



Danny & Sons Electronics

Background

Danny & Sons Electronic is a retail company that specializes in the distribution of TV brands in Lagos, Nigeria. They have been operating in the heart of Ladipo for a few years, and during this time, they have established a reputation for providing high-quality products and exceptional customer service.

One of the reasons for Danny & Sons' success is their commitment to understanding their customers' needs. They have invested heavily in market research and trend analysis to stay ahead of the competition. By identifying emerging trends and anticipating their customers' changing needs, they have been able to maintain a loyal customer base and attract new business.

In addition to their focus on customer needs, Danny & Sons also places a strong emphasis on quality. They carefully select the brands they work with and ensure that all products meet their rigorous standards. As a result, customers can trust that they are getting the best possible products when they shop with Danny & Sons.

Case Study

Danny & Sons are facing stifling competition from other electronics retailers in the area, and they need to stay ahead of the curve to maintain their competitive edge.

To do this, they want you to spool the necessary data from the database that will be used to analyze their sales against competitors and provide answers to the following questions:

- Demand for different types of televisions and Number of Players in the market
- Which brand has the highest number of products i.e. television ?
- Are televisions with higher ratings more expensive?
- Average Selling Price by Brand
- Which are the top 5 brands for television?

Questions

1. What is the total number of sales by each TV brands?
2. Which TV brand has the highest number of sales?
3. What is the total sales by each TV brands?
4. What is the total sales?
5. What is the average sales by each brand?
6. Fetch total sales of between ₦1million and ₦1.5million
7. Fetch total sales above ₦500,000
8. There is a brand that begins with "K" and ends "AK". Can you fetch the brand and its other information?
9. Which of the brands have the top 5 highest sales?
10. Calculate the difference between the original price and the selling price
11. Calculate the percentage difference between the original price and the selling price
12. What is the total sales for Hisense and Blaupunkt?
13. What is the total sales price by each operating system for Panasonic
14. Which of the brands have ratings above 3.5?
15. What is the total sales of brands with ratings above 3.5?
16. What is the average rating by each brand total sales?

Data Dictionary

Brand: This refers to the manufacturer or brand name of the TV.

Resolution: This has multiple categories and indicates the type of display i.e. LED, HD LED, etc.

Size: This refers to the diagonal size of the TV screen, measured in inches.

Selling Price: This column has the Selling Price or the Discounted Price of the product

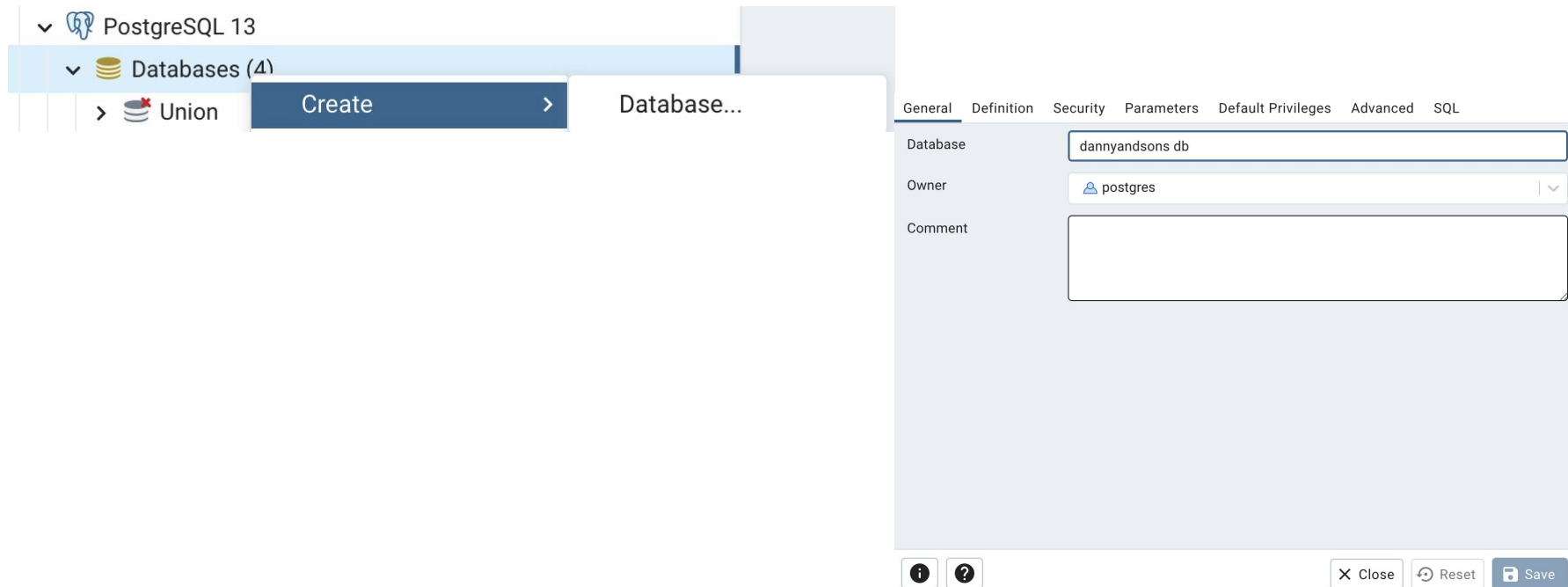
Original Price: This includes the Original Price of the product from the manufacturer.

