

Analyzing eCommerce Business Performance with SQL



Created by:

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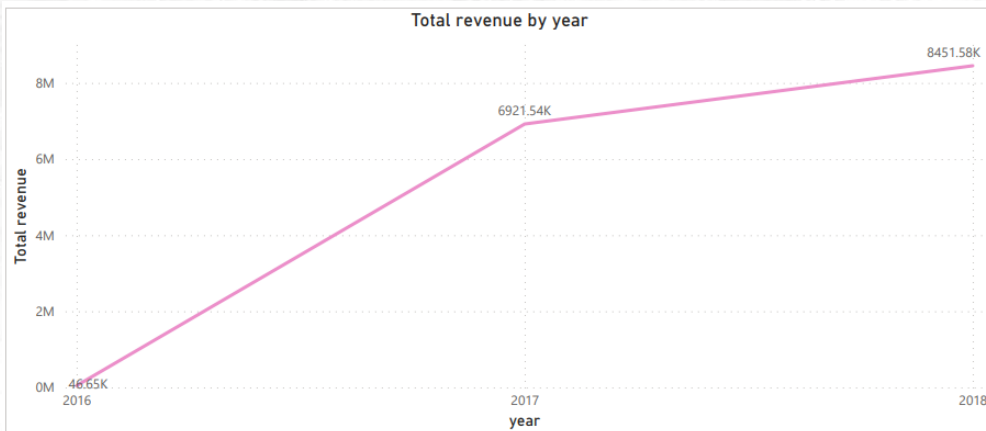
I am a 3rd year student majoring in Computer Science at BINUS University. I am a fast learner, passionate and enthusiastic about learning new things, and I easily adapt to new environments. I am the type of person who is cheerful, committed, and able to work under pressure. My strengths are hardworking, disciplined, honest, and dedicated. I am also active in organizations and activities on campus; therefore, I am used to working in a team and being responsible for the tasks assigned to me. Highly driven to learn new things and find it fascinating to use associated data analysis to solve challenges. I therefore studied and expanded my knowledge in data science and data analysis. [Here](#) are some examples of the projects I've worked on.

Annual Product Category Quality Analysis

Make a table that contains total company revenue/revenue information for each year

	year double precision	income double precision
1	2016	46653.74000000001
2	2017	6921535.239999846
3	2018	8451584.769999854

Shown on the graph, **revenue each year increases**. In 2016 the total revenue was \$46,653.74, in 2017 it became \$692,535.23 and in 2018 it became \$8,451,584.76. **This indicates that the company is in good condition because the 2016-2018 revenue always increases.**



The full query can be seen [here](#)

Dashboard image can be seen [here](#)

Annual Product Category Quality Analysis

Create a table that contains information on the total number of canceled orders for each year

	year double precision 🔒	orders_canceled bigint 🔒
1	2016	26
2	2017	265
3	2018	334

Shown on the graph, the total number of canceled orders for each year increases. In 2016 the total number of canceled orders was 26, in 2017 it became 265 and in 2018 it became 334.



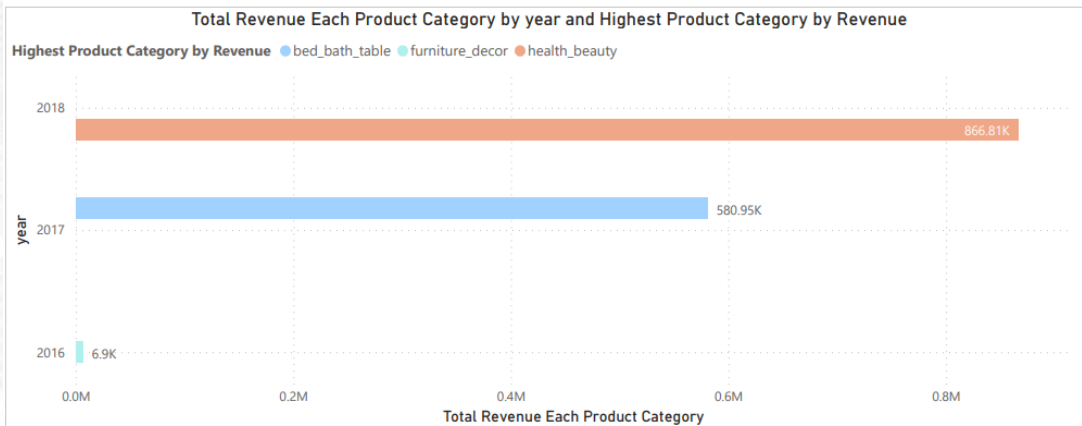
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Dashboard image can be seen [here](#)

Annual Product Category Quality Analysis

Create a table containing the names of the product categories that provide the highest total revenue for each year

	year double precision 🔒	highest_product_category_by_revenue character varying (50) 🔒	revenue_each_product_category double precision 🔒
1	2016	furniture_decor	6899.35
2	2017	bed_bath_table	580949.200000002
3	2018	health_beauty	866810.3399999972



Shown on the graph, the product categories that provide the highest total revenue for each year are furniture_decor in 2016 with total revenue \$6,899.35, bed_bath_table in 2017 with total revenue \$580,949.20, and health_beauty in 2018 with total revenue \$866,810.33.

