



## KPI 1 : Weekday Vs Weekend (order\_purchase timestamp) payment statistics




```
--      -----#
70 #-----KPI 1-Total orders : Weekday Vs Weekend-----#
71
72 • select concat(round(count(order_id)/(select count(order_id) from olist_orders_dataset)*100,0),'%') as TotalOrders ,
73 case when weekday(order_purchase_timestamp) in (5,6) then "Weekend"
74 else "Weekday"
75 end as Day
76 from olist_orders_dataset group by Day;
```

Result Grid   Filter Rows:  Export:  Wrap Cell Content: 

TotalOrders	Day
77%	Weekday
23%	Weekend

## KPI 2-Average payment\_value : Weekday Vs Weekend


```
--
78 #-----KPI 2-Average payment_value : Weekday Vs Weekend-----#
79 • select
80 case when weekday(o.order_purchase_timestamp) in (5,6) then "Weekend"
81 else "Weekday"
82 end as Day, round(avg(op.payment_value),2) as AvgPaymentValue from olist_orders_dataset o
83 join olist_order_payments_dataset op on o.order_id=op.order_id group by Day;
```

Result Grid   Filter Rows:  Export:  Wrap Cell Content: 

Day	AvgPaymentValue
Weekday	154.44
Weekend	152.95

### KPI 3-Total Number of Orders with review score 5 and payment type as credit card

```
87
88 #-----KPI 3-Total Number of Orders with review score 5 and payment type as credit card-----#
89
90 • select count(distinct op.order_id) as TotalOrders, op.payment_type from olist_order_payments_dataset op
91 join olist_order_reviews_dataset as r
92 on op.order_id=r.order_id where r.review_score = 5 group by op.payment_type;
```

Result Grid |  Filter Rows:  | Export:  | Wrap Cell Content: 

TotalOrders	payment_type
11283	boleto
43981	credit_card
922	debit_card
2150	voucher

### KPI 4-Average number of days taken for order\_delivered\_customer\_date for pet\_shop

```
95
96 • select p.product_category_name, round(avg(datediff(o.order_delivered_customer_date,o.order_purchase_timestamp)))
97 as AvgDeliveryTime from olist_orders_dataset as o
98 join olist_order_items_dataset as oi on o.order_id=oi.order_id
99 join olist_products_dataset as p on oi.product_id=p.product_id
00 where p.product_category_name='pet_shop' group by p.product_category_name;
01
```

Result Grid |  Filter Rows:  | Export:  | Wrap Cell Content: 

product_category_name	AvgDeliveryTime
pet_shop	11

## KPI 5-Average price and payment values from customers of sao paulo city

```
1  WITH orderItemsAvg AS(
2
3      SELECT round(AVG(oi.price)) AS AvgPrice
4
5      from olist_order_items_dataset as oi
6
7      join olist_orders_dataset as o
8
9      on oi.order_id = o.order_id
10
11     join olist_customers_dataset as c on o.customer_id = c.customer_id
12
13     where c.customer_city = 'sao paulo'
14
15 )
16
17 select
18     (select AvgPrice from orderItemsAvg) as AvgPrice,
19     round(avg(p.payment_value)) as AvgPaymentValue
20
21 from olist_order_payments_dataset p
22
23 join olist_orders_dataset o on p.order_id = o.order_id
24
25 join olist_customers_dataset c on o.customer_id = c.customer_id
26
27 where c.customer_city = 'sao paulo';
28
```

ult Grid	Filter Rows:	Export:	Wrap Cell Content:
AvgPrice	AvgPaymentValue		
108	136		

## KPI 6-Relationship between shipping days Vs review scores

```
122 #-----KPI 6-Relationship between shipping days Vs review scores-----#
123
124 • select round(avg(datediff(o.order_delivered_customer_date,o.order_purchase_timestamp))) as AvgShippingDays, r.review_score
125     from olist_orders_dataset as o join olist_order_reviews_dataset as r on
126     o.order_id=r.order_id group by r.review_score order by AvgShippingDays desc;
127
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
AvgShippingDays	review_score		
21	1		
17	2		
14	3		
12	4		
11	5		

## Total Unique customers

~~~

```
134 #-----Total Unique customers -----#  
135 • select count(distinct customer_unique_id) as Unique_Customers from olist_customers_dataset;  
136
```

| Result Grid      |  | Filter Rows: | Export: | Wrap Cell Content: |
|------------------|--|--------------|---------|--------------------|
| Unique_Customers |  |              |         |                    |
| 96096            |  |              |         |                    |

## Total Sellers

```
41 #-----Total Sales -----#  
42 • select round(sum(payment_value)) as TotalSales from olist_order_payments_dataset;  
43
```

| Result Grid |  | Filter Rows: | Export: | Wrap Cell Content: |
|-------------|--|--------------|---------|--------------------|
| TotalSales  |  |              |         |                    |
| 16008872    |  |              |         |                    |

## Average Rating

```
14 #-----Average Rating-----#  
15  
16 • select round(avg(review_score),1) as AvgRating from olist_order_reviews_dataset;  
17
```

| Result Grid |  | Filter Rows: | Export: | Wrap Cell Content: |
|-------------|--|--------------|---------|--------------------|
| AvgRating   |  |              |         |                    |
| 4.1         |  |              |         |                    |

## Total profit

```
.50 • select round((select sum(payment_value) from olist_order_payments_dataset) - (select sum(price) from olist_order_items_dataset))
.51 as profit;
.52
.53
```

Result Grid   Filter Rows:  Export:  Wrap Cell Content: 

| profit  |
|---------|
| 2417228 |