AROOBA

Task

With online sales gaining popularity, tech companies are exploring ways to improve their sales by analyzing customer behavior and deriving insights about product trends. Furthermore, e-commerce websites make it easier for customers to find the products that they require without much scavenging. Therefore, as a part of this assignment, you, as a Performance Marketing Analyst, are required to extract data and gather insights for an e-commerce company

Marketing plan

- Having a marketing plan for your business is essential

- it gives direction to advertising strategy, sales strategy, customer support strategy, etc.

- It provides a timeframe and implementation for the marketing strategies built.

Marketing plan?

Overall, the main items a marketing plan solve are:

- Establishing measurable goals
- Actionable consistency for business strategy
- Working within a budget for clear financials and detailed expenditure
- Improves your relationship with customers
- Helps businesses to gain new investors
- It is a powerful motivator for marketing team

Introduction

- Calculate the revenue of each month
- Find the product under each category
- Find the event type
- Find the max brand of each month
- Find the top 10 user

Total revenue of October

Find the total revenue generated due to purchases made in October.

SELECT ROUND(SUM(price),2) as TotalRev_October

FROM table

WHERE event_type = 'purchase' AND

date_format(event_time, 'MM') = 10;

We see that the Total Revenue in the month of 'October 2019' is xxxx

Total revenue

Compare the month
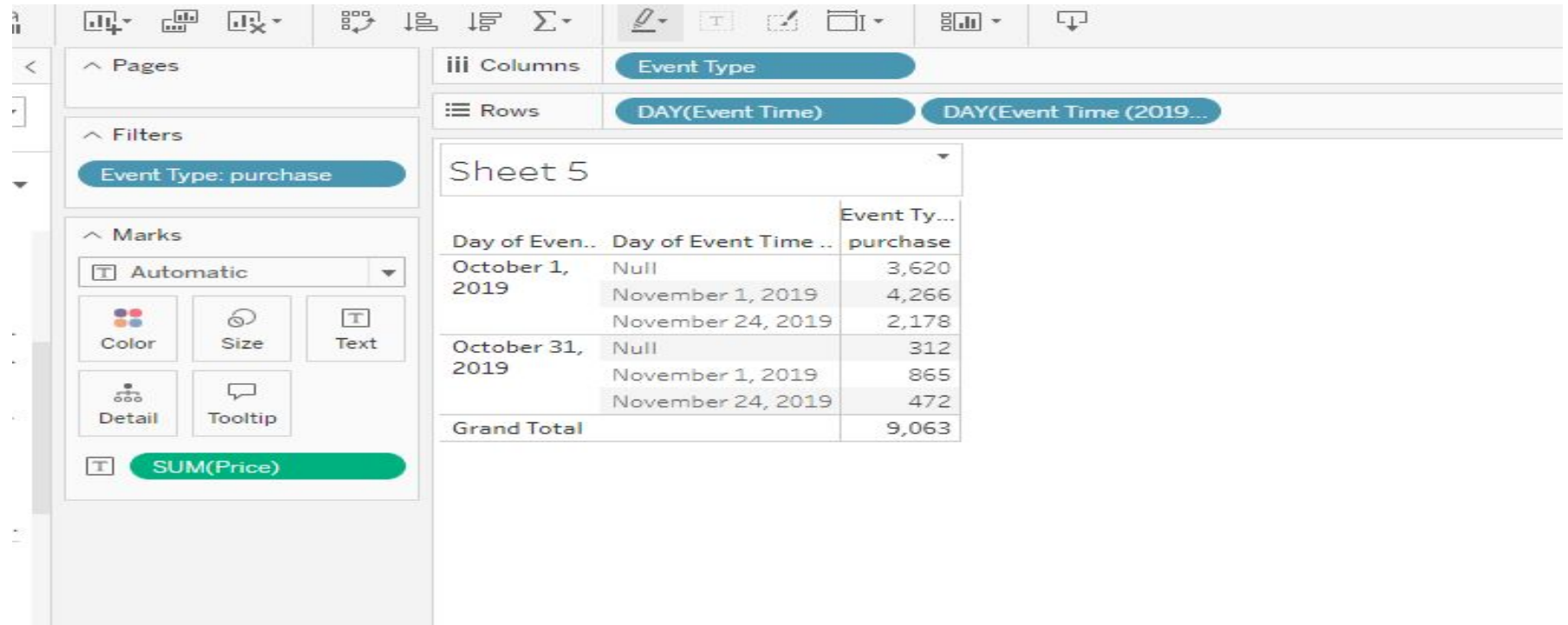
Result

- We observe that the sum of purchases (Revenue) in the month of 'November 2019' is higher than that of 'October 2019'.

