

6 Countries of Sale Data Analysis Dashboard of 2025

Queries

1. Columns' Name

Transaction ID

Date

Country

Product ID

Product Name

Category

Price Per Unit

Quantity Purchased

Cost Price

Discount Applied

Payment Method

Customer Age Group

Customer Gender

Store Location

Sales Representative

2. Merging the 6 datasets

```
CREATE TABLE allSalesData as
```

```
select * from sales_canada
```

```
UNION ALL
```

```
SELECT * FROM sales_china
```

```
Union all
```

```
SELECT * FROM sales_india
```

```
Union all
```

```
SELECT * FROM sales_nigeria
```

Union all

```
SELECT * FROM sales_UK
```

Union all

```
SELECT * FROM sales_US
```

```
1 CREATE TABLE allSalesData AS
2 select * FROM sales_canada
3 Union
4 Select * from sales_china
5 Union
6 Select * from sales_india
7 Union
8 Select * from sales_Nigeria
9 Union
10 select * from sales_UK
11 Union
12 Select * from sales_US;
13
```

Transaction_ID	Date	Country	Product_ID	Product_Name	Category	Price_per_Unit	Quantity_Purchased	Cost_Price	Discount_Applied	P.
f6faa569-558b-470e-b494-5632eaa65614	9/19/2025	China	b523ddec-4c36-4a0b-accd-e1c27f3deae1	Become	Toys	39.99	3	33.02	5.44	Mc
f721da73-af70-41bf-b84d-7651f1bceef	10/11/2025	China	dc1610db-7bac-4543-94ef-bb1f5728c215	Worry	Sports	460.3	3	278.94	36.37	Ce
f74d7891-54b1-42a4-9fea-2c26a105a39e	6/6/2025	China	c45a75b4-cab0-414a-985e-368e5d845c32	Table	Home & Kitchen	188.25	6	156.09	3.9	Mc
f852600d-c6f7-4cce-b3aa-efeeff78beb3	11/20/2025	China	f3b0dc66-678a-4b45-8838-406a1064d133	Strong	Beauty	291.78	2	221.2	9.14	Mc
f85fb865-dc78-4a47-83b6-e2f8708ca3f2	12/14/2025	China	cbe22965-e243-4856-a124-13335fe336dc	Rather	Electronics	353.96	5	275.49	51.45	Ca
f92bfc6f-f2f9-48d9-bc45-dd271c75f43c	2/4/2025	China	7abfadb5-37b3-4767-abcb-e4c29223d9a	Deal	Home & Kitchen	482.99	4	309.05	41.13	Cr
f93e68b8-8cd3-4f13-ab68-a32c5da3115e	1/23/2025	China	38d983d6-d9ac-465a-acc2-2f844c2c1724	Answer	Sports	172.24	2	109.46	28.47	Mc
f9a5be8c-3e07-4444-baff-0ca421d26c38	1/28/2025	China	e932250b-a3a8-4a64-8ed7-ba311bc03541	Protect	Electronics	283.19	9	202	36.48	Ca
faa05b29-917e-4e6b-a19a-7fef4315b9d3	8/6/2025	China	26a59530-c61c-49b1-96d4-84eebc449f47	Election	Home & Kitchen	285.69	5	246.11	2.89	Cr

3. Checking for missing values

```
select *
```

```
from allSalesData
```

```
where
```

```
Transaction_Id is null
```

