**SQL Insight Queries**

**1.Top 5 Products by Revenue**

SELECT p.product\_name, SUM(f.total\_amount) AS revenue

FROM fact\_sales f

JOIN dim\_product p ON f.product\_id = p.product\_id

GROUP BY p.product\_name

ORDER BY revenue DESC

FETCH FIRST 5 ROWS ONLY;

Monthly Revenue Trend

**2.Monthly revenue trend.**

SELECT d.year, d.month, SUM(f.total\_amount) AS monthly\_revenue

FROM fact\_sales f

JOIN dim\_date d ON f.date\_id = d.date\_id

GROUP BY d.year, d.month

ORDER BY d.year, d.month;

Revenue by Store and State

**3. Revenue by store & state.**

SELECT s.store\_name, s.state, SUM(f.total\_amount) AS revenue

FROM fact\_sales f

JOIN dim\_store s ON f.store\_id = s.store\_id

GROUP BY s.store\_name, s.state

ORDER BY revenue DESC;

Customer Age Group Contribution

**4.Customer age group contribution.**

SELECT

CASE

WHEN c.age BETWEEN 18 AND 25 THEN '18-25'

WHEN c.age BETWEEN 26 AND 35 THEN '26-35'

WHEN c.age BETWEEN 36 AND 45 THEN '36-45'

WHEN c.age BETWEEN 46 AND 60 THEN '46-60'

ELSE '60+'

END AS age\_group,

SUM(f.total\_amount) AS revenue

FROM fact\_sales f

JOIN dim\_customer c ON f.customer\_id = c.customer\_id

GROUP BY

CASE

WHEN c.age BETWEEN 18 AND 25 THEN '18-25'

WHEN c.age BETWEEN 26 AND 35 THEN '26-35'

WHEN c.age BETWEEN 36 AND 45 THEN '36-45'

WHEN c.age BETWEEN 46 AND 60 THEN '46-60'

ELSE '60+'

END

ORDER BY revenue DESC;