1. **Which product categories bring in the highest total sales?**

**select product\_category, sum(price) as total from data group by 1 order by 2 desc**

**Data says that Health and beauty is the leading category where there is maximum sales**

1. **What is the trend of monthly sales over time?**

**select extract('month' from purchase\_timestamp), to\_char(purchase\_timestamp, 'Month') as month,**

**round(cast(sum(price) as numeric), 1) total from data group by 1,2**

**Data says that in January the sales were around 9 lakhs. Then there was a growth in sales till May, but after that sales start decreasing.**

1. **Which cities or states generate the most revenue?**

**select city, state, round(cast(sum(price) as numeric), 1) total from data group by 1,2 order by 3 desc**

**Sao Paulo generated the most revenue i.e 17 lakhs**

1. **What is the average order value, and how does it vary by category?**

**select round(avg(order\_value),2), product\_category from(select product\_category, cast(sum(price)/count(order\_id) as numeric) order\_value from data group by 1) group by 2 order by 1 desc**

**Computers have the highest average order value of around 11 hundred**

1. **Which payment methods are most preferred by customers?**

**select payment\_type, count(order\_id) from data group by 1 order by 2 desc**

**Credit card is mostly preferred by customers**

1. **Are higher-priced products more likely to be paid in instalments?**

**select count(installations), case when price>=3000 then 'high' when price>1000 then 'medium' else 'low' end as intall\_cat from data group by price order by 1 desc**

**No in fact data shows that lower priced products are often paid in instalments.**

1. **How many orders are made by new vs. repeat customers?**

**select customer, sum(count) from(select case when count>10 then 'old' else 'new' end as customer, count from(select customer\_id, count(order\_id) as count from data group by 1 order by 2 desc)) group by 1 order by 2 desc**

**The number of orders by old customers is less than new customers**

1. What is the average delivery delay across all orders?

select avg(difference\_days) from (select \* from data where difference\_days<0)

**9 days is the average delivery delay**

1. Which product categories receive the lowest average review scores?

select product\_category, round(cast(avg(review) as numeric), 2) from data group by 1 order by 2 asc

**Security and services is the lowest average review category with only 2.5**

1. Are longer delivery times associated with lower review scores?

select difference\_days, product\_category, round(cast(avg(review) as numeric), 2) from data where difference\_days<0 group by 1,2 order by 1 asc

**Yes when the delivery days are more the review given by customers is less but this case is not every time.**

1. How does shipping cost (freight value) relate to delivery delays? select freight\_value, difference\_days from data order by 1 desc

**There is no relation between freight value and delivery days.**

1. What’s the trend in review scores over time?

select extract('month' from purchase\_timestamp), to\_char(purchase\_timestamp, 'Month') as month, round(cast(avg(review) as numeric), 2) from data group by 1,2 order by 1

**Average reviews is between 3 and 4 across all the months.**