

Week 3 SQL Project using ecommerce Data

BY CYNTHIA OKAJA

DATA CLEANING

- Data Inconsistencies - City (London), Country (United States)
- Missing Data – lots of missing data (Not set, Not available)
- Duplicate Records – Checked for duplicate rows but didn't notice any
- Data entry error – Updated unit price, product price by 1000000



STARTING WITH QUESTIONS

Data Output Messages Notifications			
	city character varying	country character varying	highesttransactionrevenue integer
1	Atlanta	United States	742
2	Sunnyvale	United States	649
3	Tel Aviv-Yafo	Israel	602
4	Los Angeles	United States	363
5	Sydney	Australia	358
6	Seattle	United States	358
7	Chicago	United States	306
8	Palo Alto	United States	305
9	San Francisco	United States	301
10	Nashville	United States	157
11	Mountain View	United States	156
12	San Jose	United States	154
13	New York	United States	152
14	Austin	United States	122
15	San Bruno	United States	103
Total rows: 20 of 20 Query complete 00:00:00.066			

Data Output Messages Notifications			
	city character varying	country character varying	average_visitors_orders numeric
1	Council Bluffs	United States	7589.0000000000000000
2	Cork	Ireland	3786.0000000000000000
3	Bellflower	United States	3786.0000000000000000
4	Santiago	Chile	3607.0000000000000000
5	Bellingham	United States	2836.0000000000000000
6	Detroit	United States	2748.0000000000000000
7	Westville	South Africa	2299.0000000000000000
8	Santa Fe	Argentina	1932.5000000000000000
9	Nashville	United States	1886.0000000000000000
10	Brno	Czechia	1548.0000000000000000
11	Zhongli District	Taiwan	1492.0000000000000000
12	Ghent	Belgium	1351.0000000000000000
13	Gurgaon	India	1335.8571428571428571
14	S...
Total rows: 268 of 268 Query complete 00:00:00.100			

- Cities and Countries with highest level of transaction revenues on the site
- AVG number of products ordered from visitors in each city and country

Data Output Messages Notifications			
	v2ProductCategory character varying	city character varying	country character varying
1	Home/Office/	Palo Alto	United States
2	Home/Office/Writing Instruments/	Santa Clara	United States
3	Home/Office/	Mountain View	United States
4	Home/Office/	Los Angeles	United States
5	Home/Office/	San Jose	United States
6	Home/Office/	Mountain View	United States
7	Home/Office/	Mountain View	United States
8	Home/Office/Writing Instruments/	Seoul	South Korea
9	Home/Office/	New York	United States
10	Home/Office/	Boston	United States
11	Home/Office/Writing Instruments/	Mountain View	United States
12	Home/Office/	Sunnyvale	United States
13	Home/Office/	San Francisco	United States
14	Home/Office/	Pune	India
15	Home/Office/	Seattle	United States
16	Home/Shop by Brand/Google/	Salem	United States
Total rows: 1000 of 4130 Query complete 00:00:00.115			

- Product Categories ordered in each city & country

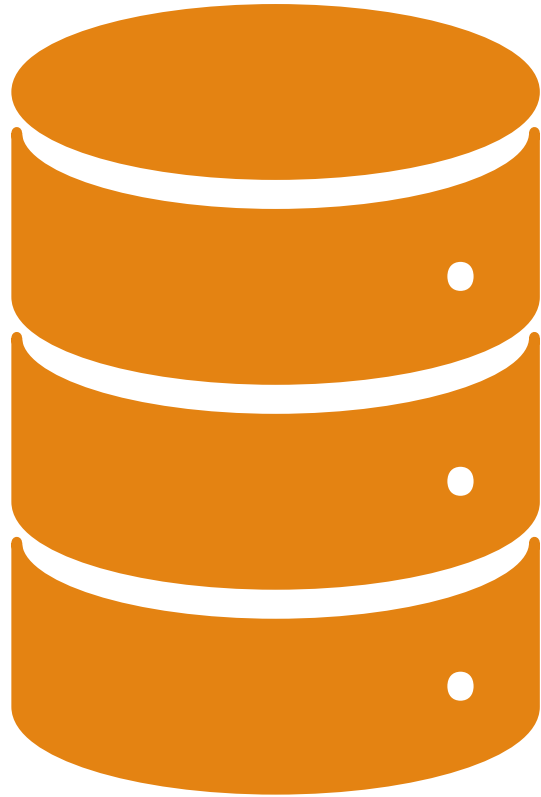
Data Output Messages Notifications				
	city character varying	country character varying	max integer	top_selling_product character varying
1	Boston	United States	456	Ballpoint LED Light Pen
2	Palo Alto	United States	456	Ballpoint LED Light Pen
3	San Jose	United States	456	Ballpoint LED Light Pen
4	Seoul	South Korea	456	Ballpoint LED Light Pen
5	San Francisco	United States	456	Ballpoint LED Light Pen
6	Seattle	United States	456	Ballpoint LED Light Pen
7	Sunnyvale	United States	456	Ballpoint LED Light Pen
8	Los Angeles	United States	456	Ballpoint LED Light Pen
9	Santa Clara	United States	456	Ballpoint LED Light Pen
10	Mountain View	United States	456	Ballpoint LED Light Pen
11	Pune	India	456	Ballpoint LED Light Pen
12	New York	United States	456	Ballpoint LED Light Pen
13	Seoul	South Korea	334	17oz Stainless Steel Sport Bottle
14	Salem	United States	334	17oz Stainless Steel Sport Bottle

