



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





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;

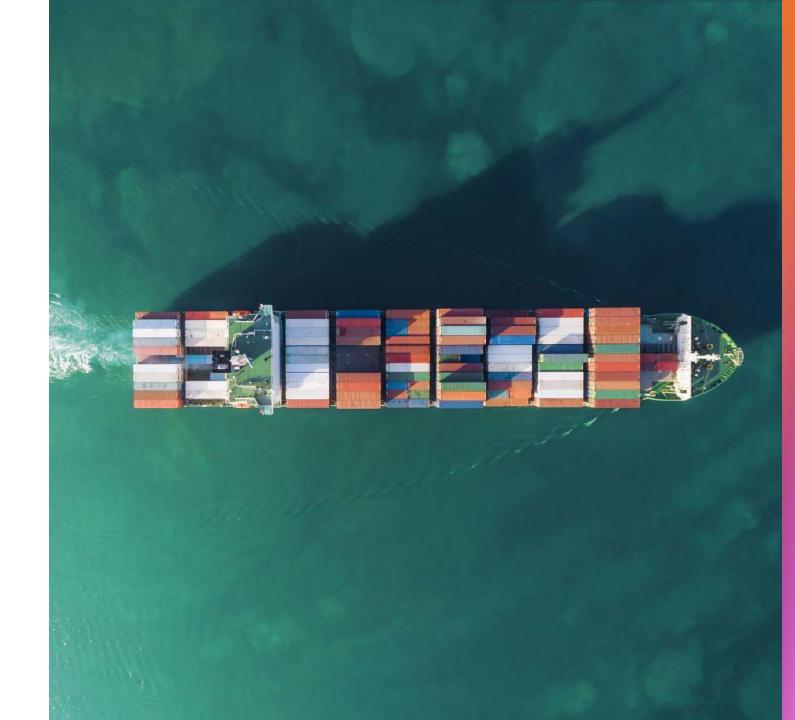
RATING & REVIEW AFFECTING SALES

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.