

# SQL(STRUCTURED QUERY LANGUAGE)

## **TITLE** “MAXIMIZING SALES POTENTIAL: STRATEGIES FOR EFFECTIVE PRODUCT MARKETING”

Presented By:  
Sindhu B

Under the Guidance  
Mr. Kavi Bharathi  
(Besant Tech)



- +
  - “MAXIMIZING SALES POTENTIAL: STRATEGIES FOR EFFECTIVE PRODUCT MARKETING”



# Marketing Products



**Understand  
your target  
audience:**

Define  
Demographic  
s,  
Psychographi  
cs and  
Buying  
Behaviors.

Create Buyer  
Personas to  
tailor  
Marketing  
Strategies.



**Develop a  
unique selling  
proposition:**

identify what  
sets your  
product apart  
from  
competitors.



**Conduct  
market  
research:**

analyze  
industry  
trends and  
competitor  
strategies.  
  
gather  
feedback  
through  
surveys,  
focus groups  
or social  
media.



**Optimize  
pricing  
strategies:**

conduct  
competitive  
pricing  
analysis.  
  
consider  
discounts,  
bundling, and  
value-based  
pricing to  
attract  
customers.



**Customers.**



# Why MySQL is Important for marketing business analysis?

- MySQL efficiently stores and manages large volumes of data, which is essential for tracking and analyzing marketing activities and customer interactions.
- It can integrate with various marketing tools and platforms allowing for the consolidation of data from different sources into a single database for comprehensive analysis.
- MySQL supports complex queries and reporting, enabling marketers to extract meaningful insights from data, such as customer behavior patterns, campaign performance, and sales trends.

## What is SQL?

Structural Query Language is a programming language used to manage and manipulate the database.

It allows you to create, read, update, delete the data in database.

## Database

Data is a place or medium which store the data in a systemic and organized manner.

### CRUD

- C** – Create / insert
- R** – Read / retrieved
- U** – Update / Modify
- D** – Delete / Drop



Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category
Hard Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Bookcases
Hard Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Chairs
Hard Class	Corporate	United States	Los Angeles	California	90036	West	Office Supplies	Labels
Hard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Furniture	Tables
Hard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Office Supplies	Storage
Hard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Furnishings
Hard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Art
Hard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones
Hard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Binders
Hard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Appliances
Hard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Tables
Hard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones
Hard Class	Consumer	United States	Concord	North Carolina	28027	South	Office Supplies	Paper
Hard Class	Consumer	United States	Seattle	Washington	98103	West	Office Supplies	Binders
Hard Class	Home Office	United States	Fort Worth	Texas	76106	Central	Office Supplies	Appliances
Hard Class	Home Office	United States	Fort Worth	Texas	76106	Central	Office Supplies	Binders
Hard Class	Consumer	United States	Madison	Wisconsin	53711	Central	Office Supplies	Storage
Hard Class	Consumer	United States	West Jordan	Utah	84084	West	Office Supplies	Storage
Hard Class	Consumer	United States	San Francisco	California	94109	West	Office Supplies	Art

SAMPLESUPERSTORE DATASET



## QUERIES

### 1. WAQTD City and State of Table

Select city, state  
from samplesuperstore;

#### Result

	city	state
►	Henderson	Kentucky
	Henderson	Kentucky
	Los Angeles	California
	Fort Lauderdale	Florida
	Fort Lauderdale	Florida
	Los Angeles	California
	Los Angeles	California
	Los Angeles	California
	Los Angeles	California
	Los Angeles	California
	Los Angeles	California



2. WAQTD to get the Maximum sales from table

Select max(sales)  
From samplesuperstore;

Result

	max(sales)
▶	22638.48





3. WAQTD the records for sales of the table who take the category of technology

```
Select category, sales
From samplesuperstore
Where category = ('technology');
```

Result

	category	sales
▶	Technology	907.152
	Technology	911.424
	Technology	213.48
	Technology	90.57
	Technology	1097.544
	Technology	371.168
	Technology	147.168
	Technology	45.98
	Technology	45
	Technology	21.0



#### 4. WAQTD details of samplesuperstore who are in Nebraska

Select \*  
From samplesuperstore  
Where state = ('Nebraska');

