

SQL Queries

1. Top 10 SKUs Analysis

Top 10 Most-Selling SKUs by Quantity:

```
Select SKU_NAME, sum(UNIT SOLD) as total_quantity_sold
From sales_data
Group by SKU_NAME
Order by total_quantity_sold desc
LIMIT 10;
```

sql

SKU_NAME	total_quantity_sold
Sawa Toilet Soap White 144x20GM	145799
Detrex Aloe Vera Soap 72 x 80GM	64231
Sawa Milking Jelly 50ML x 144	54714
White Wash Multi Purpose Soap White Brilliant C...	50149
Detrex Pine Drop Soap 72x80gm(With Wrappers)	50035
Sawa Aloe Vera Glycerine 50ml x 12 x 12	49658
Detrex Citronella Oil Soap 72 x 80GM	45268
Detrex Cool Mint Soap 72 x 80GM	39421
Sawa Toilet Soap Pink 72x70GM	36442
Sawa Pure Glycerine 30ml x 12 x 12	35342

Top 10 Most-Selling SKUs by Value:

```
Select SKU_NAME, sum(TOTAL_VALUE_SOLD) as total_value_sold
From sales_data
Group by SKU_NAME
Order by total_value_sold desc
LIMIT 10;
```

sql

SKU_NAME	total_value_sold
Fresh Fri Oil Jerry Can 2LTx6(N)	3579196.00
Fresh Fri Oil Jerry Can 5LTx4(N)	3460564.00
Ushindi Cream Multi-purpose soap 1kg x 10	3199416.00
Fresh Fri Oil Jerry Can 1LTx12(N)	3100562.00
Salit Oil Jerry Can 5LTx4	2721760.00
Salit Oil Jerry Can 3LTx6 (N)	2465280.00
Fresh Fri Oil Jerry Can 3LTx6(N)	2429376.00
Salit Oil Jerry Can 2LTx6 (N)	2020047.00
Ushindi Cream Multi-purpose soap 800gm x 12	1876722.00
Sawa Aloe Vera Glycerine 50ml x 12 x 12	1688108.00

Top 10 Least-Selling SKUs by Quantity:

```
Select SKU_NAME, sum(UNIT SOLD) as total_quantity_sold
From sales_data
Group by SKU_NAME
Order by total_quantity_sold asc
LIMIT 10;
```

sql

SKU_NAME	total_quantity_sold
NULL	NULL
Sawa Toilet Soap Chocolate 24 x 225GM	2
Sawa Body Lotion Soft Glycerine 12 X 600 ML	3
Sawa Body Lotion Rich Cocoa Butter 12 X 600 ML	3
Ushindi Orange Dishwashing Liquid 6 x 750 ml B...	4
Detrex Cool Mint Soap 36x100GM	5
New Diva Beauty Soap Olive n Tulip Value Pack ...	9
Sawa Body Lotion Hydration Boost 12 X 600 ML	9
Fryking Fat Yellow Refill 1KGx10	10
Detrex Antibacterial Handwash 300ML x 12	12

Top 10 Least-Selling SKUs by Value:

```
Select SKU_NAME, sum(TOTAL_VALUE SOLD) as total_value_sold
From sales_data
Group by SKU_NAME
Order by total_value_sold Asc
LIMIT 10;
```

sql

SKU_NAME	total_value_sold
NULL	NULL
Sawa Toilet Soap Chocolate 24 x 225GM	128.00
Detrex Cool Mint Soap 36x100GM	295.00
Sawa Body Lotion Rich Cocoa Butter 12 X 600 ML	834.00
Sawa Body Lotion Soft Glycerine 12 X 600 ML	834.00
Ushindi Orange Dishwashing Liquid 6 x 750 ml B...	940.00
White Wash Multi Purpose Soap White Brilliant C...	956.00
Frymate Fat Yellow Refill 50GMX72	975.00
New Diva Beauty Soap Olive n Tulip Value Pack ...	1278.00
Frymate Fat Yellow Refill 100gx50	1288.00