- We can infer that the month of November has performed better than October.

Find the product category

Find distinct categories of products. Categories with null category code can be ignored.

SELECT DISTINCT SPLIT(category_code,'\\.')[0] AS Category_List

FROM table;

- We observe 6 different categories present namely; furniture, appliances, accessories, apparel, sport, stationery.

- The category_code column contained values, which were delimited by '.'. We use the SPLIT command to split and located the first index alone, which contained the main Category.

Query

Find the total number of products available under each category.

```
SELECT SPLIT(category_code,'\\.')[0] AS Category, COUNT(product_id) AS Total_Product_count

    FROM table

    GROUP BY SPLIT(category_code,'\\.')[0]

    ORDER BY Total_Product_count DESC;
```

Metrics
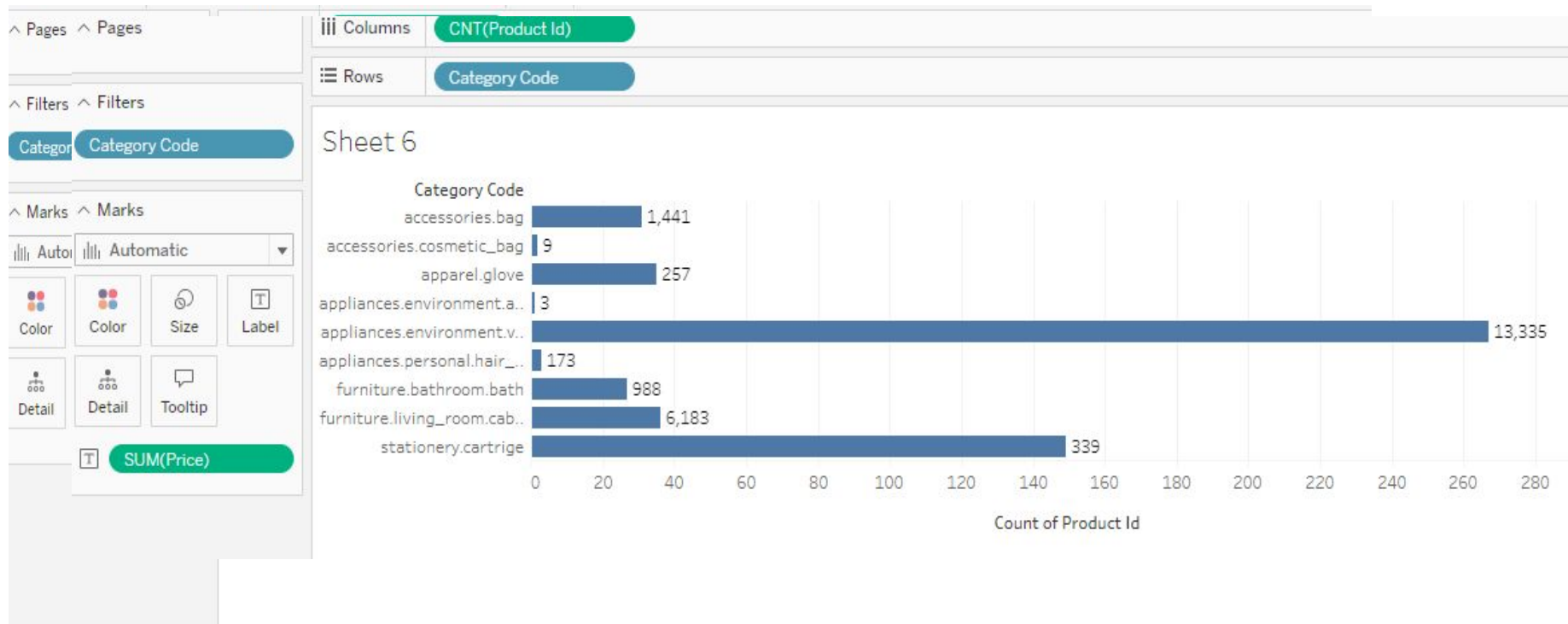
Result

- We observe that, 'appliances' category has the highest number of cosmetic products available under it.