Operating System: This refers to the software that runs on the TV and controls its functions.

Rating: Average customer ratings on a scale of 5.

How to Import the dataset (csv.)

Step 1: Create a database “dannyyandsons db”



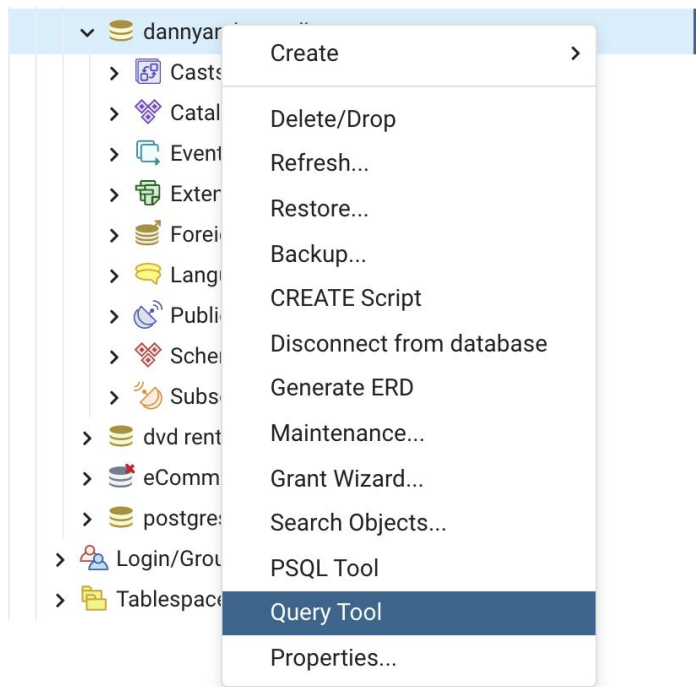
The screenshot displays the 10Alytics interface for creating a new database. On the left, a sidebar shows the navigation menu with 'PostgreSQL 13' expanded, revealing 'Databases (4)' and 'Union'. A 'Create' button is visible next to 'Databases (4)'. The main panel shows the 'Database...' form with the following fields:

- Database:** dannyyandsons db
- Owner:** postgres
- Comment:** (empty text area)

The form has tabs for 'General', 'Definition', 'Security', 'Parameters', 'Default Privileges', 'Advanced', and 'SQL'. At the bottom, there are buttons for 'Close', 'Reset', and 'Save'.

