



PAYTM

Ecommerce Data Assessment
(Using SQL)

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A woman with long brown hair is smiling and looking at her smartphone. She is wearing a white blouse and is seated at a table with a laptop. The background is blurred, showing an indoor setting.

OBJECTIVE

The dataset explores the Paytm Ecommerce dataset and aims to drive relevant insights for the company . The data analyst has used SQL for extracting, manipulating and interpreting data to aid decision making.

Unique Categories in the Ecommerce Business

SQL Query

```
SELECT DISTINCT Category_Grouped  
FROM paytm.`paytm epurchase data`;
```

Output

	Category_Grouped
▶	Others
	Apparels
	Shoes
	Home





Top 5 Shipping cities in terms of the number of orders

```
SELECT Shipping_city , COUNT(Quantity) AS Total_No_Of_Orders  
FROM paytm.`paytm epurchase data`  
GROUP BY Shipping_city  
ORDER BY Total_No_of_Orders DESC LIMIT 5 ;
```

SQL Query

	Shipping_city	Total_No_of_Orders
▶	New Delhi	4560
	Chennai	4254
	Bangalore	3974
	Mumbai	3159
	Hyderabad	2849

Output

All the data for products that belong to the "Electronics" Category

SQL Query

```
SELECT *
FROM paytm.`paytm epurchase data`
WHERE Category = "Electronics" ;
```

Output

	S.no	Name	Shipping_city	Category_Grouped	Category	Sub_category	Product_Gender



Product Data which are on sale

SQL Query

```
SELECT *
FROM paytm.`paytm epurchase data`
WHERE Sale_Flag = "On Sale" ;
```

Output

	S.no	Name	Shipping_city	Category_Grouped	Category	Sub_category	Product_Gender
	2	AMIT GALPHADE	Ahmedabad	Apparels	Sports Equipment	Sports Apparel	MEN
►	4	MALLIKARJUNA H	Bangalore	Apparels	Sports Equipment	Sports Apparel	MEN
	10	ASHWIN GIDWANI	Pune	Apparels	Sports Equipment	Sports Apparel	MEN
	16	Rompelli Gopalk	Salem	Shoes	Men Footwear	Mens Footwear	MEN
	20	prabhakar reddy	Jhansi		WATCHES	WATCHES	MEN
	22	RAHUL SINGH PAT	Jabalpur	Others	Bags	Bags	WOMEN
	23	NAGA KISHORE	Bangalore	Apparels	Sports Equipment	Sports Apparel	MEN
	24	kamla singh	Lucknow	Shoes	Men Footwear	Mens Footwear	MEN
	26	ankit patni	Indore	Shoes	Men Footwear	Mens Footwear	MEN

Expensive Items in the Order

SQL Query

```
SELECT DISTINCT Item_NM, Item_Price  
FROM paytm.`paytm epurchase data`  
ORDER BY Item_Price DESC ;
```

	Item_NM	Item_Price
▶	Element Soul M Black Running Shoes	13500
	Eureka Brussels Nest of Tables	13500
	Street Tuneo Mid Black Sneakers	13500
	2641-44 Gold/Silver Analog Watch	12375
	Embroidered Blue Dress Material - Mksp	12375
	Lunarswift+ 4 Black Running Shoes	12375
	Puma Sneakers Black	12375
	Silver/ Silver Analog Watch	12375

Output

Total Sales value in each Category



SQL Query

```
SELECT Category , sum(Item_Price) as Total_Sales_Value  
FROM paytm.`paytm epurchase data`  
GROUP BY Category  
ORDER BY Total_Sales_Value desc;
```

Output

	Category	Total_Sales_Value
▶	Men Footwear	101245089
	WATCHES	62213793
	Women Apparel	44010575
	Bags	23272288
	SUNGASSES	21935695
	Sports Equipment	18085020
	Women Footwear	13408398
	Jewellery	4549307
	Furniture	3961755
	Home	3051213

Average Quantity sold for products in the Apparel category, grouped by Product Gender

SQL Query

```
SELECT Product_Gender , avg(Quantity) as Average_Quantity  
FROM paytm.`paytm epurchase data`  
WHERE Category_Grouped = "Apparels"  
GROUP BY Product_Gender ;
```

