

TITLE

Online Sales Analysis for Raghav Store.

**Subtitle: Using SQL to Track and Analyze
Sales Data**

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PROJECT OBJECTIVE





To create a database and use SQL to track and analyze online sales across India for Madhav Store focusing on performance , profitability and geographic distribution.

QUESTIONS

- 1.What is the total profit for each category ?
- 2.How many orders are there for each payment mode?
- 3.Which —category has the highest sales amount ?
- 4.Which category has the maximum amount of profit ?
- 5.What is the average profit per order?
- 6.Which are top three cities with the highest Sales?
- 7.Most popular category Based on Quantity Sold?

- What is the total profit for each category ?




```
24 SELECT Category, SUM(Profit) AS TotalProfit
25 FROM Sales
26 GROUP BY Category;
27
28
29
30
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell Content: 

	Category	TotalProfit
▶	Electronics	13162
	Furniture	10476
	Clothing	13325

- How many orders are there for each payment mode?




```
30 SELECT PaymentMode, COUNT('Order ID')
31 FROM Sales
32 GROUP BY PaymentMode;
```

Result Grid |   Filter Rows: | Export:  | W

	PaymentMode	COUNT('Order ID')
▶	COD	684
	EMI	120
	Credit Card	163
	UPI	331
	Debit Card	202

- Which category has the highest sales amount ?

```
55  
56     SELECT Category, SUM(Quantity) AS TotalQuantity  
57     FROM Sales  
58     GROUP BY Category  
59     ORDER BY TotalQuantity DESC  
60     LIMIT 1;  
61  
62  
63  
64  
65
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell

	Category	TotalQuantity
►	Clothing	3516

```
16 select Category,Amount from sales
17 order by Amount desc;
```

```
18
```

```
19
```

```
20
```

Result Grid



Filter Rows:




Export:

	Category	Amount
►	Furniture	5729
	Furniture	4363
	Electronics	4141
	Electronics	3873
	Clothing	3151
	Furniture	2927

- Which category has the maximum amount of profit?

- What is the average profit per order ?

```
49      SELECT AVG(Profit) AS AverageProfit
50      FROM Sales;
51
```

Result Grid				Filter Rows: <input type="text"/>	Export: 
	AverageProfit				
▶	24.6420				

- Which are top three cities with the highest Sales?

```
38  SELECT City, SUM(Amount)
39  FROM Orders
40  JOIN Sales ON Orders.ID = Sales.ID
41  GROUP BY City
42  ORDER BY City DESC
43  LIMIT 3;
44
```

Result Grid			Filter Rows:	Export
	City	SUM(Amount)		
▶	Udaipur	11073		
	Thiruvananthapuram	13871		
	Surat	6828		

- **Most popular category
Based on Quantity
Sold?**

```
56  SELECT Category, SUM(Quantity) AS TotalQuantity
57  FROM Sales
58  GROUP BY Category
59  ORDER BY TotalQuantity DESC
60  LIMIT 1;
```

Result Grid |   Filter Rows: | Export:  | Wrap Cell

	Category	TotalQuantity
▶	Clothing	3516

INSIGHTS DERIVED

Sales Performance: Identify top-selling products and high-performing regions.

Geographic Distribution: Understand sales distribution across different regions.

Customer Behavior : Analyze purchasing patterns and customer segmentation.

CONCLUSION

Summary: SQL helps in effectively tracking and analyzing sales data.

Next Steps: Implement dashboard in Power BI for real-time insights.