2. Customer Analysis

Top 10 Customers by Total Value Purchased:

```
Select CUSTOMER_NAME, sum(TOTAL_VALUE SOLD) as total_purchase_value
From sales_data
Group by CUSTOMER_NAME
Order by total_purchase_value desc
LIMIT 10;
```

sql

CUSTOMER_NAME	total_purchase_value
KDL DISTRIBUTION	5765450.00
KGL ELDORET	3639760.00
AMRILIL ELDORET WHOLESALE	2813800.00
KDL ELDORET	1940650.00
SUNRISE WHOLESALERS	818712.00
Massmart Kenya Limited	543988.00
KDL BUNGOMA	500230.00
Nguku Wholesalers Limited	424800.00
UMIYA STORES	393024.00
HIPAMU SUPERMARKET	355617.00

3. Sales Representative Performance

Top 10 Sales Representatives by Value Sold:

```
Select SALES REP, sum(TOTAL_VALUE SOLD) as total_value_sold
From sales_data
Group by SALES REP
Order by total_value_sold desc
LIMIT 10;
```

SALES REP	total_value_sold
PAUL OKOTH	16605358.00
MOSES OJUKA	3309865.00
ANNAH MWENDE MUSEMBI	2567019.00
ELOSY MAKENA	2504915.00
DAVID NDAVI	2225429.00
MONICA WANGARI	1487556.00
EVANS WAIGWA	1304020.00
NUNOW OSMAN	811728.00
SALINA CHEROBON	790385.00
FREDRICK OKUMU	782050.00

Top 10 Sales Representatives by Time Spent:

```
Select SALES REP, sum(TIMESTAMPDIFF(Minute, CHECKIN_TIME, CHECKOUT_TIME)) as total_time_spent
From sales_data
Group by SALES REP
Order by total_time_spent desc
LIMIT 10;
```

SALES_REP	total_time_spent
SALINA CHEROBON	49319
DEBORA AKINYI	41277
ONESMUS SHOGHOSHO	36550
PETER KIMETO	33035
ASKAR KERUBO	31963
MILTON AKELLO	31772
WILFRED MUCHAI	30280
ERICK TSUMA	29443
DANIEL MUIMI KITHEKA	27039
FESTUS MWANGO	25495

Day-wise Averages for Top 10 Sales Representatives:

```
With top_reps as (
    Select SALES REP
    From sales_data
    Group by SALES REP
    Order by sum(TOTAL_VALUE SOLD) desc
    LIMIT 10
)
Select s.SALES REP, Date(s.CHECKIN TIME) as visit_date,
    avg(s.TOTAL_VALUE SOLD) as avg_value_sold,
    avg(TIMESTAMPDIFF(Minute, s.CHECKIN TIME, s.CHECKOUT TIME)) as avg_time_spent

From sales_data s
Join top_reps tr on s.SALES REP = tr.SALES REP
Group by s.SALES REP, visit_date
Order by s.SALES REP, visit_date;
```

SALES REP	visit_date	avg_value_sold	avg_time_spent
ANNAH MWENDE MUSEMBI	2025-06-05	6808.687500	21.8108
ANNAH MWENDE MUSEMBI	2025-06-09	14684.769231	25.3824
ANNAH MWENDE MUSEMBI	2025-06-10	7203.887097	16.6857
ANNAH MWENDE MUSEMBI	2025-06-11	3974.513514	24.6250
ANNAH MWENDE MUSEMBI	2025-06-12	3809.311111	17.1667
ANNAH MWENDE MUSEMBI	2025-06-13	2120.909091	23.3929
ANNAH MWENDE MUSEMBI	2025-06-16	5204.235294	22.2917
ANNAH MWENDE MUSEMBI	2025-06-19	3461.142857	28.5000
ANNAH MWENDE MUSEMBI	2025-06-20	3935.868421	19.2955
ANNAH MWENDE MUSEMBI	2025-06-23	5058.461538	16.9412
ANNAH MWENDE MUSEMBI	2025-06-24	6444.586207	17.6571
ANNAH MWENDE MUSEMBI	2025-06-27	12017.000000	20.0784
ANNAH MWENDE MUSEMBI	2025-06-30	1840.414634	20.1136
DAVID NDAVI	2025-06-04	1886.000000	15.7292
DAVID NDAVI	2025-06-09	5236.774194	42.7681
DAVID NDAVI	2025-06-11	6969.037037	14.5882
DAVID NDAVI	2025-06-12	1294.736842	16.0455

