

Q1: TOP 5 KHÁCH HÀNG MUA HÀNG NHIỀU NHẤT

```
SELECT
    [Customer_ID],
    SUM(Sales) AS Total_Sales
FROM sample_superstore_1000
GROUP BY [Customer_ID]
ORDER BY Total_Sales DESC
LIMIT 5;
```

Customer_ID	Total_Sales
CUST-1053	10787.74
CUST-3456	9595.04
CUST-1435	9408.470000000001
CUST-5122	8984.21
CUST-2479	8916.35

Q2: XẾP HẠNG KHÁCH HÀNG THEO DOANH THU VÀ SEGMENTS

```
SELECT
    [Segment],
    [Customer_Name],
    SUM(Sales) AS Total_Sales,
    RANK() OVER (
        PARTITION BY [Segment]
        ORDER BY SUM(Sales) DESC
    ) AS Sales_Rank
FROM sample_superstore_1000
GROUP BY [Segment], [Customer_Name]
ORDER BY [Segment], Sales_Rank;
```

Segment	Customer_Name	Total_Sales	Sales_Rank
Consumer	Bob Johnson	273064.59	1
Consumer	Charlie Brown	186993.66999999998	2
Consumer	Alice Smith	184717.28	3
Consumer	Diana Ross	179725.82	4
Corporate	Alice Smith	242776.32	1
Corporate	Bob Johnson	236190.22	2
Corporate	Charlie Brown	232902.36000000002	3
Corporate	Diana Ross	217339.66	4
Home Office	Bob Johnson	226176.96	1
Home Office	Alice Smith	204155.22	2
Home Office	Diana Ross	200010.74	3
Home Office	Charlie Brown	189906.33000000002	4

Q3: DANH MỤC SẢN PHẨM NÀO ĐEM LẠI TỶ SUẤT LỢI NHUẬN THẤP

```
SELECT
  [Category],
  [Sub-Category],
  SUM(Profit) AS Total_Profit,
  SUM(Sales) AS Total_Sales,
  ROUND(SUM(Profit) * 1.0 / NULLIF(SUM(Sales), 0), 4) AS Profit_Ratio
FROM sample_superstore_1000
GROUP BY [Category], [Sub-Category]
ORDER BY Profit_Ratio ASC;
```

Category	Sub-Category	Total_Profit	Total_Sales	Profit_Ratio
Technology	Tables	17373.91	232267.36	0.0748
Furniture	Phones	21479.86	245557.28	0.0875
Office Supplies	Binders	18681.28	213600.23	0.0875
Technology	Binders	16479.12	184843.96	0.0892
Office Supplies	Phones	22307.5	234066.82	0.0953
Furniture	Binders	18699.43	180095.58	0.1038
Technology	Chairs	22397.62	212520.06	0.1054

Q4: DOANH THU THEO TỪNG DANH MỤC SẢN PHẨM

```
SELECT Category, SUM(Sales) AS Total_Sales
FROM sample_superstore_1000
GROUP BY Category
ORDER BY Total_Sales DESC;
```

Technology	872955.42
Office Supplies	864328.98
Furniture	836674.77