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SQL Project #2 - SaaS Sales Analysis

Context:

      This data analytics project uses SQL to examine sales data from a fictitious Software-as-a-Service (SaaS) company. I decided this would be a great way to conduct analyses I am already comfortable with, but using a tool I haven't had the opportunity to leverage in a business setting. I will be asking myself some standard questions and answering them through analyzing the data with SQL.

Environment:

      I am running my SQL queries using **Google BigQuery**. I think it is a great opportunity to familiarize myself with a new platform and display my SQL skills.

Data:

      The data set I am using displays the global sales of a SaaS product, the relevant customer, the relevant sales rep, and other common fields such as segment, region, order date, price, profit, discount, and more. I extracted the dataset (~10K rows) from Kaggle.com. I choose SaaS sales data because it is aligned with the area of work I have experience in-- SalesOps/BizOps/RevOps. I included the CSV file for reference.

Functions Used:

- CTEs
- Window Functions
- Aggregates (SUM, AVG)
- GROUP BY, ORDER BY, LIMIT, IN

Questions:

1. Which sales rep has the highest total sales?
2. Which sales rep has the highest average sales?
3. What are the top 5 sold products?
4. Which sales reps have the lowest profit in each segment (SMB, Strategic, Enterprise)?
5. What are the top selling products in the United States, Germany, and Japan?
6. Display the top 3 sales reps for each segment based on total sales. Also include the total quantity sold and total profits for each rep.