#### Result

	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount
►	Standard Class	Corporate	United States	Fremont	Nebraska	68025	Central	Office Supplies	Art	19.46	7	0
	Standard Class	Corporate	United States	Fremont	Nebraska	68025	Central	Office Supplies	Appliances	60.34	7	0
	First Class	Consumer	United States	Omaha	Nebraska	68104	Central	Furniture	Furnishings	28.4	2	0
	First Class	Consumer	United States	Omaha	Nebraska	68104	Central	Technology	Accessories	149.97	3	0
	Same Day	Home Office	United States	Omaha	Nebraska	68104	Central	Office Supplies	Binders	34.5	3	0
	First Class	Corporate	United States	Omaha	Nebraska	68104	Central	Office Supplies	Appliances	25.96	2	0
	First Class	Corporate	United States	Omaha	Nebraska	68104	Central	Office Supplies	Appliances	36.27	3	0
	First Class	Corporate	United States	Omaha	Nebraska	68104	Central	Office Supplies	Paper	6.48	1	0
	Standard Class	Consumer	United States	Fremont	Nebraska	68025	Central	Office Supplies	Paper	104.85	1	0
	Standard Class	Home Office	United States	Omaha	Nebraska	68104	Central	Office Supplies	Fasteners	23.55	5	0
	Standard Class	Home Office	United States	Omaha	Nebraska	68104	Central	Office Supplies	Fasteners	29.05	5	0
	Second Class	Corporate	United States	Omaha	Nebraska	68104	Central	Office Supplies	Binders	7.04	2	0
	Second Class	Corporate	United States	Omaha	Nebraska	68104	Central	Office Supplies	Fasteners	5.04	4	0
	Second Class	Corporate	United States	Omaha	Nebraska	68104	Central	Office Supplies	Paper	116.28	3	0
	Same Day	Home Office	United States	Fremont	Nebraska	68025	Central	Furniture	Furnishings	15.92	2	0

## 5. WAQTD details of table who are in south region

Select \*  
From samplesuperstore  
Where region = ('South');