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Step 2: Right click on “dannyyandsonsdb” and select Query Tool



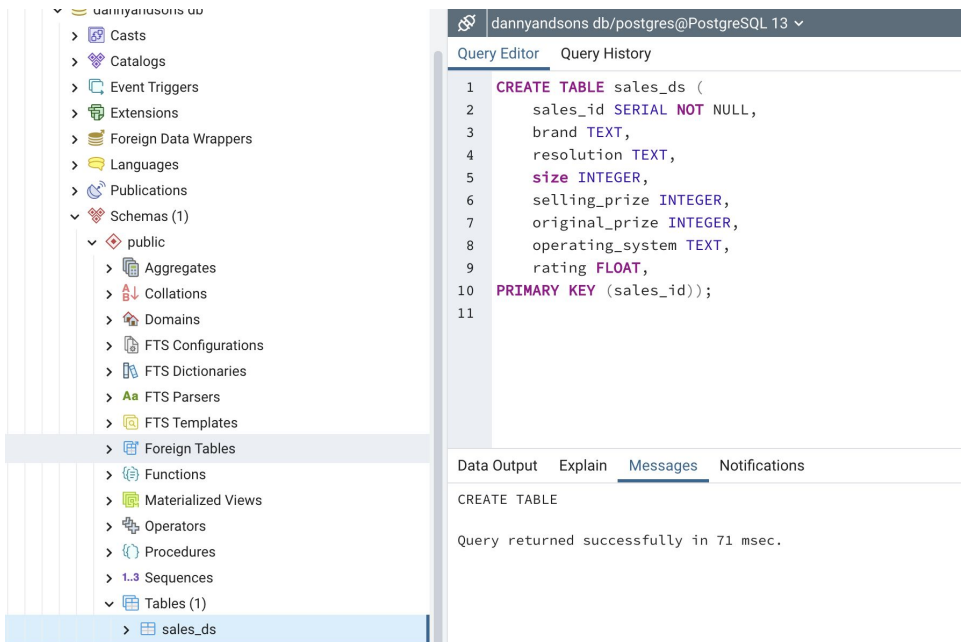
How to Import the dataset (csv.)

Step 3: Paste the below query in the Query Editor and Execute.

```
CREATE TABLE sales_ds (  
    sales_id SERIAL NOT NULL,  
    brand TEXT,  
    resolution TEXT,  
    size INTEGER,  
    selling_prize INTEGER,  
    original_prize INTEGER,  
    operating_system TEXT,  
    rating FLOAT,  
    PRIMARY KEY (sales_id)  
);
```


How to Import the dataset (csv.)

You should get a successful query result and the table created under “Table” as shown in the screenshot below.



The screenshot displays a database management interface. On the left, a sidebar shows a tree view of the database structure. Under the 'Schemas (1)' section, the 'public' schema is expanded, and 'Tables (1)' is selected, showing the 'sales_ds' table. The main panel on the right is titled 'Query Editor' and shows a SQL query that has been executed successfully. The query is as follows:

```
1 CREATE TABLE sales_ds (  
2     sales_id SERIAL NOT NULL,  
3     brand TEXT,  
4     resolution TEXT,  
5     size INTEGER,  
6     selling_price INTEGER,  
7     original_price INTEGER,  
8     operating_system TEXT,  
9     rating FLOAT,  
10    PRIMARY KEY (sales_id));  
11
```

Below the query editor, the 'Messages' tab is active, displaying the following message:

```
CREATE TABLE  
  
Query returned successfully in 71 msec.
```

How to Import the dataset (csv.)

Step 4: Import the dataset *electronic_store.csv*

- Right click on the created table “sales_id” and select “Import/Export Data”
- Select “import” and bring in the dataset from your computer files
- Enable “Header” and “Delimiter”
- Click on “Column” displayed at the top and select the columns to be imported in the “Columns to import” field
- Click OK or Save.