SALES REP	visit_date	avg_value_sold	avg_time_spent
DAVID NDAVI	2025-06-13	5591.431373	12.4590
DAVID NDAVI	2025-06-16	6557.800000	13.2593
DAVID NDAVI	2025-06-17	8665.333333	20.6923
DAVID NDAVI	2025-06-19	5664.666667	20.7273
DAVID NDAVI	2025-06-20	9804.000000	14.9375
DAVID NDAVI	2025-06-23	3115.577465	28.1646
DAVID NDAVI	2025-06-24	3394.403846	13.7742
DAVID NDAVI	2025-06-26	11392.727273	11.4444
DAVID NDAVI	2025-06-27	5085.842105	14.7111
DAVID NDAVI	2025-06-30	2042.962264	16.8413
ELOSY MAKENA	2025-06-03	3943.625000	7.3148
ELOSY MAKENA	2025-06-04	2784.486486	6.3750
ELOSY MAKENA	2025-06-05	3318.750000	10.9074
ELOSY MAKENA	2025-06-07	3209.136364	6.8605
ELOSY MAKENA	2025-06-09	2998.448276	11.9091
ELOSY MAKENA	2025-06-10	21942.636364	6.0137
ELOSY MAKENA	2025-06-11	5702.473684	6.0571

SALES REP	visit_date	avg_value_sold	avg_time_spent
ELOSY MAKENA	2025-06-12	4565.027027	7.1974
ELOSY MAKENA	2025-06-14	3915.157895	5.5946
ELOSY MAKENA	2025-06-16	3023.583333	9.3390
ELOSY MAKENA	2025-06-17	4621.000000	5.3830
ELOSY MAKENA	2025-06-18	3635.756757	5.1304
ELOSY MAKENA	2025-06-19	3420.416667	5.7600
ELOSY MAKENA	2025-06-20	4393.500000	8.0182
ELOSY MAKENA	2025-06-23	5373.913043	6.2093
ELOSY MAKENA	2025-06-24	4019.058824	6.2097
ELOSY MAKENA	2025-06-25	2366.714286	4.8556
EVANS WAIGWA	2025-06-05	2388.695652	33.6875
EVANS WAIGWA	2025-06-06	2342.055556	17.6875
EVANS WAIGWA	2025-06-07	2639.000000	15.1250
EVANS WAIGWA	2025-06-09	3483.846154	21.5000
EVANS WAIGWA	2025-06-10	5180.064516	18.3750
EVANS WAIGWA	2025-06-12	4909.117647	13.5556
EVANS WAIGWA	2025-06-13	2914.227273	15.7941

SALES REP	visit_date	avg_value_sold	avg_time_spent
EVANS WAIGWA	2025-06-16	4135.911765	19.5000
EVANS WAIGWA	2025-06-20	3949.083333	12.6486
EVANS WAIGWA	2025-06-21	3411.500000	11.2105
EVANS WAIGWA	2025-06-23	3275.526316	27.1698
EVANS WAIGWA	2025-06-26	3138.433333	24.0930
EVANS WAIGWA	2025-06-27	4810.086957	9.3158
EVANS WAIGWA	2025-06-28	4964.565217	14.5116
FREDRICK OKUMU	2025-06-03	339.244275	9.5077
FREDRICK OKUMU	2025-06-04	258.623529	1.7167
FREDRICK OKUMU	2025-06-05	356.022727	2.3704
FREDRICK OKUMU	2025-06-10	281.615854	1.3923
FREDRICK OKUMU	2025-06-11	389.512605	3.1558
FREDRICK OKUMU	2025-06-12	239.297030	2.5053
FREDRICK OKUMU	2025-06-13	365.144000	1.0714
FREDRICK OKUMU	2025-06-16	369.722222	3.8476
FREDRICK OKUMU	2025-06-17	261.256545	1.2537
FREDRICK OKUMU	2025-06-18	263.774725	5.4474