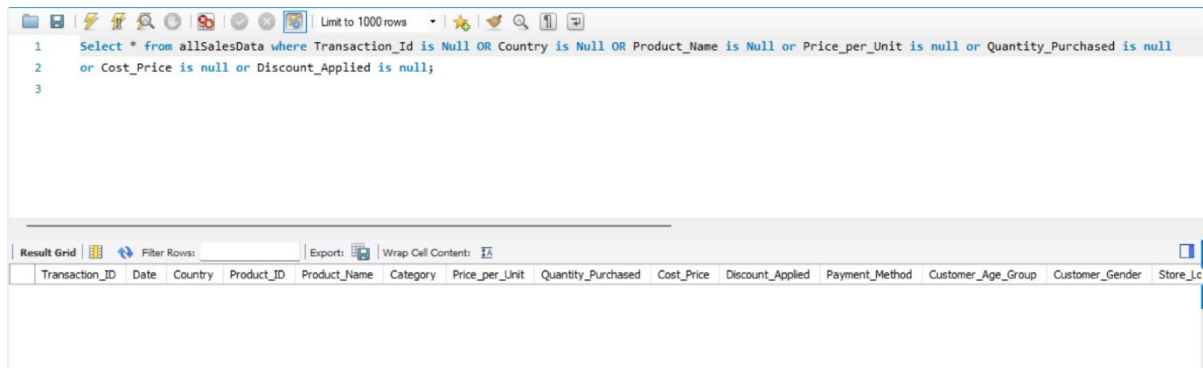
```
Country is null
```

```
or Price Per Unit is null
```

```
or Quantity Purchased is null
```

```
or Cost Price is null
```

```
or Discount Applied is null;
```



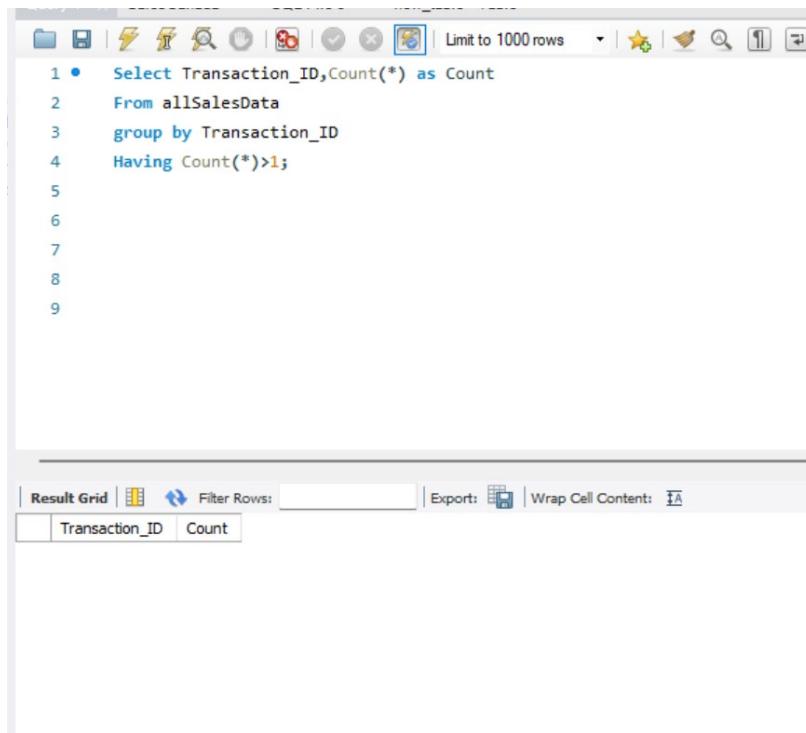
4. Checking for duplicate values

Select Transaction_ID, Count(*) as Count

From allSalesData

group by Transaction_ID

Having Count(*)>1;



5. Adding "Total Amount" column

6. Alter table allSalesData Add Column TotalAmount int;

update allSalesData

set Total Amount=(Price Per Unit * Quantity Purchased) - Discount Applied;

