

E-commerce

SQL DATABASE PROJECT

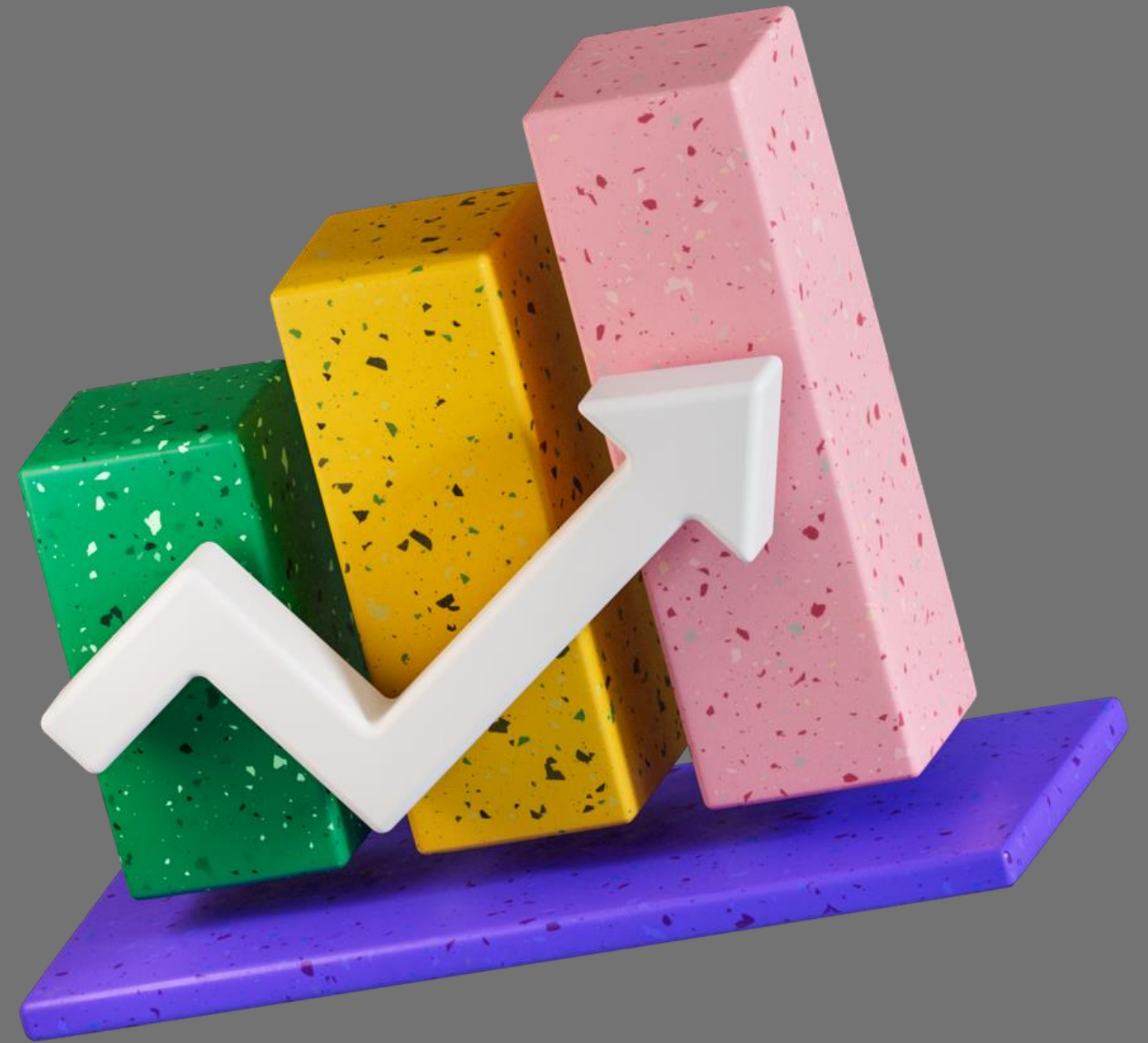
Olatunbosun Ayetan (Bosun)



A robust eCommerce database...

Project Flow Structure

- 1 Database Creation
- 2 Data Loading
- 3 Data Profiling & Exploration
- 4 Data Cleaning & Transformation
- 5 Data Quality Assurance (QA)



Project Flow Structure Cont'd...

6

Data Analysis & Enhancement

7

Data Insights & Reporting

8

Data Validation & Testing

9

Documentation

10

Communication & Presentation



DISCOVERY

sharing Insights from the Data



**Identify Effective
Purchase Channels**



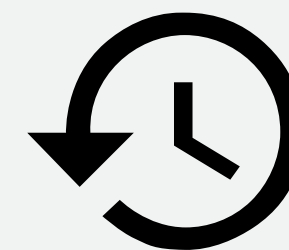
**Assess Channel Grouping
Impact on Revenue**



**Highlight High-Revenue
Products**



**Identify Best-Selling Products by
Quantity**



**Evaluate Transaction
Performance and Restocking
Time**

QA Process



Deeper Data Exploration:

Spend more time exploring the data to uncover hidden patterns, trends, and anomalies.

Advanced Modeling:

Apply advanced analytical techniques.

**With a bit
more time?**

Thank you!

