Bike Store Sales Analysis

The comprehensive dataset consists of **nine tables**. A description of each table is given below:

1. **Brands:**
    - This table has **9 rows** and **2 columns**: brand_id and brand_name.
    - brand_id is the **primary key**.
    - It provides information about the various brands of bikes available in the store.
2. **Categories:**
    - This table has **7 rows** and **2 columns**: category_id and category_name.
    - category_id is the **primary key**.
    - It provides information about the different categories of bikes available in the store.
3. **Customers:**
    - This table has **1,445 rows** and **9 columns**: customer_id, first_name, last_name, phone, email, street, city, state, and zip_code.
    - customer_id is the **primary key**.
    - It contains details about the customers of the store.
4. **Order_Items:**
    - This table has **4,722 rows** and **6 columns**: order_id, item_id, product_id, quantity, list_price, and discount.
    - order_id is a **foreign key**.
    - It provides details about the items ordered by customers.
5. **Orders:**
    - This table has **1,615 rows** and **8 columns**: order_id, customer_id, order_status, order_date, required_date, shipped_date, store_id, and staff_id.
    - order_id is the **primary key**, while customer_id, store_id, and staff_id are **foreign keys**.

- It provides information about customer orders in the store.

6. **Products:**
    - This table has **321 rows** and **6 columns**: product_id, product_name, brand_id, category_id, model_year, and list_price.
    - product_id is the **primary key**, while brand_id and category_id are **foreign keys**.
    - It provides details about the various products available in the store.
7. **Staff:**
    - This table has **10 rows** and **8 columns**: staff_id, first_name, last_name, email, phone, active, store_id, and manager_id.
    - staff_id is the **primary key**, while store_id is a **foreign key**.
    - It contains details about the store's staff members.
8. **Stocks:**
    - This table has **939 rows** and **3 columns**: store_id, product_id, and quantity.
    - store_id and product_id are **foreign keys**.
    - It provides inventory details of the store.
9. **Stores:**
    - This table has **3 rows** and **8 columns**: store_id, store_name, phone, email, street, city, state, and zip_code.
    - It provides details about the different store branches across various states.

The different data exploratory questions for the project are as follows:

1. Find all the categories of Bikes available.
2. Find all the stores' name and email from state 'CA’.
3. Find no. of orders in the year 2017.
4. Find no. of bikes in the store of model year 2018.
5. Find no. of customers from each state.
6. Find the total no. of bikes ordered in the month of April 2018.
7. Find total no. of bikes in all stores of 'NY'.
8. Find the first name and last name of the customers who have bought bikes worth more than 7000.
9. Find the store which has sold highest no. of bikes in the year 2018.
10. Find the average price of all 'Electra' brand bikes having model year 2018.
11. Find the first name and last name of staff who has made highest number of sales in year 2017.