

Sales Trend Analysis

SQL Script

SALES TREND ANALYSIS: Monthly Revenue & Order Volume

Dataset: online sales data

Database: Works with MySQL

1. Select the time period components (Year and Month)

```
SELECT EXTRACT(YEAR FROM Date) AS Year,  
       EXTRACT(MONTH FROM Date) AS Month,
```

2. Calculate the total revenue per month

```
SUM(`Total Revenue`) AS Total_Revenue,
```

3. Count the number of unique orders in that month

```
COUNT(DISTINCT `Transaction ID`) AS Order_Volume
```

4. From the source table

```
FROM `online sales data`
```

5. Filter for a specific date range

```
WHERE Date BETWEEN '2024-01-01' AND '2024-08-31'
```

6. Group the results so that we aggregate by month and year

```
GROUP BY EXTRACT(YEAR FROM Date),  
         EXTRACT (MONTH FROM Date)
```

7. Sort results so the trend flows in chronological order

```
ORDER BY Year ASC, Month ASC;
```