### Result

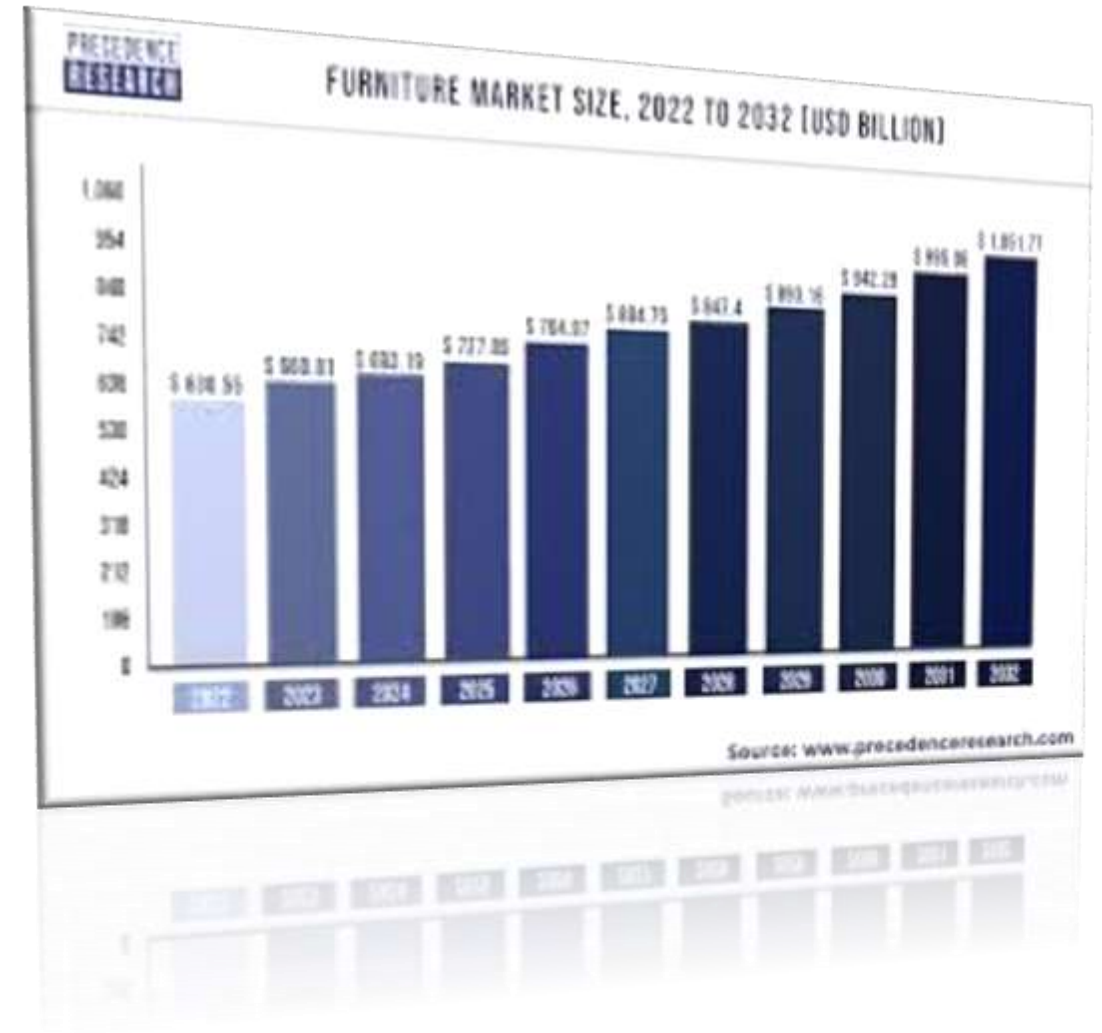
	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity
►	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Bookcases	261.96	2
	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Chairs	731.94	3
	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Furniture	Tables	957.5775	5
	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Office Supplies	Storage	22.368	2
	Standard Class	Consumer	United States	Concord	North Carolina	28027	South	Office Supplies	Paper	15.552	3
	Standard Class	Corporate	United States	Melbourne	Florida	32935	South	Office Supplies	Storage	95.616	2
	First Class	Consumer	United States	Springfield	Virginia	22153	South	Office Supplies	Paper	75.88	2
	Standard Class	Consumer	United States	Memphis	Tennessee	38109	South	Furniture	Chairs	831.936	8
	Standard Class	Consumer	United States	Memphis	Tennessee	38109	South	Furniture	Furnishings	97.04	2
	Standard Class	Consumer	United States	Memphis	Tennessee	38109	South	Office Supplies	Storage	72.784	1
	First Class	Corporate	United States	Decatur	Alabama	35601	South	Office Supplies	Appliances	208.16	1
	First Class	Corporate	United States	Decatur	Alabama	35601	South	Office Supplies	Binders	16.74	3
	Standard Class	Corporate	United States	Durham	North Carolina	27707	South	Office Supplies	Envelopes	200.984	7
	Second Class	Consumer	United States	Columbia	South Carolina	29203	South	Furniture	Chairs	301.96	2
	Standard Class	Consumer	United States	Charlotte	North Carolina	28205	South	Technology	Accessories	74.112	8

6. WAQTD list the category of furniture and the average profit

Select category, avg(profit)  
From samplesuperstore  
Where category = ('furniture');

