USE depi\_final\_project;

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-- >>>>>>>>>>>>>>>> SALES PERFORMANCE ANALYSIS <<<<<<<<<<<<<<<

-- Q1 >> What are the overall sales trends over time (monthly, quarterly, yearly)?

SELECT

DATEPART(YEAR, ship\_date) year,

DATEPART(QUARTER, ship\_date) quarter,

DATEPART(MONTH, ship\_date) month,

SUM(Sales) total\_sales

FROM orders

GROUP BY

DATEPART(YEAR, ship\_date),

DATEPART(QUARTER, ship\_date),

DATEPART(MONTH, ship\_date)

ORDER BY year, quarter, month ASC;

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-- Q2 >> Which product categories and sub-categories generate the most revenue?

-- CATEGORY

SELECT category, SUM(sales) total\_sales

FROM products p

INNER JOIN orders o

ON p.product\_id = o.product\_id

GROUP BY category

ORDER BY SUM(sales)

-- SUB CATEGORY

SELECT sub\_category, SUM(sales) total\_sales

FROM products p

INNER JOIN orders o

ON p.product\_id = o.product\_id

GROUP BY sub\_category

ORDER BY SUM(sales)

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-- Q3 >> What are the top 10 best-selling products and the least-selling products?

-- TOP 10

SELECT TOP(10) product\_name, SUM(sales) total\_sales

FROM products p

INNER JOIN orders o

ON p.product\_id = o.product\_id

GROUP BY product\_name

ORDER BY SUM(sales) DESC

-- LEAST 10

SELECT TOP(10) product\_name, SUM(sales) total\_sales

FROM products p

INNER JOIN orders o

ON p.product\_id = o.product\_id

GROUP BY product\_name

ORDER BY SUM(sales) ASC

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-- Q4 >> How does the sales performance differ across regions, states, and cities?

-- SALES BY REGION

SELECT region, SUM(sales) total\_sales

FROM customers c

INNER JOIN orders o

ON c.customer\_id = o.customer\_id

GROUP BY region

ORDER BY SUM(sales) DESC

-- SALES BY STATE

SELECT state, SUM(sales) total\_sales

FROM customers c

INNER JOIN orders o

ON c.customer\_id = o.customer\_id

GROUP BY state

ORDER BY SUM(sales) DESC

-- SALES BY CITY

SELECT city, SUM(sales) total\_sales

FROM customers c

INNER JOIN orders o

ON c.customer\_id = o.customer\_id

GROUP BY city

ORDER BY SUM(sales) DESC

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-- Q5 >> What is the sales contribution of each customer segment?

SELECT segment, SUM(sales) total\_sales

FROM customers c

INNER JOIN orders o

ON c.customer\_id = o.customer\_id

GROUP BY segment

ORDER BY SUM(sales) DESC