7. Adding "TotalCost" Column

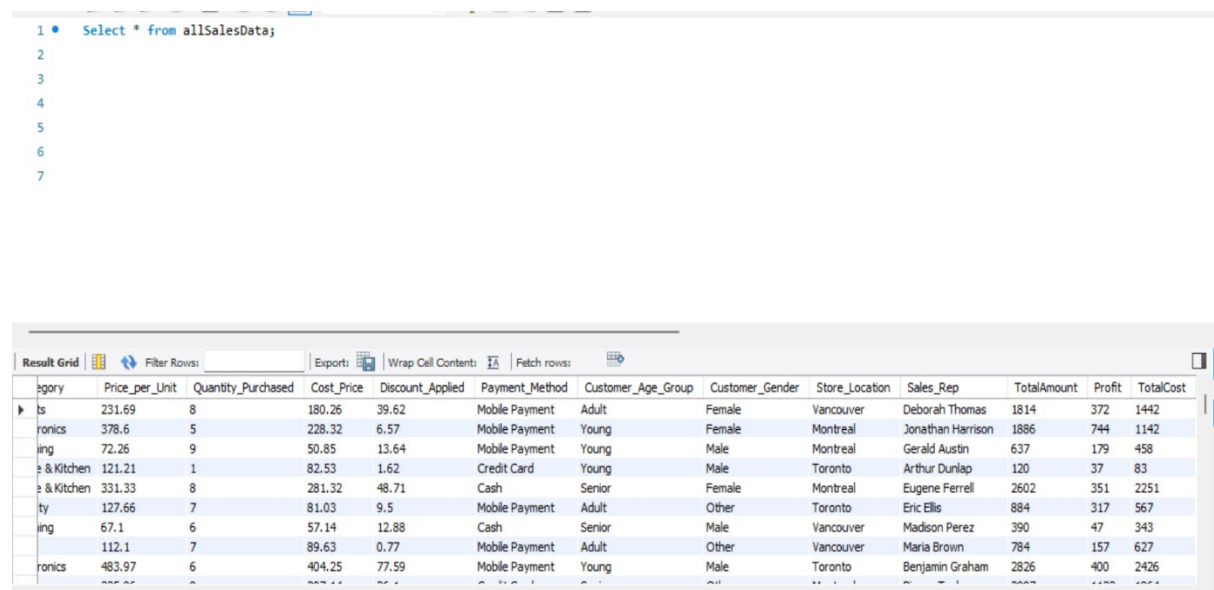
Alter table allSalesData Add Column TotalCost int;

update allSalesData Set TotalCost = Cost_Price * Quantity_Purchased;

8. Adding "Profit" column

Alter table allSalesData Add Column Profit int;

update allSalesData Set Profit = TotalAmount - TotalCost;



The screenshot shows a database query editor with a SQL query and its results in a grid.

SQL Query:

```
1 • Select * from allSalesData;
2
3
4
5
6
7
```

Result Grid:

Category	Price_per_Unit	Quantity_Purchased	Cost_Price	Discount_Applied	Payment_Method	Customer_Age_Group	Customer_Gender	Store_Location	Sales_Rep	TotalAmount	Profit	TotalCost
Electronics	231.69	8	180.26	39.62	Mobile Payment	Adult	Female	Vancouver	Deborah Thomas	1814	372	1442
Electronics	378.6	5	228.32	6.57	Mobile Payment	Young	Female	Montreal	Jonathan Harrison	1886	744	1142
Electronics	72.26	9	50.85	13.64	Mobile Payment	Young	Male	Montreal	Gerald Austin	637	179	458
Electronics & Kitchen	121.21	1	82.53	1.62	Credit Card	Young	Male	Toronto	Arthur Dunlap	120	37	83
Electronics & Kitchen	331.33	8	281.32	48.71	Cash	Senior	Female	Montreal	Eugene Ferrell	2602	351	2251
Electronics	127.66	7	81.03	9.5	Mobile Payment	Adult	Other	Toronto	Eric Ellis	884	317	567
Electronics	67.1	6	57.14	12.88	Cash	Senior	Male	Vancouver	Madison Perez	390	47	343
Electronics	112.1	7	89.63	0.77	Mobile Payment	Adult	Other	Vancouver	Maria Brown	784	157	627
Electronics	483.97	6	404.25	77.59	Mobile Payment	Young	Male	Toronto	Benjamin Graham	2826	400	2426

9. Sales Revenue & Profit by Country (Combined Query)

Select Country, sum(TotalAmount) As SalesRevenue, sum(TotalCost) As TotalCost, sum(Profit) AS Profit

From allSalesData

Group by Country

order by Profit desc;

```
1 • Select Country, sum(TotalAmount) As SalesRevenue, sum(TotalCost) As TotalCost, sum(Profit) As Profit
2 From allSalesData
3 Group by Country
4 order by Profit desc;
5
6
7
8
```

Country	SalesRevenue	TotalCost	Profit
US	696639	530065	166568
China	681326	519638	161689
Canada	698044	537233	160808
UK	704674	545237	159436
India	685378	526349	159027
Nigeria	669584	517812	151772

10. Top 5 Best-Selling Products (During the Period)

Select Product_Name, Sum(Quantity_Purchased) As TotalSold

From allSalesData

Where Date Between '1/1/2025' AND '31/3/2025'