Result

	category	avg(profit)
►	Furniture	8.699327109853842

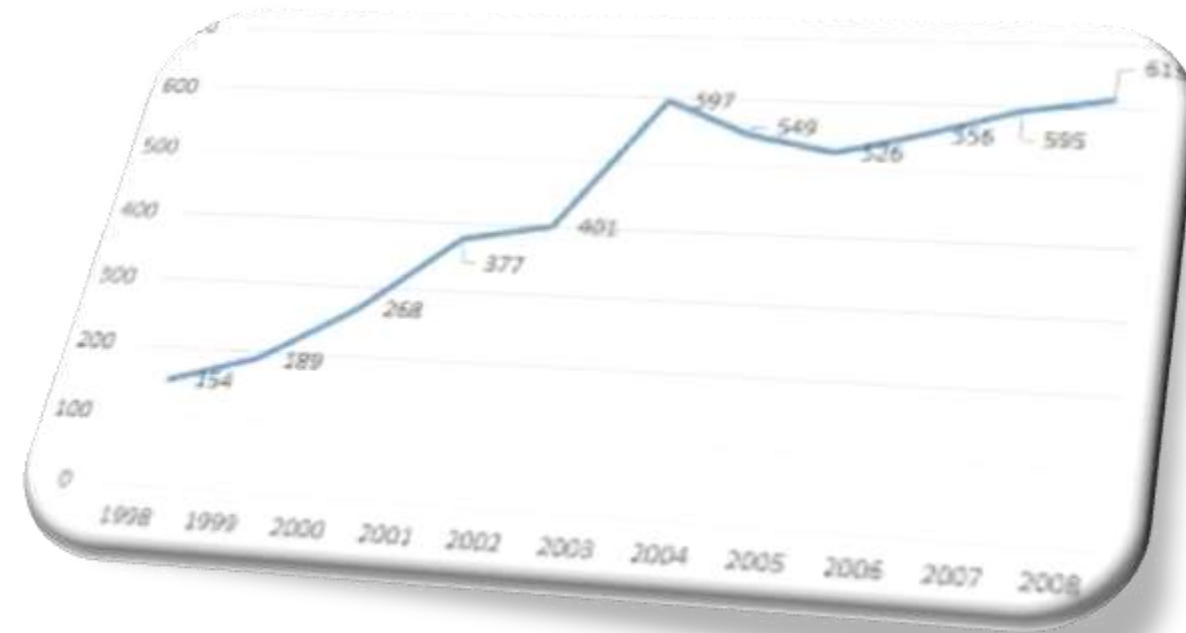


7. WAQTD show the category and quantity and sales between 500 to 1000

Select category, quantity  
From samplesuperstore  
Where sales between 501 and 999;

## Result

	category	quantity
►	Furniture	3
	Furniture	5
	Technology	6
	Technology	4
	Office Supplies	6
	Furniture	3
	Furniture	8
	Furniture	3
	Furniture	3
	Furniture	6
	Office Supplies	3
	Office Supplies	7
	Technology	7
	Technology	4
	Furniture	4
	Furniture	3
	Furniture	5
	Furniture	3
	Technology	3



