SQL project guidelines

The Regional Sales Director would like to know which product segment and which customer segment are performing the best and why. Conduct an analysis to identify the best-performing product segment and make data-driven recommendations based on orders, customers, product categories, and returns.

What columns are important for this analysis? Customer\_ID,Customer\_segment,profit,

First engage in data cleaning, remove duplicates

Used SELECT Distinct in Query to eliminate duplicates

Used IS NOT Null in Query to eliminate potential nulls

SELECT profit

FROM orders

ORDER BY profit DESC

LIMIT 100;

Used WHERE and LIKE to eliminate potential misspellings

Used INNER Join to join both orders table and customers table via customer\_id column

From tabled determined that consumer is the best performing segment in terms of profit

Used INNER Join to join both orders table and returns table via customer\_id column

SELECT DISTINCT o.order\_id,i.reason\_returned, i.return\_quantity

FROM orders o

INNER JOIN returns i

ON o.order\_id = i.order\_id;

Determined not given for the most common reason for returns,

Used INNER Join to join both orders table and product\_id table via product\_id column

SELECT DISTINCT o.product\_id,o.profit,i.category

FROM orders o

INNER JOIN products i

ON o.product\_id = i.product\_id;

Determined Technology has the highest profits

Used INNER Join to join both orders table and regions table via region\_id column

SELECT DISTINCT o.region\_id,o.profit,i.region,i.country

FROM orders o

INNER JOIN regions i

ON o.region\_id = i.region\_id;

I wanted to create a map with my visualization so I included the country column

Used INNER JOIN and GROUP BY to determine which customer segments use which ship mode the most

SELECT customers.segment,Orders.profit,Orders.ship\_mode

FROM ((Orders

INNER JOIN customers

ON Orders.customer\_id = customers.customer\_id)

INNER JOIN products

ON Orders.product\_id = products.product\_id)

GROUP BY segment,profit,ship\_mode;