Output

	Product_Gender	Average_Quantity
▶	MEN	1.0000
	WOMEN	1.0000



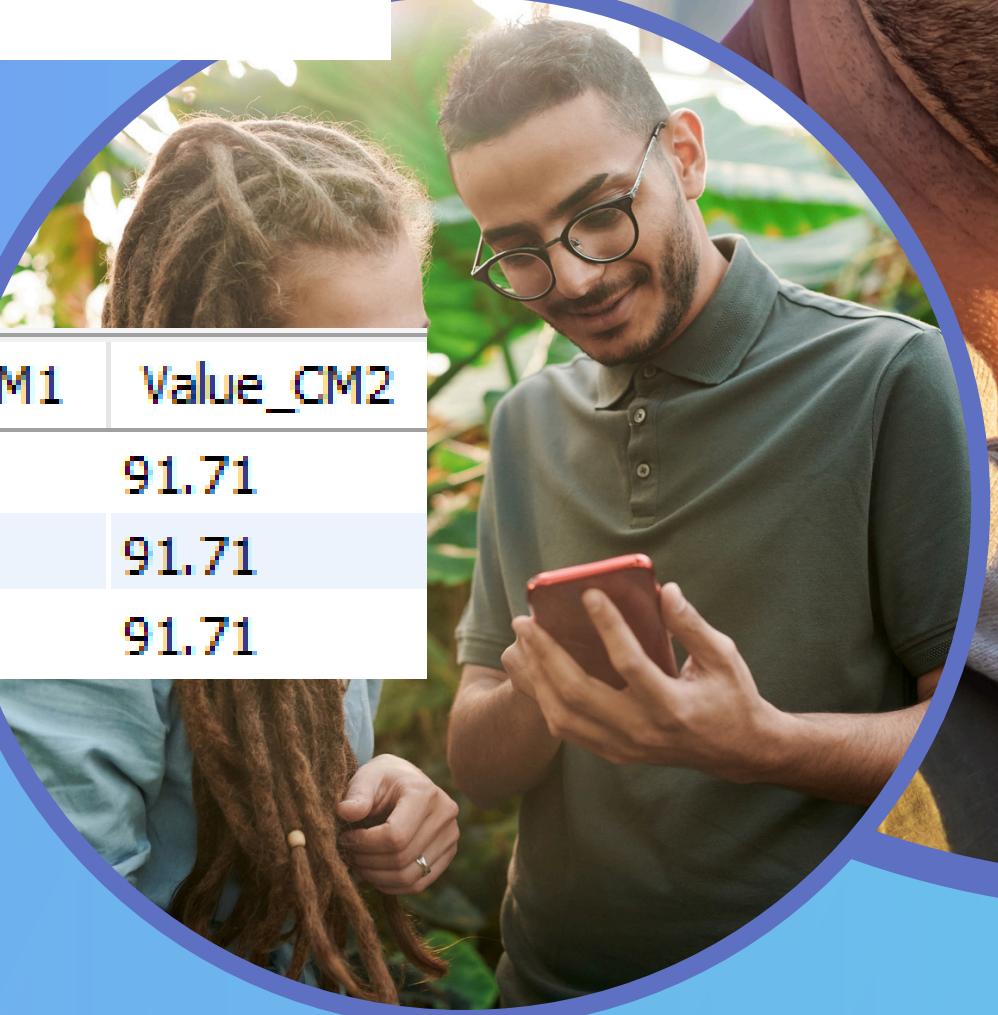
Products with the highest "Value_CM1" and "Value_CM2" ratios

SQL Query

```
WITH RankedProducts AS (Select Item_NM, Value_CM1, Value_CM2,  
RANK() OVER (ORDER BY Value_CM1/NULLIF(Value_CM2,0)DESC) AS CM1_CM2_RANK  
FROM paytm.`paytm epurchase data`)  
SELECT DISTINCT Item_NM , Value_CM1, Value_CM2 FROM RankedProducts  
WHERE CM1_CM2_RANK <= 5  
ORDER BY Item_NM ;
```

Output

	Item_NM	Value_CM1	Value_CM2
▶	ED417-EF-130D-1A2VDF silver Analog Watch	473.71	91.71
	Giordano Black Chronograph Watches	473.71	91.71
	Iridium II Full Spike White Cricket Shoes	473.71	91.71