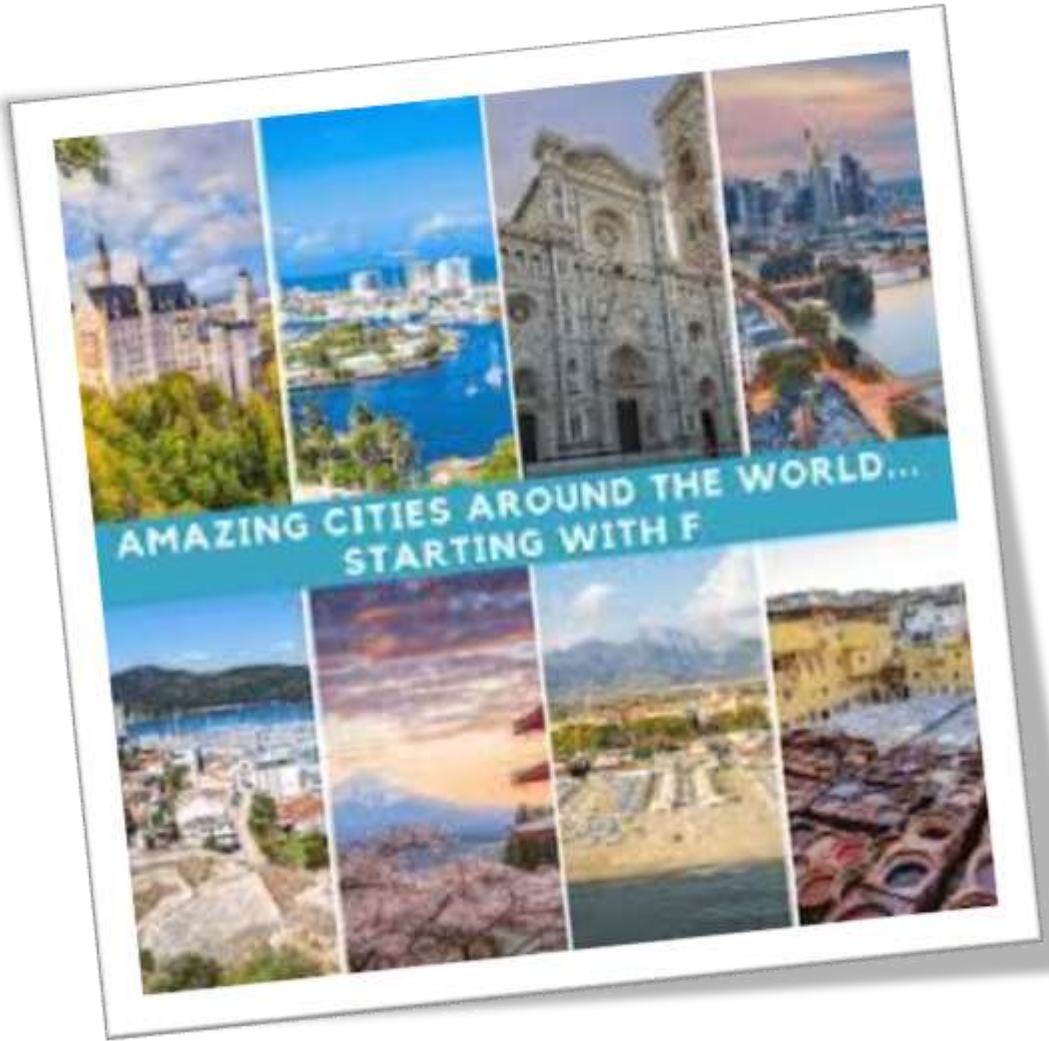


8. WAQTD the city name in table and the name start with F

Select city  
From samplesuperstore  
Where city like 'F%';

Result

	city
▶	Fort Lauderdale
	Fort Lauderdale
	Fort Worth
	Fort Worth
	Fremont
	Fremont
	Franklin
	Franklin
	Franklin
	Franklin
	Fairfield
	Franklin
	Franklin
	Fayetteville
	Fort Worth
	Fort Worth
	Fort Worth
	Florence



## 9. WAQTD details of table which city name state with O

Select \*, city  
From samplesuperstore  
Where city like 'O%';

### Result

	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Dis
▶	Standard Class	Consumer	United States	Orem	Utah	84057	West	Furniture	Tables	1044.63	3	0
	Standard Class	Home Office	United States	Orland Park	Illinois	60462	Central	Technology	Accessories	339.96	5	0.2
	Standard Class	Home Office	United States	Orem	Utah	84057	West	Office Supplies	Binders	59.808	3	0.2
	Standard Class	Home Office	United States	Orem	Utah	84057	West	Furniture	Furnishings	73.32	6	0
	First Class	Consumer	United States	Oceanside	New York	11572	East	Office Supplies	Paper	182.72	8	0
	First Class	Consumer	United States	Oceanside	New York	11572	East	Furniture	Tables	400.032	2	0.4
	First Class	Consumer	United States	Oceanside	New York	11572	East	Office Supplies	Storage	33.63	3	0
	First Class	Consumer	United States	Oceanside	New York	11572	East	Furniture	Chairs	542.646	3	0.1
	First Class	Consumer	United States	Oceanside	New York	11572	East	Office Supplies	Labels	6.3	2	0
	First Class	Consumer	United States	Omaha	Nebraska	68104	Central	Furniture	Furnishings	28.4	2	0
	First Class	Consumer	United States	Omaha	Nebraska	68104	Central	Technology	Accessories	149.97	3	0
	Same Day	Consumer	United States	Oceanside	California	92054	West	Furniture	Furnishings	204.6	2	0
	Second Class	Consumer	United States	Olympia	Washing...	98502	West	Furniture	Furnishings	155.25	3	0
	Second Class	Consumer	United States	Olympia	Washing...	98502	West	Office Supplies	Storage	14.03	1	0
	Second Class	Corporate	United States	Oakland	California	94601	West	Technology	Phones	71.976	3	0.2
	Second Class	Corporate	United States	Oakland	California	94601	West	Office Supplies	Labels	3.15	1	0
	Same Day	Home Office	United States	Omaha	Nebraska	68104	Central	Office Supplies	Binders	34.5	3	0