SALES REP	visit_date	avg_value_sold	avg_time_spent
FREDRICK OKUMU	2025-06-19	245.742268	1.7315
FREDRICK OKUMU	2025-06-20	283.598726	4.3281
FREDRICK OKUMU	2025-06-23	227.241206	3.1636
FREDRICK OKUMU	2025-06-24	336.478571	1.4675
FREDRICK OKUMU	2025-06-25	233.334975	2.8697
FREDRICK OKUMU	2025-06-26	254.869565	3.0284
FREDRICK OKUMU	2025-06-30	317.464052	1.9433
MONICA WANGARI	2025-06-10	2298.000000	19.3235
MONICA WANGARI	2025-06-11	3424.916667	9.4583
MONICA WANGARI	2025-06-12	NULL	138.0000
MONICA WANGARI	2025-06-16	47980.000000	12.6000
MONICA WANGARI	2025-06-17	2159.844444	11.9216
MONICA WANGARI	2025-06-18	4734.000000	17.0000
MONICA WANGARI	2025-06-19	5269.714286	9.2647
MONICA WANGARI	2025-06-20	NULL	66.0000
MONICA WANGARI	2025-06-23	14101.647059	14.3214
MONICA WANGARI	2025-06-24	40330.857143	20.4242

SALES REP	visit_date	avg_value_sold	avg_time_spent
MOSES OJUKA	2025-06-04	17.5000	
MOSES OJUKA	2025-06-05	9493.38889	14.9365
MOSES OJUKA	2025-06-09	2759.175000	5.0204
MOSES OJUKA	2025-06-10	19532.625000	25.9655
MOSES OJUKA	2025-06-12	10205.000000	11.2000
MOSES OJUKA	2025-06-13	2969.456522	15.5000
MOSES OJUKA	2025-06-16	5841.093023	18.8654
MOSES OJUKA	2025-06-17	14766.500000	265.4118
MOSES OJUKA	2025-06-18	5778.692308	18.5000
MOSES OJUKA	2025-06-20	9770.187500	4.6000
MOSES OJUKA	2025-06-23	7783.605263	8.4314
MOSES OJUKA	2025-06-24	2936.461538	9.2391
MOSES OJUKA	2025-06-26	7084.333333	15.7000
MOSES OJUKA	2025-06-27	5488.735849	8.5424
MOSES OJUKA	2025-06-30	8138.733333	10.0000
NUNOW OSMAN	2025-06-03	1203.744186	3.0484
NUNOW OSMAN	2025-06-04	1693.681818	12.3279

SALES REP	visit_date	avg_value_sold	avg_time_spent
NUNOW OSMAN	2025-06-05	769.228571	7.8333
NUNOW OSMAN	2025-06-07	599.806452	1.3889
NUNOW OSMAN	2025-06-09	1048.333333	15.1311
NUNOW OSMAN	2025-06-10	756.734375	2.7045
NUNOW OSMAN	2025-06-11	1105.590909	39.6563
NUNOW OSMAN	2025-06-12	578.852941	9.4545
NUNOW OSMAN	2025-06-13	361.928571	3.3714
NUNOW OSMAN	2025-06-14	466.833333	3.2500
NUNOW OSMAN	2025-06-16	858.435897	7.5253
NUNOW OSMAN	2025-06-17	601.346939	2.5522
NUNOW OSMAN	2025-06-18	1417.000000	23.0156
NUNOW OSMAN	2025-06-19	740.464789	1417.000000
NUNOW OSMAN	2025-06-20	556.370370	2.3542
NUNOW OSMAN	2025-06-21	321.836957	2.8925
NUNOW OSMAN	2025-06-23	813.926471	11.9737
NUNOW OSMAN	2025-06-24	548.804348	5.5735
NUNOW OSMAN	2025-06-25	1880.151515	4.9512

