**SQL QUERIES**

KPI’s

* Total Revenue

select sum(price\*quantity) As Revenue from details ;



* Net Revenue

select Round(Sum(price\*quantity) - Sum(price\*quantity\*discount/100)+ sum(shipping\_cost),2) As Net\_Revenue from details;



* Average Order Value

SELECT round(Round(Sum(price\*quantity) - Sum(price\*quantity\*discount/100)+sum(shipping\_cost),2)/count(distinct(customer\_id)),2) AS AOV from details;



* Total Customers

select count(distinct Customer\_Id) as total\_customers from details;



* Repeat Customers

select count(\*) as repeat\_customers from (select count(customer\_id) from details

group by customer\_id

having count(\*)>=2) details;



* Promotion Cost

select round(sum(price\*quantity\*discount/100),2) as promotion\_cost from details;



* Average Delivery Days

Select round((avg),2) from details;



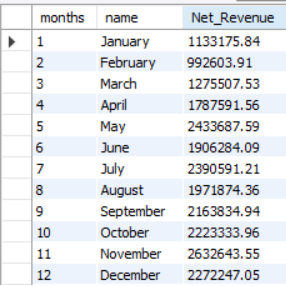
SALES AND REVENUE METRICS

* Monthly Revenue

select month(order\_date) as months , monthname(order\_date)as name, Round(Sum(price\*quantity+shipping\_cost) - Sum(price\*quantity\*discount/100),2) As Net\_Revenue from details

group by month(order\_date), monthname(order\_date)

order by months asc;



* Weekday VS Weekday Sales

select case when dayofweek(order\_date) in (2,3,4,5,6) then "Weekday"

when dayofweek(order\_date) in (1,7) then "Weekend"

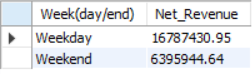
else "unknown"

end as `Week(day/end)`,

Round(Sum(price\*quantity) - Sum(price\*quantity\*discount/100)+ sum(shipping\_cost),2) As Net\_Revenue

from details

group by `Week(day/end)`;



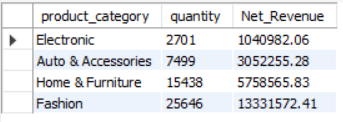
PRODUCT-CATEGORY BASED METRICS

* Product-category

select product\_category, count(quantity) quantity , Round(Sum(price\*quantity) - Sum(price\*quantity\*discount/100)+ sum(shipping\_cost),2) As Net\_Revenue from details

group by product\_category

order by NET\_REVENUE asc;

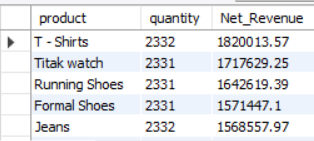


* Top selling products

select product,count(quantity) quantity , Round(Sum(price\*quantity) - Sum(price\*quantity\*discount/100)+ sum(shipping\_cost),2) As Net\_Revenue from details

group by product

order by net\_revenue desc;

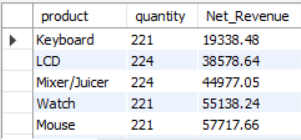


* Least selling products

select product, count(quantity) quantity,Round(Sum(price\*quantity) - Sum(price\*quantity\*discount/100)+ sum(shipping\_cost),2) As Net\_Revenue from details

group by product

order by sales asc;



CUSTOMER METRICS

* Repeat customers

select count(\*) as repeat\_customers

from (select count(customer\_id) from details

group by customer\_id

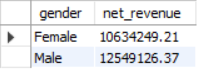
having count(\*)>=2) details;



* Gender

select gender, Round(Sum(price\*quantity+shipping\_cost) - Sum(price\*quantity\*discount/100),2) as net\_revenue from details

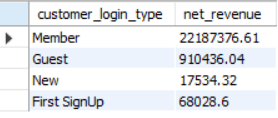
group by gender;



* Customer Login Type

select customer\_login\_type , Round(Sum(price\*quantity+shipping\_cost) - Sum(price\*quantity\*discount/100),2) as net\_revenue from details

group by customer\_login\_type;



* Time Segment

select case when hour(order\_time) between 5 and 11 then "Morning (5AM-11AM)"

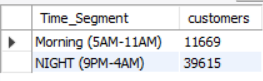
when hour(order\_time) between 5 and 11 then "Morning (5AM-11AM)"

when hour(order\_time) between 12 and 4 then "Afternoon (12PM-4PM)"

when hour(order\_time) between 5 and 8 then "EVENING (5PM-8PM)"

ELSE "NIGHT (9PM-4AM)" END AS Time\_Segment, count(customer\_id) customers FROM details

GROUP BY Time\_Segment;



OPERATIONAL (LOGISTICS) METRICS

* Delay deliveries

select count(\*) as delay from details

where aging >(select avg(aging) from details);



* Within time deliveries

select count(\*) as within\_time from details

where aging <= (select avg(aging) from details);



* Min VS Max shipping cost

select min(shipping\_cost) as min\_shop\_cost, max(shipping\_cost) max\_ship\_cost from details;



* Order Priority

select order\_priority, Round(Sum(price\*quantity) - Sum(price\*quantity\*discount/100)+ sum(shipping\_cost),2) As Net\_Revenue from details

group by order\_priority

order by net\_revenue desc;