## 10. WAQTD maximum discount of the furniture

Select max(discount), category  
From samplesuperstore  
Where category = ('furniture');

Result

	max(discount)	category
►	0.7	Furniture

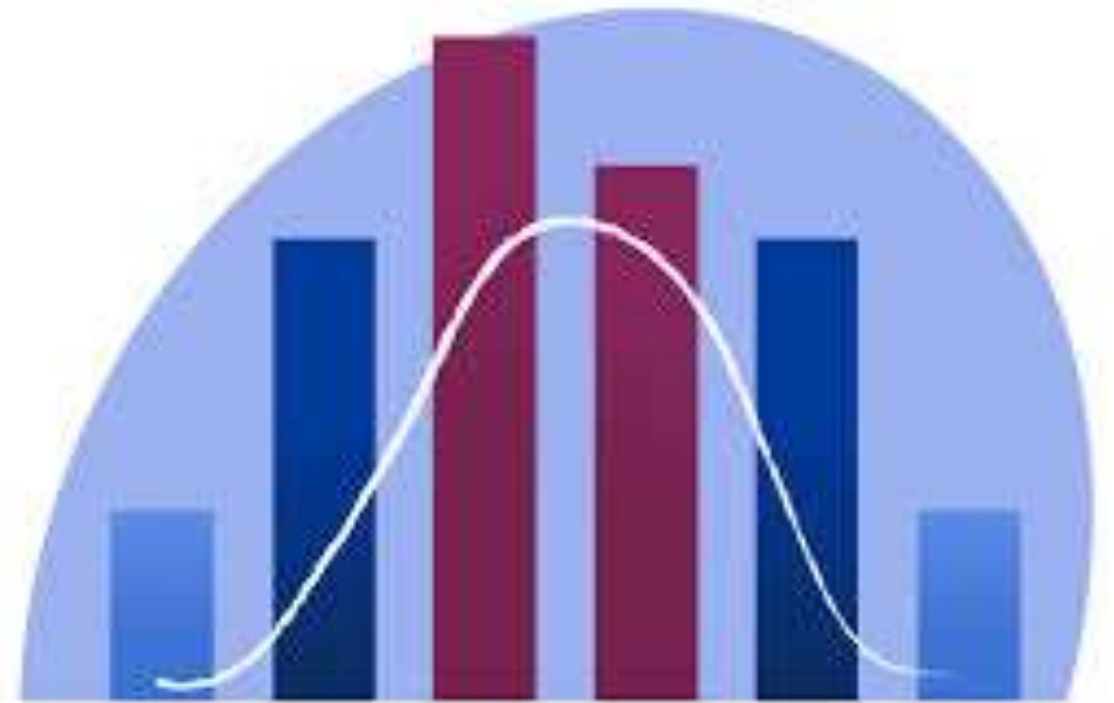


## 11. WAQTD profit of category in descending order

Select profit  
From samplesuperstore  
Order by profit DESC;

Result

	profit
►	8399.976
	6719.9808
	5039.9856
	4946.37
	4630.4755
	3919.9888
	3177.475
	2799.984
	2591.9568
	2504.2216
	2400.9657
	2365.9818
	2302.9671
	2239.9872
	2229.024
	1995.99
	1906.485
	1906.485
	1668.205
	1644.2913



12. WAQTD total sales of the segment

Select sum(sales)  
From samplesuperstore  
Group by segment;