SALES REP	visit_date	avg_value_sold	avg_time_spent
NUNOW OSMAN	2025-06-26	910.368421	3.6154
PAUL OKOTH	2025-06-09	228521.500000	17.6032
PAUL OKOTH	2025-06-10	41180.000000	4.6667
PAUL OKOTH	2025-06-11	24654.032258	9.4318
PAUL OKOTH	2025-06-12	2059.000000	29.5000
PAUL OKOTH	2025-06-17	3789.975000	10.7115
PAUL OKOTH	2025-06-18	6634.125000	9.0789
PAUL OKOTH	2025-06-24	27236.909091	14.7273
PAUL OKOTH	2025-06-25	9161.250000	6.8750
PAUL OKOTH	2025-06-26	318274.000000	16.1111
PAUL OKOTH	2025-06-30	132577.200000	10.5385
SALINA CHEROBON	2025-06-03	79.165339	4.7901
SALINA CHEROBON	2025-06-04	94.872941	4.5741
SALINA CHEROBON	2025-06-05	91.489796	5.6217
SALINA CHEROBON	2025-06-07	85.706422	4.6147
SALINA CHEROBON	2025-06-09	84.511202	4.5444
SALINA CHEROBON	2025-06-10	85.433333	6.2459

SALES REP	visit_date	avg_value_sold	avg_time_spent
SALINA CHEROBON	2025-06-09	84.511202	4.5444
SALINA CHEROBON	2025-06-10	85.433333	6.2459
SALINA CHEROBON	2025-06-11	94.479730	4.5965
SALINA CHEROBON	2025-06-12	93.185520	5.0738
SALINA CHEROBON	2025-06-13	92.400911	6.7713
SALINA CHEROBON	2025-06-14	87.066351	7.1232
SALINA CHEROBON	2025-06-16	92.711111	6.1319
SALINA CHEROBON	2025-06-17	88.387800	3.9806
SALINA CHEROBON	2025-06-18	85.211499	3.9080
SALINA CHEROBON	2025-06-19	89.056306	6.6592
SALINA CHEROBON	2025-06-20	92.000000	5.0197
SALINA CHEROBON	2025-06-21	90.312000	6.7680
SALINA CHEROBON	2025-06-23	91.551487	6.6599
SALINA CHEROBON	2025-06-24	88.602709	5.8097
SALINA CHEROBON	2025-06-25	90.975771	4.8186
SALINA CHEROBON	2025-06-26	89.804494	4.9272
SALINA CHEROBON	2025-06-30	84.382289	7.3021

4. Detailed Reports for Top 3 Sales Representatives (by Value)

Day-wise Transactions Sheets with following columns

- SKU Sold (Index)
- Price of each SKU
- Quantity Sold
- Value Sold

Summary Report Sheet With following columns

- Date (as index)
- Total Quantity Sold
- Total Value Sold
- Number of Unique SKUs Sold
- Count of Unique Customers Served
- Number of Visits Made
- Conversion Percentage
- Total Time Spent

