**SQL queries to extract key insights from the data**

select a.order\_date, [c.name](http://c.name/) as 'Customer Name', c.gender, c.country, b.product\_name,  
B.brand, b.subcategory, b.category, b.unit\_cost\_usd, b.unit\_price\_usd,  
e.store\_key, e.country as 'Store Country', e.state as 'Store state', a.quantity as 'Sales Quantity'  , (a.quantity \* b.unit\_cost\_usd \* d.exchange) as 'Total Cost in USD',  
(a.quantity \* b.unit\_price\_usd \* d.exchange) as 'Total Sales in USD',  
(a.quantity \* b.unit\_price\_usd \* d.exchange) - (a.quantity \* b.unit\_cost\_usd \* d.exchange) as 'Gross Profit in USD', A.CURRENCY\_CODE  
from sales a  
inner join products b on a.product\_key = b.product\_key  
inner join customers c on a.customer\_key = c.customer\_key  
inner join exchangerates d on a.order\_date = d.date   and a.currency\_code = d.currency  
inner join stores e on a.store\_key = e.store\_key

--- YEARLY SALES ---

select YEAR (a.order\_date) AS 'YEAR',

SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) as 'Total Sales in USD',

SUM((a.quantity \* b.unit\_price\_usd \* d.exchange) - (a.quantity \* b.unit\_cost\_usd \* d.exchange)) as 'Gross Profit in USD'

from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

GROUP BY YEAR (a.order\_date);

--- TOP 5 CUSTOMERS ----

SELECT c.name as 'Customer Name', SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) AS 'Sales in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by c.name

order by 2 desc

limit 5;

--- TOP 5 BEST SELLING ITEMS BY VALUE---

SELECT b.product\_name as 'Product Name', SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) AS 'Sales in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by b.product\_name

order by 2 desc

limit 5;

---- 5 LEAST SELLING ITEMS----

SELECT b.product\_name as 'Product Name', SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) AS 'Sales in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by b.product\_name

order by 2

limit 5;

--- TOP 5 PROFITABLE ITEMS BY VALUE---

SELECT b.product\_name as 'Product Name', SUM((a.quantity \* b.unit\_price\_usd \* d.exchange) - (a.quantity \* b.unit\_cost\_usd \* d.exchange)) AS 'Profit in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by b.product\_name

order by 2 desc

limit 5;

--- best selling product category --

SELECT b.category as 'Product Category', SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) AS 'Sales in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by b.category

order by 2 desc

limit 1;

--- least selling product category --

SELECT b.category as 'Product Category', SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) AS 'Sales in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by b.category

order by 2

limit 1;

---- best perfoming store -----

SELECT e.state as 'Store', SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) AS 'Sales in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by e.state

order by 2 desc

limit 1;

---- under perfoming store -----

SELECT e.state as 'Store', SUM(a.quantity \* b.unit\_price\_usd \* d.exchange) AS 'Sales in USD' from sales a

inner join products b on a.product\_key = b.product\_key

inner join customers c on a.customer\_key = c.customer\_key

inner join exchangerates d on a.order\_date = d.date and a.currency\_code = d.currency

inner join stores e on a.store\_key = e.store\_key

group by e.state

order by 2

limit 1;

---- counry wise customer count ----

select country, count(customer\_key) as 'Customer Count' from customers

group by country

order by 2 desc