1. Total_Revenue

SELECT SUM(Purchase Amount (USD)) AS Total_Revenue FROM shopping_trends_updated;
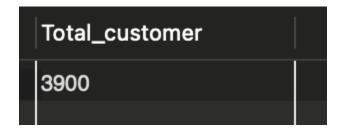
Total_...	
233081	

2. Avg revenue by customer

SELECT SUM(Purchase Amount (USD))/ Count(Customer ID) as Avg_revenue FROM shopping_trends_updated;

Avg_revenue	
59.7644	

3. Total customer

SELECT Count(Customer ID) as Total_customer FROM shopping_trends_updated;
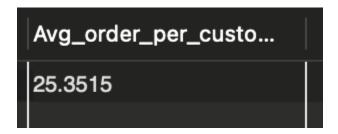
Total_customer	
3900	

4 .Avg review rating

SELECT SUM(Review Rating)/ Count(Customer ID) as Avg_review_rating FROM shopping_trends_updated;

Avg_review_rating	
3.749948717948712	

5. Avg order per customer

SELECT SUM(Previous Purchases)/ Count(Customer ID) as Avg_order_per_customer
FROM shopping_trends_updated;

Avg_order_per_custo...	
25.3515	

6 .Total revenue by category

SELECT (Category) , sum(Purchase Amount (USD)) * 100 / (SELECT sum(Purchase
Amount (USD)) FROM shopping_trends_updated) AS Total_sales from
shopping_trends_updated GROUP BY Category

Category	Total_sales	
Clothing	44.7329	
Footwear	15.4852	
Outerwear	7.9475	
Accessories	31.8344	

7. Total revenue by size

SELECT (Size) , sum(Purchase Amount (USD)) * 100 / (SELECT sum(Purchase Amount
(USD)) FROM shopping_trends_updated) AS Total_sales from shopping_trends_updated
GROUP BY Size

Size	Total_sales
L	26.4573
S	17.3622
M	45.1204
XL	11.0601

8. Total revenue by season SELECT (Season) , sum(Purchase Amount (USD)) * 100 / (SELECT sum(Purchase Amount (USD)) FROM shopping_trends_updated) AS Total_sales from shopping_trends_updated GROUP BY Season

Season	Total_sales
Winter	25.1445
Spring	25.1754
Summer	23.9303
Fall	25.7498

9. Top 5 item purchased (Item Purchased_) SELECT Item Purchased, SUM(Purchase Amount (USD)) AS Total_Revenue FROM shopping_trends_updated GROUP BY Item Purchased ORDER BY Total_Revenue DESC LIMIT 5;

Item Purchased	Total_Revenue
Blouse	10410
Shirt	10332
Dress	10320
Pants	10090
Jewelry	10010

10. Top 5 (color)

SELECT Color, SUM(Purchase Amount (USD)) AS Total_Revenue FROM shopping_trends_updated GROUP BY Color ORDER BY Total_Revenue DESC LIMIT 5;

11. Top 5 shipping type

SELECT Shipping Type, SUM(Purchase Amount (USD)) AS Total_Revenue FROM shopping_trends_updated GROUP BY Shipping Type ORDER BY Total_Revenue DESC LIMIT 5;

Shipping Type	Total_Revenue	
Free Shipping	40777	
Express	39067	
Store Pickup	38931	
Standard	38233	
2-Day Shipping	38080	

12. Bottom 5 item purchased (Item Purchased_)

SELECT Item Purchased, SUM(Purchase Amount (USD)) AS Total_Revenue FROM shopping_trends_updated GROUP BY Item Purchased ORDER BY Total_Revenue ASC LIMIT 5;

Item Purchased	Total_Revenue	
Jeans	7548	
Gloves	8477	
Sneakers	8635	
Backpack	8636	
Hoodie	8767	

13. Bottom 5 (color)

SELECT Color, SUM(Purchase Amount (USD)) AS Total_Revenue FROM shopping_trends_updated GROUP BY Color ORDER BY Total_Revenue ASC LIMIT 5;

Color	Total_Revenue	
Turquoise	8064	
Indigo	8269	
Brown	8328	
Gold	8419	
Blue	8657	

14. Bottom 5 shipping type

SELECT Shipping Type, SUM(Purchase Amount (USD)) AS Total_Revenue FROM shopping_trends_updated GROUP BY Shipping Type ORDER BY Total_Revenue ASC LIMIT 5;

Shipping Type	Total_Revenue	
Next Day Air	37993	
2-Day Shipping	38080	
Standard	38233	
Store Pickup	38931	
Express	39067	