PAUL OKOTH

```
Select SKU_NAME as "SKU Sold", (TOTAL_VALUE SOLD / UNIT SOLD) as "Price of each SKU",           sql
    UNIT SOLD as "Quantity Sold",
    TOTAL_VALUE SOLD as "Value Sold"
From sales_data
Where trim(SALES REP) = 'PAUL OKOTH' and UNIT SOLD > 0;
```

```
Select CAST(CHECKIN_TIME as Date) as "Date", SUM(UNIT SOLD) as "Total Quantity Sold",
    SUM(TOTAL_VALUE SOLD) as "Total Value Sold",
    COUNT(Distinct SKU_NAME) as "Number of Unique SKUs Sold",
    COUNT(Distinct CUSTOMER_NAME) as "Count of Unique Customers Served",
    COUNT(Distinct ENTRY_ID) as "Number of Visits Made",
    (COUNT(Distinct Case When TOTAL_VALUE SOLD > 0 then ENTRY_ID Else Null End) * 100.0 / COUNT
    (Distinct ENTRY_ID)) as "Conversion Percentage",
    SUM(TIMESTAMPDIFF(MINUTE, CHECKIN_TIME, CHECKOUT_TIME)) as "Total Time Spent"
From sales_data
Where TRIM(SALES REP) = 'PAUL OKOTH'
Group by CAST(CHECKIN_TIME as Date)
Order by "Date";
```

MOSES OJUKA

```
Select SKU_NAME as "SKU Sold", (TOTAL_VALUE SOLD / UNIT SOLD) as "Price of each SKU",           sql
    UNIT SOLD as "Quantity Sold",
    TOTAL_VALUE SOLD as "Value Sold"
```

```
From sales_data  
Where trim(SALES_REP) = 'MOSES OJUKA' and UNIT SOLD > 0;
```

```
Select CAST(CHECKIN_TIME as Date) as "Date", SUM(UNIT_SOLD) as "Total Quantity Sold",  
    SUM(TOTAL_VALUE_SOLD) as "Total Value Sold",  
    COUNT(Distinct SKU_NAME) as "Number of Unique SKUs Sold",  
    COUNT(Distinct CUSTOMER_NAME) as "Count of Unique Customers Served",  
    COUNT(Distinct ENTRY_ID) as "Number of Visits Made",  
    (COUNT(Distinct Case When TOTAL_VALUE_SOLD > 0 then ENTRY_ID Else Null End) * 100.0 / COUNT(Distinct ENTRY_ID)) as "Conversion Percentage",  
    SUM(TIMESTAMPDIFF(MINUTE, CHECKIN_TIME, CHECKOUT_TIME)) as "Total Time Spent"  
From sales_data  
When TRIM(SALES_REP) = 'MOSES OJUKA'  
Group by CAST(CHECKIN_TIME as Date)  
Order by "Date";
```

ANNAH MWENDE MUSEMBI

```
Select SKU_NAME as "SKU Sold", (TOTAL_VALUE_SOLD / UNIT_SOLD) as "Price of each SKU",      sql  
    UNIT_SOLD as "Quantity Sold",  
    TOTAL_VALUE_SOLD as "Value Sold"  
From sales_data  
Where trim(SALES_REP) = 'ANNAH MWENDE MUSEMBI' and UNIT_SOLD > 0;
```

```
Select CAST(CHECKIN_TIME as Date) as "Date", SUM(UNIT_SOLD) as "Total Quantity Sold",  
    SUM(TOTAL_VALUE_SOLD) as "Total Value Sold",  
    COUNT(Distinct SKU_NAME) as "Number of Unique SKUs Sold",  
    COUNT(Distinct CUSTOMER_NAME) as "Count of Unique Customers Served",  
    COUNT(Distinct ENTRY_ID) as "Number of Visits Made",  
    (COUNT(Distinct Case When TOTAL_VALUE_SOLD > 0 then ENTRY_ID Else Null End) * 100.0 / COUNT(Distinct ENTRY_ID)) as "Conversion Percentage",  
    SUM(TIMESTAMPDIFF(MINUTE, CHECKIN_TIME, CHECKOUT_TIME)) as "Total Time Spent"  
From sales_data  
Where TRIM(SALES_REP) = 'ANNAH MWENDE MUSEMBI'  
Group by CAST(CHECKIN_TIME as Date)  
Order by "Date";
```

Note:- The required Excel File for the top 3 Sales Representatives has been attached in the shared link.