- We can see 'sports' category has the least cosmetic products under it. This make sense as sports category would not contain many cosmetic products.

Max value

Which brand had the maximum sales in October and November combined?

SELECT brand, ROUND(SUM(price),2) as Total_sales

FROM table

WHERE event_type = 'purchase'

GROUP BY brand

ORDER BY Total_sales desc

LIMIT 5;

New Workbook (Tableau Public)

Publish As...

arooba

File Data Worksheet Dashboard Analysis Map Format Help

Show Me

Data | **Analytics**

2019-oct1.csv+ (Multip...

Search

Abc	Event Type (2019-D...
#	Product Id (2019-D...
#	User Id (2019-Dec2....
Abc	User Session (2019-...
#	F1 (2019-dec2.csv)
#	Price (2019-Dec2.C...
#	2019-dec2.csv (Cou...

2019-nov1.csv

Abc	Brand (2019-Nov1.C...
Abc	Category Code (201...
#	Category Id (2019-...
⌚	Event Time (2019-N...
Abc	Event Type (2019-N...
#	Product Id (2019-N...
#	User Id (2019-Nov1....
Abc	User Session (2019-...
#	F1 (2019-nov1.csv)

Pages

Filters

Event Type: purchase

DAY(Event Time (2019-N...

Marks

Automatic

Color Size Text

Detail Tooltip

SUM(Price)

Columns MAX(Brand (2019-No... MIN(Brand (2019-Nov...

Rows DAY(Event Time (2019... Event Type

Sheet 5 (2)

		Max. Brand (2019-...	
		yoko	zinger
Day of Event Time ..	Event Type	bpw.st..	airnails
November 1, 2019	purchase		5,128
November 24, 2019	purchase	2,650	

Event Type:	purchase
Day of Event Time (2019-Nov1.Csv):	November 1, 2019
Max. Brand (2019-Nov1.Csv):	zinger
Min. Brand (2019-Nov1.Csv):	airnails
Price:	5,128

Data Source | Sheet 1 | Sheet 1 (2) | Sheet 3 | Sheet 4 | Sheet 5 | Sheet 5 (2)

