**Abandoned Cart Project**

--1. Structure

-- create database

CREATE DATABASE MagicMade\_Ecommerce

go

CREATE SCHEMA Magicmade

Select \*

From Magicmade.Past\_Records

--EDA

Select Count (\*) As Total\_Count

From Magicmade.Past\_Records

-- Check for duplicate

Select User\_ID, User\_Location, Gender, Cart\_Contents, Cart\_Value, Session\_Date, Session\_Duration, Abandonment\_Reason,

Purchase\_Category, Referral\_Medium, Device\_Type, Cart\_Status

FROM Magicmade.Past\_Records

GROUP BY User\_ID, User\_Location, Gender, Cart\_Contents, Cart\_Value, Session\_Date, Session\_Duration, Abandonment\_Reason,

Purchase\_Category, Referral\_Medium, Device\_Type, Cart\_Status

Having Count (\*) > 1

Select sum(Cart\_Value) As Total\_Value

FROM Magicmade.Past\_Records

--Where Cart\_Status = 'Abandoned'

--Number of Row by Cart\_Status

SELECT Cart\_Status, Count(\*) As Number

FROM Magicmade.Past\_Records

Group By Cart\_Status

--Number of Row by Gender

SELECT Gender,Cart\_Status, Count(\*) As Number

FROM Magicmade.Past\_Records

--Where Cart\_Status = 'Paid'

Group By Gender, Cart\_Status

--Users By Location

SELECT User\_Location, Cart\_Status, COUNT(\*) As Total\_Location

FROM Magicmade.Past\_Records

--Where Cart\_Status = 'Abandoned'

Group BY User\_Location, Cart\_Status

Order By 2 DESC;

--Users by Cart\_COntent

SELECT Cart\_Contents, Cart\_Status, COUNT(\*) As Total\_Cart\_Contents

FROM Magicmade.Past\_Records

--Where Cart\_Status = 'Abandoned'

Group BY Cart\_Contents, Cart\_Status

Order By 2 DESC;

--Users by Abandonment\_Reasons

SELECT Abandonment\_Reason, COUNT(\*) As Total\_Abandonment

FROM Magicmade.Past\_Records

Where Cart\_Status = 'Abandoned'

Group BY Abandonment\_Reason

Order By 2 DESC;

--Users by Purchase\_Categories

SELECT Top 10 Purchase\_Category, COUNT(\*) As Total\_Purchase

FROM Magicmade.Past\_Records

Where Cart\_Status = 'Abandoned'

Group BY Purchase\_Category

Order By 2 DESC;

--Users by Referral\_Medium

SELECT Referral\_Medium, Cart\_Status, COUNT(\*) As Total\_Number

FROM Magicmade.Past\_Records

--Where Cart\_Status = 'Abandoned'

Group BY Referral\_Medium, Cart\_Status

Order By 2 DESC;

--Users by Device\_Type

SELECT Device\_Type, Cart\_Status, COUNT(\*) As Total\_Number

FROM Magicmade.Past\_Records

--Where Cart\_Status = 'Abandoned'

Group BY Device\_Type, Cart\_Status

Order By 2 DESC;

--Create Ranges for Session\_duration

SELECT Session\_Range, COUNT(\*) As Total\_Number

FROM

(SELECT

CASE

WHEN Session\_Duration >= 5 and Session\_Duration <= 28 THEN '5-28'

WHEN Session\_Duration >= 29 and Session\_Duration <= 52 THEN '29-52'

WHEN Session\_Duration >= 53 and Session\_Duration <= 76 THEN '53-76'

WHEN Session\_Duration >= 77 and Session\_Duration <= 100 THEN '77-100'

ELSE '101-120'

END AS Session\_Range

FROM Magicmade.Past\_Records

Where Cart\_Status = 'Abandoned'

) AS RAnges

Group BY Session\_Range

Order By 2 DESC;