Result

	sum(sales)
▶	1161401.3449999888
	706146.3668000001
	429653.1485000003



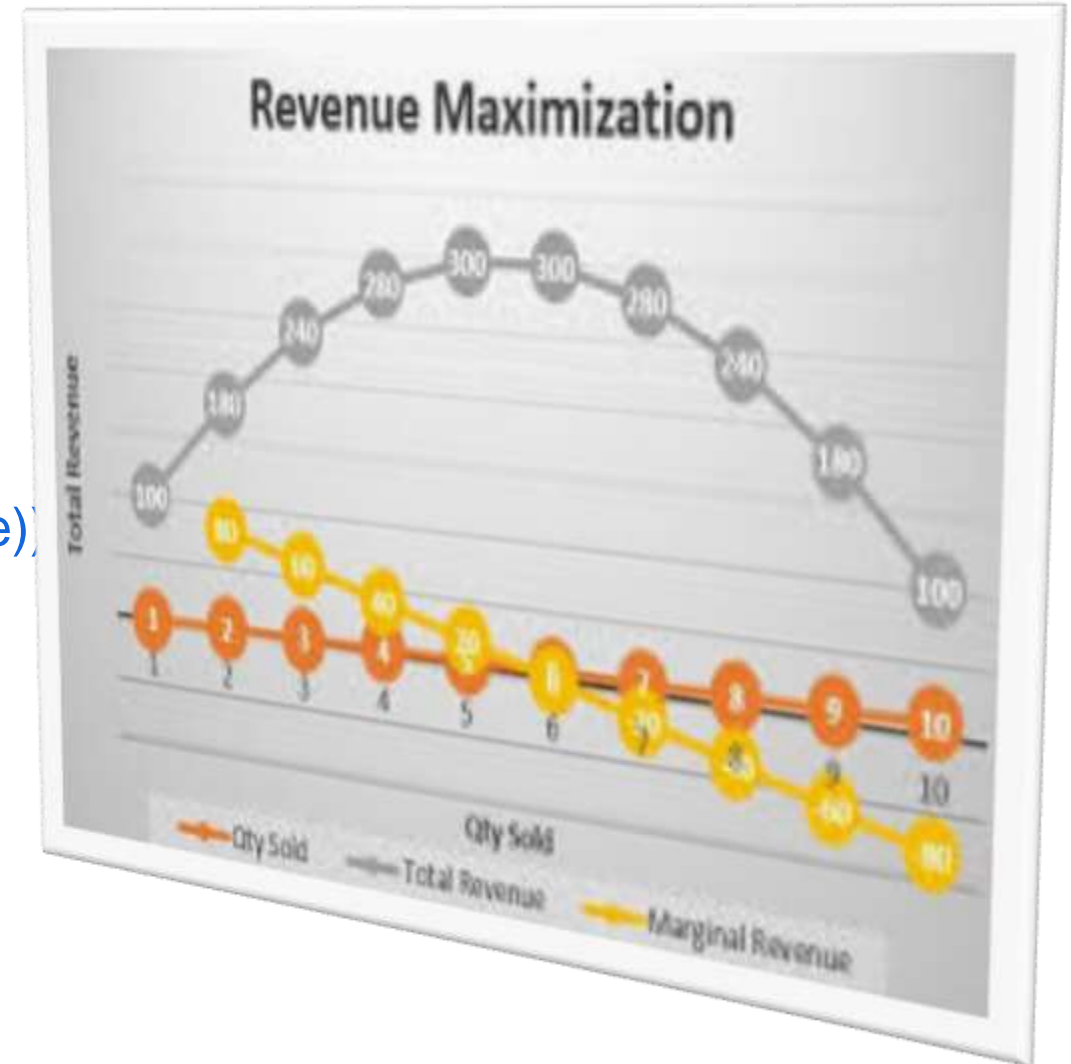


13. WAQTD to find the second highest sales in the table

Select max(sales)  
From samplesuperstore  
Where sales in (  
    select max(sales)  
    from samplesuperstore  
    where sales < (  
        select max(sales)  
        from samplesuperstore))

Result

	max(sales)
▶	17499.95



14. WAQTD find the total and average sales (display total sales and avg sales) for each region

Select sum(sales), avg(sales), region  
From samplesuperstore  
Group by region;

Result

	sum(sales)	avg(sales)	region
►	391721.9050000003	241.8036450617286	South
	725457.8245000006	226.49323275054655	West
	501239.8908000005	215.7726606973743	Central
	678781.2399999979	238.33610955056105	East



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