📄 **Day 24 – SQL Practice Reflection**

📅 **Day:** 24
📁 **Theme:** E-Commerce Order Analytics
📘 **Focus:** Customer spending, return percentages, product/category analysis, and ranking by net value

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✅ **Summary of Learnings**

Today's challenge focused on analyzing a simulated e-commerce platform using SQL.
The problems emphasized real-world queries such as customer spending, sales trends, return analytics, and revenue-based rankings.

🧠 **Key Takeaways**

- ✅ Revisited **JOIN** techniques to merge Customers, Orders, Products, and Returns effectively.

- ✅ Practiced using **COALESCE** to handle missing data (e.g., for customers with no orders).

- ✅ Used **CTEs** to isolate **return rates** by category (Q5).

- ✅ Revisited **GROUP BY with conditional aggregates** (especially useful in Q10 and Bonus Challenge).

- ✅ Gained deeper understanding of filtering logic via **LEFT JOINs vs. INNER JOINs**.

🚀 **Additional Points**

- 5th question took longer as it was logically challenging due to category-level return rate calculation.

- 10th question took longer time to implement as it required careful aggregation and CASE logic.

📌 **Final Thoughts**

This set was **moderately challenging** and **highly practical**.
Return-based queries, ranking logic, and revenue breakdowns made it feel like solving actual business problems.