2 marks 2 rows by 2 columns SUM(Price): 7,779
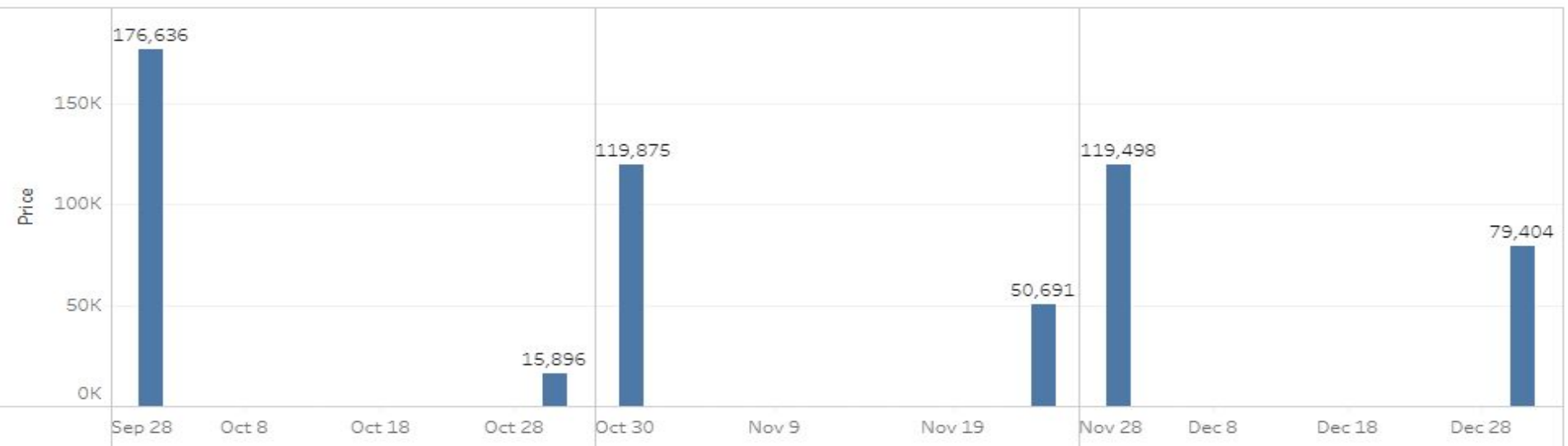
Get most used brand
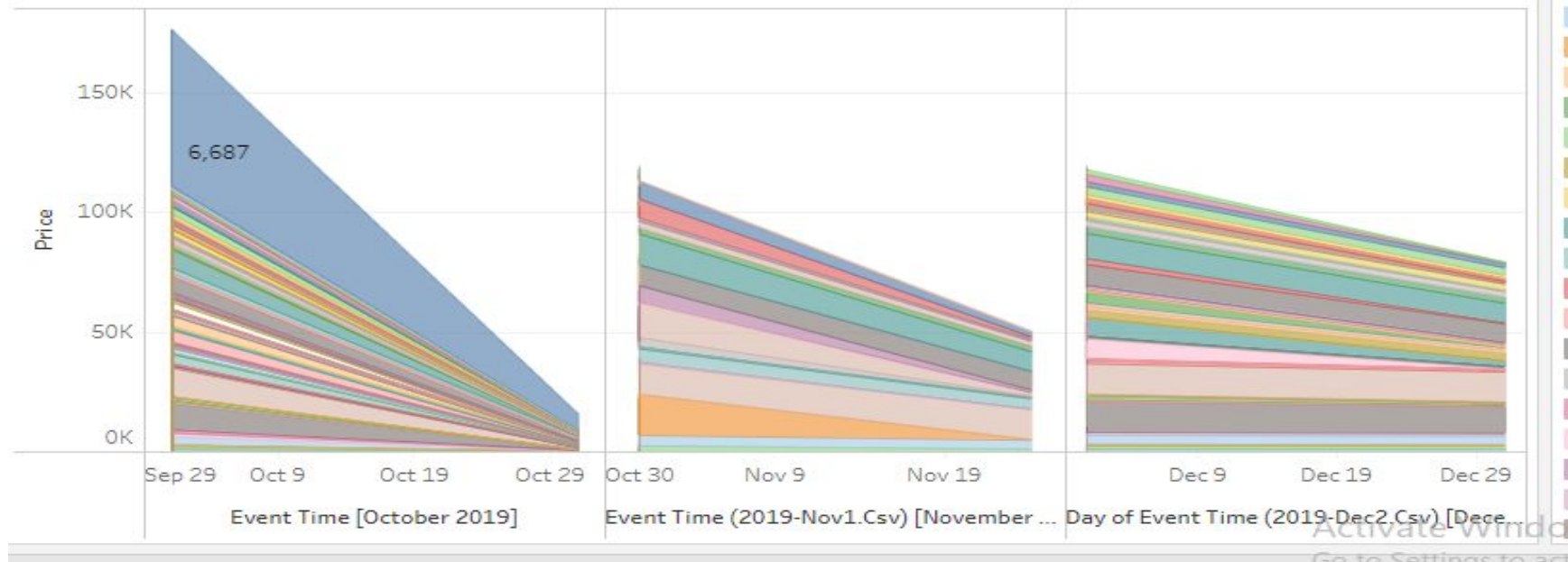
Compare with all months
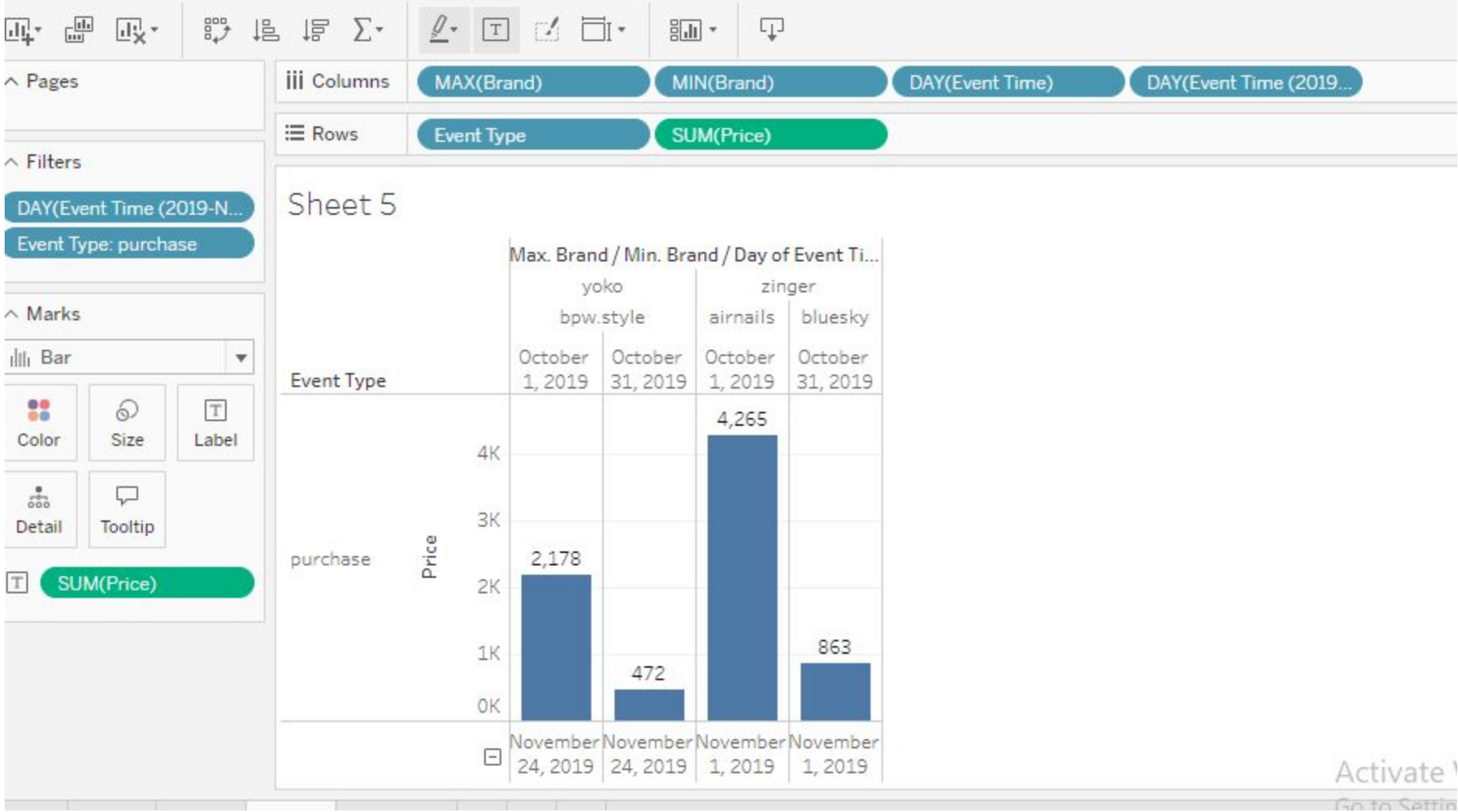
Top 10 users

Your company wants to reward the top 10 users of its website with a Golden Customer plan.

```
SELECT user_id, ROUND(SUM(price),2) as Total_money_spent

        FROM table

        WHERE event_type = 'purchase'

        GROUP BY user_id

        ORDER BY Total_money_spent DESC

        LIMIT 10;
```

Top user

Filters

- Event Type: purchase
- User Id
- DAY(Event Time)
- DAY(Event Time (2019-N...

Marks

Bar

Color	Size	Label
Detail	Tooltip	

SUM(Price)

≡ Rows   User Id   Event Type

\<Top User\>

		Day of Event Time	
User Id	Event Type	October 1, 2019	October 31, 2019
398597138	purchase	120.0	
494029593	purchase		72.1
494976400	purchase	69.2	
525435677	purchase	6.8	
548735227	purchase	37.0	
552546162	purchase		248.7
555498930	purchase	44.3	