1.UNIQUE CUSTOMERS AND INVOICE ID ?

```sql
SELECT COUNT(DISTINCT Invoice_ID) as unique_customer,
COUNT(Invoice_ID) as Number_invoice_customer
FROM `practicebigquery-382915.sales_sql.sales`;
```

2.Purchase count by Gender ?(Recommendation :Group by)

Using Where clause:

```sql
SELECT COUNT(Gender) AS Males,
 FROM `practicebigquery-382915.sales_sql.sales`
 WHERE Gender="Male";
```

Using Group clause:

```sql
SELECT Gender,COUNT(Gender) AS Gender_count,
 FROM `practicebigquery-382915.sales_sql.sales`
 GROUP BY GENDER;
```

3.Most Popular branches and high sales Branch?

```sql
SELECT Branch,COUNT(Branch) AS Populatiry_of_branch,
 FROM `practicebigquery-382915.sales_sql.sales`
 GROUP BY Branch
 ORDER BY Branch ASC;
```

4.Total sales of city and Highest profitable city?

```sql
SELECT City,SUM(Round(gross_income)) As Total_sales,
```

```sql
   FROM `practicebigquery-382915.sales_sql.sales`
   GROUP BY City
   ORDER BY Total_sales DESC;
```

5.Customer Type and Count ?

```sql
SELECT CUSTOMER_TYPE,COUNT(Customer_type) AS Type,
   FROM `practicebigquery-382915.sales_sql.sales`
   GROUP BY Customer_type
   ORDER BY Type DESC;
```

6.Most profitable type and total_income from customer ?

```sql
SELECT CUSTOMER_TYPE,COUNT(Customer_type) AS Type,
SUM(Round(gross_income)) as Profitable_Type
   FROM `practicebigquery-382915.sales_sql.sales`
   GROUP BY Customer_type
   ORDER BY Type DESC;
```

7.Most sales and income

```sql
SELECT CUSTOMER_TYPE,COUNT(Customer_type) AS Type,
SUM(Round(gross_income)) as Profitable,SUM(ROUND(Total)) as
Total_sales
   FROM `practicebigquery-382915.sales_sql.sales`
   GROUP BY Customer_type
   ORDER BY Type DESC;
```

 8.Healthline wise total_sales and profit and count?

```sql
 SELECT product_line,count(product_line) as Totals,
```

```sql
SUM(ROUND(Total)) as Total_sales_With_Tax,
SUM(Round(gross_income)) as Total_profit
 FROM `practicebigquery-382915.sales_sql.sales`
 GROUP BY Product_line
 ORDER BY Totals DESC;
```

9.Payment type count?

```sql
SELECT Payment,Count(Payment) as Totals
 FROM `practicebigquery-382915.sales_sql.sales`
 GROUP BY Payment
 ORDER BY Totals DESC;
```

10.Rating ?
```sql
SELECT Branch,City,customer_Type,Gender,Rating
 FROM `practicebigquery-382915.sales_sql.sales`
 Order by Rating DESC;
```

11.Total Income based on product line?
```sql
SELECT Product_line,SUM(cogs) as Total_cogs,SUM(Gross_income) as Total_income
 FROM `practicebigquery-382915.sales_sql.sales`
 Group by Product_line
 Order by Total_cogs DESC;
```