Top 3 Class categories with the highest total sales

```
SELECT Class , SUM(Item_Price) AS Total_Sales  
FROM paytm.`paytm epurchase data`  
WHERE Class <> ""  
GROUP BY Class  
ORDER BY Total_Sales desc LIMIT 3 ;
```

SQL Query

	Class	Total_Sales
▶	WATCHES	62213793
	SETS	25529167
	AVIATOR	15863415

Output

Top 3 Brands in terms of Highest Total sales

SQL Query

```
SELECT Brand , SUM(Item_Price) AS Total_Sales  
FROM paytm.`paytm epurchase data`  
WHERE Brand <> " "  
GROUP BY Brand  
ORDER BY Total_Sales desc LIMIT 3 ;
```

Output

	Brand	Total_Sales
▶	NIKE	43406505
	SANGRIA	22614700
	PUMA	20832027



Total revenue generated from Sunglasses category

products which are on sale

SQL Query

```
SELECT Category, SUM(Item_Price) AS Total_Revenue  
FROM paytm.`paytm epurchase data`  
WHERE Category = "SUNGASSES"  
AND Sale_Flag = "On Sale"  
GROUP BY Category ;
```

Output

	Category	Total_Revenue
▶	SUNGASSES	30046.50

Top 5 shipping cities based on the average order value

SQL Query

```
SELECT Shipping_city, (SUM(Item_Price) / SUM(Quantity)) AS Average_order_value  
FROM paytm.`paytm epurchase data`  
GROUP BY Shipping_city, Quantity  
ORDER BY Average_order_value DESC  
LIMIT 5;
```

Output

	Shipping_city	Average_order_value
▶	Panagudi	13500.0000
	Karauli	13500.0000
	Gopeshwar	13500.0000
	Vallabh Vidyanagar	13500.0000
	Nathdwara	13500.0000



Total number of orders and Total sales amount for each Product Gender within the Apparel category

```
SELECT Product_Gender, COUNT(Quantity) AS Total_Orders ,  
SUM(Item_Price) AS Total_Sales  
FROM paytm.`paytm epurchase data`  
WHERE Category_Grouped = "Apparels"  
GROUP BY Product_Gender;
```

SQL Query

	Product_Gender	Total_Orders	Total_Sales
▶	MEN	3087	15039825
	WOMEN	6426	41169012

Output

Percentage contribution of each Category to the overall total sales

SQL Query

```
SELECT Category, round((sum(Item_Price) / (SELECT SUM(Item_Price) AS Total_Sales FROM paytm.`paytm epurchase data`)) * 100, 2) AS Percent_Contribution  
FROM paytm.`paytm epurchase data`  
GROUP BY Category  
ORDER BY Percent_Contribution ;
```

Output

	Category	Percent_Contribution
▶	Men Apparel	0.24
	Home	1.03
	Furniture	1.34
	Jewellery	1.53
	Women Footwear	4.52
	Sports Equipment	6.10



Category with the highest average Price Item & corresponding average price



```
SELECT Category, round(avg(Item_Price),2) AS Average_Price  
FROM paytm.`paytm epurchase data`  
GROUP BY Category  
ORDER BY Average_Price desc limit 1 ;
```

SQL Query

	Category	Average_Price
▶	Furniture	7560.60

Output

Total sales for each Segment & Average quantity sold per order
for each segment

SQL Query

```
SELECT Segment, SUM(Item_Price) AS Total_Sales, avg(Quantity) as Average_Quantity
FROM paytm.`paytm epurchase data`
GROUP BY Segment
ORDER BY Total_Sales DESC ;
```

	Segment	Total_Sales	Average_Quantity
▶	MENS FOOTWEAR	101245089	1.0003
	WOMENS WEAR	44010575	1.0000
	WOMEN	30013131	1.0019
	MEN	22291728	1.0000
	SUNGGLASSES	18931045	1.0000
	UNISEX	15519256	1.0000
	MENS WEAR	15039825	1.0000
	LADIES FOOTWEAR	13408398	1.0000
	MENS ACCESSORIES	13279676	1.0000
	WOMENS ACCESSORIES	7386940	1.0106

Output





THANK YOU