



Urban Company SQL Insights

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1 Highest Average Total Service Charge By City

```
SELECT city_name,
       ROUND(AVG(total_charge), 0) AS avg_total_charge
  FROM urban_data
 GROUP BY city_name
 ORDER BY avg_total_charge DESC;
```

Insight: Lucknow tops the list with ₹1062 average service charge, indicating either premium demand or higher operational costs.

2. Top 10 Subservices by Total Revenue

```
SELECT subservice_name,
       SUM(total_charge) AS total_revenue
  FROM urban_data
 GROUP BY subservice_name
 ORDER BY total_revenue DESC
 LIMIT 10;
```

Insight: Compressor 2 ton generated the highest revenue (₹3.95 Lakhs), followed by other high-ticket compressor and coil-related repairs.

3. Service Types with Highest Labour Cost %

```
SELECT service_type,  
       ROUND(AVG(labour_to_total_pct), 1) AS avg_labour_pct  
  FROM urban_data  
 GROUP BY service_type  
 ORDER BY avg_labour_pct DESC;
```

Insight: Microwave repair services had the highest labour share (38.4%), suggesting potential for technician training or optimization.

4. Count of Labour-Heavy Services (Labour > Material)

```
SELECT COUNT(*) AS labour_heavy_services  
  FROM urban_data  
 WHERE labour_charge > material_charge;
```

Insight: 638 services had higher labour cost than material, highlighting a need to manage technician efficiency and cost control.

5. City-wise Total Revenue

```
SELECT city_name,  
       SUM(total_charge) AS total_city_revenue  
  FROM urban_data  
 GROUP BY city_name  
 ORDER BY total_city_revenue DESC;
```

Insight: Hyderabad, Chennai, and Pune contributed the most to total revenue — all generating over ₹1.7 Lakhs each.

- **① Highest Avg. Total Service Charge by City**
 - Lucknow has the highest average charge at ₹1062.
 - Suggests premium demand or higher operational costs.
- **② Top 10 Subservices by Total Revenue**
 - Compressor 2 ton generated the most revenue (₹3.95 Lakhs).
 - Useful for prioritizing top-performing services.
- **③ Service Types with Highest Labour Cost %**
 - Microwave repair had the highest labour share (38.4%).
 - Indicates technician-heavy jobs – opportunity for training or automation.
- **④ Count of Labour-Heavy Services**
 - 638 services had higher labour than material costs.
 - Points to technician cost management needs.
- **⑤ City-wise Total Revenue**
 - Hyderabad, Chennai, and Pune top city contributors (> ₹1.7 Lakhs each).
 - These cities are strategic for expansion or focus.

Data-Driven Suggestions for Urban Company Based on SQL Analysis –

- Focus on Top Subservices
 - Promote high-revenue services like *Compressor 2 ton*.
 - Upskill technicians for these premium tasks.
- Leverage Premium Cities (e.g., Lucknow)
 - Launch premium-priced service tiers.
 - Test loyalty or membership programs.
- Expand in High-Revenue Cities
 - Prioritize growth in *Hyderabad, Chennai, and Pune*.
 - Allocate more resources and marketing in these regions.
- Improve Labour Efficiency
 - 638 services are labour-heavy — optimize technician workflows.
 - Invest in training and tech support tools.
- Use Tiered Pricing Strategy
 - Majority services are low-cost (₹0–500).
 - Introduce “Basic–Standard–Premium” service packages.