



MERCHANDISE SALES ANALYSIS



PROBLEM STATEMENT

- Lee Chatmen is a popular influencer from the United States with over 7 million Social Media followers. He became famous for his entertaining videos, where he plays popular songs on miniature guitars. In 2023, Lee launched his own line of merchandise. This analysis looks at how his merchandise sales are going and what we can learn from the data.

Data Table Consists of

Order_ID
Order_Date
Product_ID
Product_Category
Buyer_Gender
Buyer_Age
Order_Location
Latitude
Longitude
International_Shipping
Sales_Price
Shipping_Charges
Sales_per_Unit
Quantity
Total_Sales
Rating
Review

ANALYSIS





Percentage Of Sales From Each Location

- WITH cte1 AS

```
( SELECT order_location,  
  SUM(Total_sales) AS tsal  
FROM merch  GROUP BY order_location  
)
```

```
,cte2 AS ( SELECT SUM(Total_sales) AS tsal1  FROM  
merch)
```

```
SELECT  cte1.order_location, (cte1.tsal * 100.0) /  
cte2.tsal1 AS percentage_sales  
FROM  
cte1, cte2;
```




TRENDS OF SALES OVER A PERIOD OF TIME

```
SELECT  order_location,  
  
        DATE_FORMAT(STR_TO_DATE(order_date, '%Y-%m-%d'), '%Y') AS sales_month,  
  
        SUM(Total_sales) AS monthly_sales  
  
FROM merch  
  
GROUP BY order_location, sales_month  
ORDER BY order_location, sales_month;
```



GENDER DEMOGRAPHICS IN TOTAL SALES

- WITH male_sales AS
(
SELECT SUM(Total_Sales) AS tsalM FROM
merch
WHERE buyer_gender = 'Male'
)

,female_sales AS
(
SELECT SUM(Total_Sales) AS tsalF FROM merch
WHERE buyer_gender = 'Female'
)

SELECT (fs.tsalF * 100.0) / (ms.tsalM + fs.tsalF)
ASfemale_perce ,
(ms.tsalM * 100) / (ms.tsalM + fs.tsalF) as
male_perce
FROM
female_sales fs, male_sales ms;



BEST PRODUCT CATEGORY IN SALES

- ```
select
product_category,
sum(Total_sales) as saling_amount
from merch
group by 1
order by sum(Total_sales) desc;
```



# RATING & REVIEW AFFECTING SALES

- Select  
rating,  
review,  
sum(total\_sales) as tsal  
from merch  
group by 1,2;



# SALES FOR INTERNATIONAL SHIPPING

- SELECT  
International\_Shipping,  
SUM(Total\_sales) AS  
monthly\_sales,  
COUNT(\*) AS order\_count  
FROM  
merch  
GROUP BY  
international\_shipping  
ORDER BY  
international\_shipping



# AGE DEMOGRAPHICS

- ```
SELECT  buyer_gender,  
        CASE  WHEN buyer_age < 25 THEN 'Under  
                25'  
              WHEN buyer_age BETWEEN 25 AND 34  
                THEN '25-34'  
              WHEN buyer_age BETWEEN 35 AND 44  
                THEN '35-44'  
              WHEN buyer_age BETWEEN 45 AND 54  
                THEN '45-54'  
              ELSE '55+'  
        END AS age_group,  
        COUNT(DISTINCT Order_ID) AS num_buyers,  
        SUM(Total_sales) AS total_sales  
FROM  
  merch  
group by 1,2 ;
```



CONCLUSIONS

- The main Problem Occurs during the delivery time it should be done properly in order to ensure a safe product delivery to the Customers this improves the rating and customer satisfaction
- The Number of Sales are actually less for the age in the limit of 35-44 for both men and women , include or introduce new clothes, Accessories so that sales can be increased
- Make sure that international Shipping to be included for all the areas.