- Top Selling products from each city – Ballpoint LED Light Pen

Data Output Messages Notifications			
<div> <div> <div>≡+</div> <div>📄</div> <div>▼</div> <div>📋</div> <div>▼</div> <div>🗑️</div> <div>🗄️</div> <div>⬇️</div> <div>📈</div> </div> </div>			
	city character varying 🔒	country character varying 🔒	revenue_generated bigint 🔒
1	San Francisco	United States	1561
2	Sunnyvale	United States	991
3	Atlanta	United States	853
4	Palo Alto	United States	608
5	Tel Aviv-Yafo	Israel	602
6	New York	United States	526
7	Los Angeles	United States	479
8	Mountain View	United States	479
9	Chicago	United States	448
10	Seattle	United States	358
11	Sydney	Australia	358
12	San Jose	United States	262
13	Austin	United States	157
14	Nashville	United States	157
15	San Bruno	United States	103
16	Toronto	Canada	82
17	New York	Canada	67
18	Houston	United States	38
19	Columbus	United States	21
Total rows: 20 of 20		Query complete 00:00:00.094	

QUESTION 5

- Revenue generated per city



STARTING WITH DATA

Data Output	Messages	Notifications
num_duplicate_rows bigint		

Total rows: 0 of 0 Query complete 00:00:00.069

Data Output Messages Notifications

unique_visitors bigint
1 14147

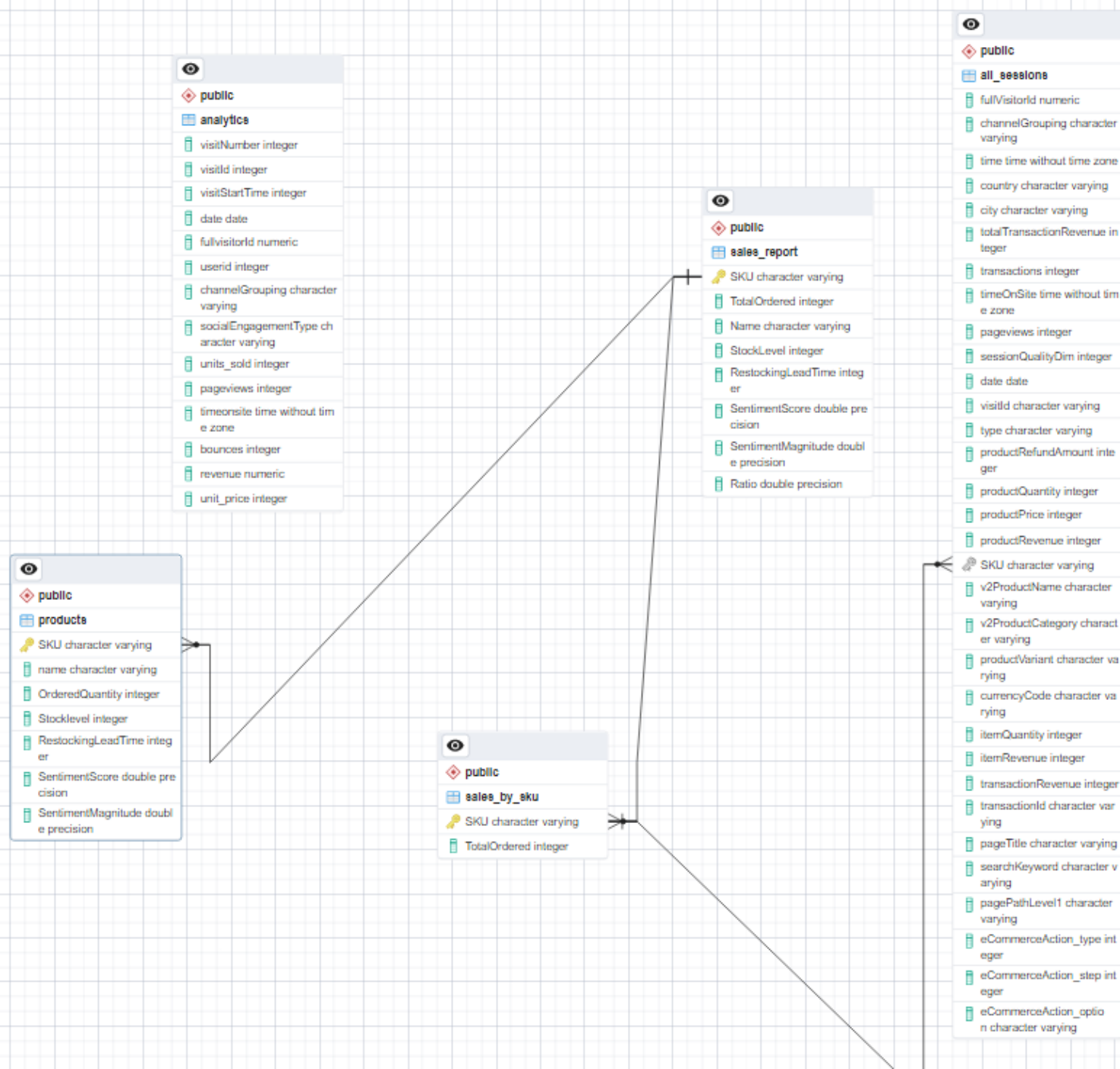
Data Output Messages Notifications

unique_visitors bigint	channelGrouping character varying
1 2417	Referral
2 470	Paid Search
3 8181	Organic Search
4 119	Display
5 2805	Direct
6 245	Affiliates
7 5	(Other)

Duplicate rows

Unique Visitors

Unique Visitors by ChannelGrouping



DATA QA