

ECOMMERCE SQL QUERY

A. BASIC OVERVIEW

1.1 Total number of orders

```
SELECT COUNT(DISTINCT OrderID) AS Total_Orders
```

From ecommerce;

	Total_Orders
1	10000

1.2 Total revenue

```
SELECT SUM(TotalAmount) AS total_revenue
```

From ecommerce;

	Total_Revenue
1	301995724.475327

1.3 Average order value

```
SELECT CAST(AVG(TotalAmount) AS decimal(10,2)) AS avg_order_value
```

FROM ecommerce;

	avg_order_value
1	30199.57

B. PRODUCT & CATEGORY ANALYSIS

2.1 Revenue by category

SELECT Category,

```
    SUM(TotalAmount) AS revenue
```

FROM ecommerce

GROUP BY Category

ORDER BY revenue DESC;

	Category	revenue
1	Electronics	92327183.7651749
2	Fashion	91504159.7595978
3	Computers	57542997.6315918
4	Wearables	31420413.125946
5	Accessories	29200970.1930161

2.2 Top-selling products (by revenue)

```
SELECT Product,  
       SUM(TotalAmount) AS revenue  
  FROM ecommerce  
 GROUP BY Product  
ORDER BY revenue DESC;
```

	Product	revenue
1	Xiaomi Redmi Note 12	33772598.3414917
2	Smartwatch FitPro	31420413.125946
3	Nike Air Max	30727637.5232391
4	T-shirt Cotton	30507500.3886414
5	Adidas Running Shoes	30269021.8477173
6	Samsung Galaxy A14	30004263.2165451
7	HP Pavilion Laptop	29482727.1925659
8	Bluetooth Headset	29200970.1930161
9	iPhone 13	28550322.2071381
10	Dell Inspiron 3501	28060270.4390259

2.3 Products by quantity sold

```
SELECT Product,  
       SUM(Quantity) AS total_units  
  FROM ecommerce  
 GROUP BY Product  
ORDER BY total_units DESC;
```

	Product	total_units
1	Xiaomi Redmi Note 12	3187
2	Smartwatch FitPro	3111
3	Samsung Galaxy A14	3056
4	Bluetooth Headset	3043
5	Nike Air Max	3040
6	T-shirt Cotton	3036
7	HP Pavilion Laptop	2979
8	Dell Inspiron 3501	2913
9	Adidas Running Shoes	2904
10	iPhone 13	2793

C. BRAND & PLATFORM PERFORMANCE

3.1 Platform performance

```
SELECT Platform,  
       COUNT(DISTINCT OrderID) AS orders,  
       SUM(TotalAmount) AS revenue  
  FROM ecommerce  
 GROUP BY Platform  
 ORDER BY revenue DESC;
```

	Platform	orders	revenue
1	Souq	3371	101920977.119698
2	Jumia	3341	101697072.537392
3	Amazon	3288	98377674.8182373

D. GEOGRAPHIC ANALYSIS

4.1 Sales by city

```
SELECT City,  
       SUM(TotalAmount) AS revenue  
  FROM ecommerce  
 GROUP BY City  
 ORDER BY revenue DESC;
```

	City	revenue
1	Cairo	52522076.7962799
2	Casablanca	52382993.4716492
3	Riyadh	50364375.8333588
4	Dubai	49177483.8466187
5	Alexandria	48844458.9944
6	Giza	48704335.53302

E. CUSTOMER FEEDBACK ANALYSIS

5.1 Average rating by product

```
SELECT Product,  
       AVG(Rating) AS avg_rating  
  FROM ecommerce  
 GROUP BY Product
```

ORDER BY avg_rating DESC;

	Product	avg_rating
1	HP Pavilion Laptop	3.06610494052125
2	iPhone 13	3.06459685807453
3	Samsung Galaxy A14	3.04561840802117
4	Smartwatch FitPro	3.02970588300742
5	Bluetooth Headset	2.99646258470037
6	Dell Inspiron 3501	2.99215177290157
7	Xiaomi Redmi Note 12	2.98665048867753
8	Adidas Running Shoes	2.96873966585999
9	Nike Air Max	2.95734328357734
10	T-shirt Cotton	2.94875626626201

5.2 Reviews vs revenue

SELECT Product,

 SUM(Reviews) AS total_reviews,

 SUM(TotalAmount) AS revenue

FROM ecommerce

GROUP BY Product;

	Product	total_reviews	revenue
1	iPhone 13	2350559	28550322.2071381
2	Bluetooth Headset	2632079	29200970.1930161
3	Xiaomi Redmi Note 12	2609353	33772598.3414917
4	Adidas Running Shoes	2464191	30269021.8477173
5	Smartwatch FitPro	2518191	31420413.125946
6	Dell Inspiron 3501	2455185	28060270.4390259
7	HP Pavilion Laptop	2526089	29482727.1925659
8	Samsung Galaxy A14	2604628	30004263.2165451
9	Nike Air Max	2505699	30727637.5232391
10	T-shirt Cotton	2534748	30507500.3886414

F. TIME-BASED ANALYSIS

6.1 Sales by month

SELECT

 YEAR(OrderDate) AS year,

 MONTH(OrderDate) AS month,

 SUM(TotalAmount) AS revenue

FROM ecommerce

GROUP BY YEAR(OrderDate), MONTH(OrderDate)

ORDER BY year, month;

	year	month	revenue
1	2024	1	26425904.7737732
2	2024	2	23199060.3210754
3	2024	3	25599416.1541138
4	2024	4	24950410.6316223
5	2024	5	26286508.9233398
6	2024	6	23649020.3472672
7	2024	7	26801658.3058777
8	2024	8	25264031.9742432
9	2024	9	26498388.3775482
10	2024	10	25713673.7341843
11	2024	11	25660914.1983643
12	2024	12	21946736.7339172