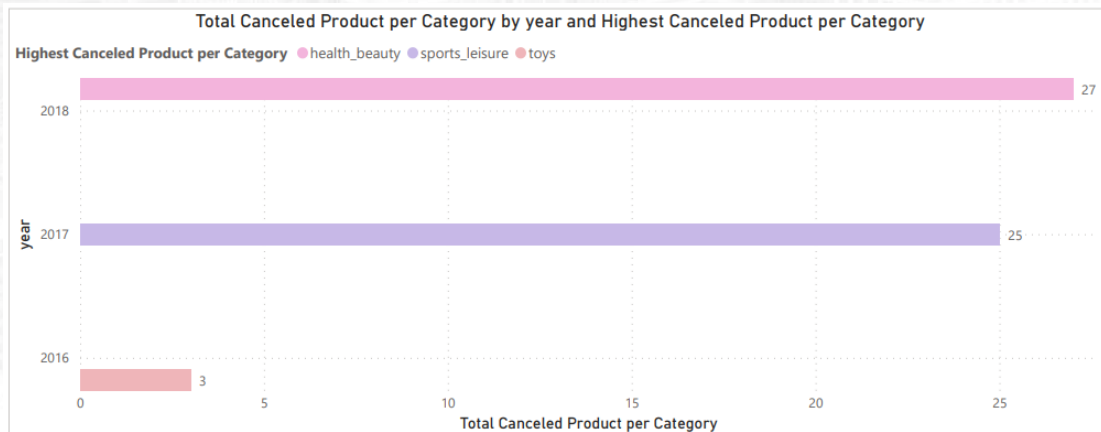
The full query can be seen [here](#)

Dashboard image can be seen [here](#)

Annual Product Category Quality Analysis

Create a table containing the product category names that have the highest number of canceled orders for each year

	year double precision	highest_canceled_product_per_category character varying (50)	amount_of_canceled_product_per_category bigint
1	2016	toys	3
2	2017	sports_leisure	25
3	2018	health_beauty	27



Shown on the graph, **product category names that have the highest number of canceled orders for each year** are toys in 2016 with 3 canceled products, sports_leisure in 2017 with 25 canceled products, and health_beauty in 2018 with 27 canceled products.

Interesting fact, health_beauty is the category with the highest number of canceled products in 2018 but also the category with highest total revenue in 2018.

The full query can be seen [here](#)

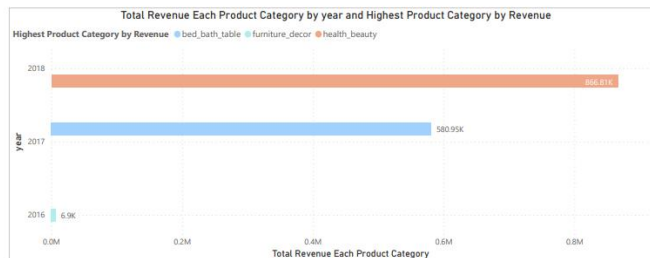
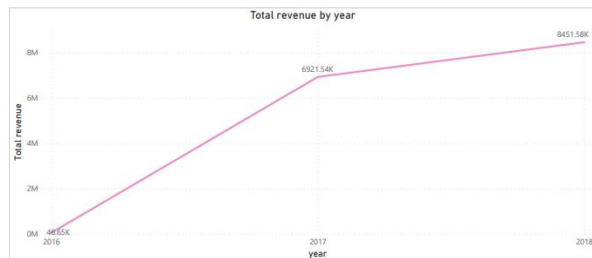
Dashboard image can be seen [here](#)

Annual Product Category Quality Analysis

Combine the information that has been obtained into a single table view

	year double precision	highest_product_category_by_revenue character varying (50)	revenue_each_product_category double precision	overall_revenue double precision	highest_canceled_product_per_category character varying (50)	amount_of_canceled_product_per_category bigint	overall_orders_canceled bigint
1	2016	furniture_decor	6899.35	46653.740000000000	toys	3	26
2	2017	bed_bath_table	580949.2000000012	6921535.23999984	sports_leisure	25	265
3	2018	health_beauty	866810.3400000005	8451584.76999986	health_beauty	27	334

Dashboard Annual Product Category Quality Analysis



The full query can be seen [here](#)

Dashboard image can be seen [here](#)