E-commerce

SQL DATABASE PROJECT

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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

DATA PROFILING AND COMPLETENESS
1
DATA REDUNDANCY AND DUPLICATION
2
DATA RELATIONSHIPS AND REFERENTIAL INTEGRITY
3
DATA FORMATS AND TYPES
4
CALCULATIONS AND AGGREGATIONS
5
6
DATA CONSISTENCY AND ACCURACY
7
DATA COMPLETENESS AND INTEGRITY
8
DATA DISTRIBUTION
9
DATA TRENDS
10
DATA EVOLUTION

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!