Revenue-Generating Products". The query ranks products by total revenue and order count. The result grid shows the top 10 products, with the Canon EOS R5 Camera being the highest revenue-generating product.

```
SELECT
  "Product Name",
  SUM("Total Revenue") AS Total_Revenue,
  COUNT(DISTINCT "Transaction ID") AS Order_Count
FROM online_sales.`online sales data`
```

Product Name	Total_Revenue	Order_Count
Canon EOS R5 Camera	3899.99	1
LG OLED TV	2599.98	1
MacBook Pro 16-inch	2499.99	1
Apple MacBook Pro 16-inch	2399	1
iPhone 14 Pro	1999.98	1
Peloton Bike	1895	1
HP Spectre x360 Laptop	1599.99	1
Rosamba 174	1595.98	1
Garmin Forerunner 945	1599.97	2
Samsung Odyssey G9 Gaming Monitor	1499.99	1

## 8. Most Sold Product Categories

The screenshot shows the MySQL Workbench interface with a query window titled 'Query 1' containing the following SQL code:

```
75 LIMIT 10;  
76  
77 -- Most Sold Product Categories  
78 * SELECT  
79 * 'Product Category',
```

The 'Result Grid' displays the following data:

Product Category	Total Units Sold	Total Revenue
Clothing	145	8128.9300000000001
Books	114	1861.9300000000007
Sports	88	14326.5199999999997
Electronics	66	34882.410000000001
Home Appliances	59	18646.15
Beauty Products	46	2621.8999999999996

The 'Output' window shows the execution log with the following entries:

#	Time	Action	Message	Duration / Fech
43	16:15:39	SELECT	'Product Category', SUM(Units Sold) AS Total_Units_Sold, S... Error Code: 1054. Unknown column 'Total Units Sold' in 'order clause'	0.000 sec
44	16:16:20	SELECT	'Product Category', SUM(Units Sold) AS Total_Units_Sold, S... 6 row(s) returned	0.016 sec / 0.000 sec

The status bar at the bottom indicates the current session is 'online sales' and the schema is 'ecommerce\_data'. The system language is set to 'ENG' and the time is 4:16 PM.