

SQL Questions on Diwali Sales Analysis Project:-

- 1. Retrieve the total sales amount for each product category.**

```
SELECT Product Category, SUM(Amount) AS Total Sales  
FROM sales_data  
GROUP BY Product Category  
ORDER BY Total Sales DESC;
```

- 2. The top 5 states with the highest sales.**

```
SELECT State, SUM(Amount) AS Total Sales  
FROM sales_data  
GROUP BY State  
ORDER BY Total Sales DESC  
LIMIT 5;
```

- 3. Calculate the average order amount for married vs. unmarried customers.**

```
SELECT Marital Status, AVG(Amount) AS Avg Order Amount  
FROM sales_data  
GROUP BY Marital Status;
```

- 4. Find the most purchased product category by customers aged 26-35.**

SELECT Product Category, COUNT(*) AS Purchase Count
FROM sales_data
WHERE Age_Group = '26-35'
GROUP BY Product Category
ORDER BY Purchase Count DESC
LIMIT 1;

5. Identify the gender that contributed the most to sales.

SELECT Gender, SUM(Amount) AS Total_Sales
FROM sales_data
GROUP BY Gender
ORDER BY Total_Sales DESC;

6. Retrieve the number of unique customers who made purchases.

SELECT COUNT(DISTINCT User_ID) AS Unique_Customers
FROM sales_data;

7. Get the total sales amount for each occupation type.

SELECT Occupation, SUM(Amount) AS Total_Sales
FROM sales_data
GROUP BY Occupation

ORDER BY Total Sales DESC;

8. Find the customer who spent the highest total amount.

SELECT Cust name, SUM(Amount) AS Total Spent

FROM sales data

GROUP BY Cust name

ORDER BY Total Spent DESC

LIMIT 1;

9. List the total number of orders placed per age group.

SELECT Age Group, SUM(Orders) AS Total Orders

FROM sales data

GROUP BY Age Group

ORDER BY Total Orders DESC;

10. Find the top-selling product (based on total amount).

SELECT Product ID, SUM(Amount) AS Total Sales

FROM sales data

GROUP BY Product ID

ORDER BY Total Sales DESC

LIMIT 1;