Group By Product_Name

Order BY TotalSold desc

Limit 5;

```

1
2 • Select Product_Name, Sum(Quantity_Purchased) As TotalSold
3 From allSalesData
4 Where Date Between '1/1/2025' AND '31/3/2025'
5 Group By Product_Name
6 Order BY TotalSold desc
7 Limit 5;
8
9
10
11
12

```

Result Grid			Filter Rows:	Export:	Wrap Cell Content:	Fetch rows:
	Product_Name	TotalSold				
▶	Item	45				
	Walk	41				
	Least	38				
	Usually	37				
	Red	36				

11. Best Sales Representatives (During the Period)

```

Select Sales_Rep, Sum(TotalAmount) As SaleRevenue, Sum(Profit) As Profit
From allSalesData
Where Date Between '1/1/2025' AND '31/12/2025'
Group By Sales_Rep
Order BY Profit desc
Limit 5;

```

```

1
2 • Select Sales_Rep, Sum(TotalAmount) As SaleRevenue,Sum(Profit) As Profit
3 From allSalesData
4 Where Date Between '1/1/2025' AND '31/12/2025'
5 Group By Sales_Rep
6 Order BY Profit desc
7 Limit 5;
8
9
10
11
12

```

Result Grid			
Filter Rows:		Export:	Wrap Cell Content: Fetch rows:
Sales_Rep	SaleRevenue	Profit	
Rebecca Reyes	6032	1803	
Melissa Downs	4672	1803	
Christopher Aguilar	4451	1729	
Selena Brown PhD	4778	1721	
Christopher Munoz	4413	1701	

12. Which store locations generated the highest sales?

Select Store_Location, Sum(TotalAmount) As SaleRevenue,Sum(Profit) As Profit

From allSalesData

Where Date Between '1/1/2025' AND '31/12/2025'

Group By Store_Location

Order BY Profit desc

Limit 5;

1	
2	• Select Store_Location, Sum(TotalAmount) As SaleRevenue,Sum(Profit) As Profit
3	From allSalesData
4	Where Date Between '1/1/2025' AND '31/12/2025'
5	Group By Store_Location
6	Order BY Profit desc
7	Limit 5;
8	
9	
10	
11	
12	

Result Grid	Filter Rows:	Export:	Wrap Cell Content:	Fetch rows:
	Store_Location	SaleRevenue	Profit	
▶	Montreal	192027	45670	
	Toronto	185998	42889	
	New York	177813	42015	
	Vancouver	164850	36270	
	Mumbai	147765	33874	

13. What are the key sales and profit insights for the selected period?

Select min(TotalAmount) As MinimumSales,

max(TotalAmount) As MaximumSales,

avg(TotalAmount) As AvgSales,

sum(TotalAmount) As TotalRevenue,

min(Profit) As MinimumProfit,

max(Profit) As MaximumProfit,

avg(Profit) As AvgProfit,

sum(Profit) As TotalProfit

From allSalesData

Where Date Between '14/5/2025' And '20/12/2025';

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
	MinimumSales	MaximumSales	AvgSales
	TotalRevenue	MinimumProfit	MaximumProfit
	AvgProfit	TotalProfit	
▶ 10	4906	1378.5483	4135645
	-41	1803	319.7667
			959300

14. Check which country is the most sale quantity

Select Country,max(Quantity_Purchased) As MaximumQuantity

from allSalesData

Group By Country

Having max(Quantity_Purchased)

order by MaximumQuantity desc

Limit 1;

```
1
2 • Select min(TotalAmount) As MinimumSales,max(TotalAmount) As MaximumSales,avg(TotalAmount) As AvgSales, sum(TotalAmount) As TotalRevenue,
3 min(Profit) As MinimumProfit,max(Profit) As MaximumProfit,avg(Profit) As AvgProfit, sum(Profit) As TotalProfit
4 From allSalesData;
5
6
7
```

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

	MinimumSales	MaximumSales	AvgSales	TotalRevenue	MinimumProfit	MaximumProfit	AvgProfit	TotalProfit
▶ 10	4906	1378.5483	4135645	-41	1803	319.7667	959300	