Creating an exercise for data analytics students using the Superstore dataset can be an excellent way to teach them how to manipulate and analyze complex data. Here's an example exercise that involves multiple "WHERE" conditions:

Exercise: Advanced Data Analysis on Superstore Dataset

Objective: Analyze sales data from a Superstore dataset to extract insights using SQL queries with multiple "WHERE" conditions.

Dataset Description: The Superstore dataset contains sales records from a fictional superstore. It includes fields like `Order ID`, `Order Date`, `Ship Date`, `Customer ID`, `Customer Name`, `Product ID`, `Category`, `Sub-Category`, `Product Name`, `Sales`, `Quantity`, `Discount`, and `Profit`.

Tasks:

1. Monthly Sales Analysis:

- Write a query to find the total sales for each month in 2020.

- Use "WHERE" conditions to filter the records for the year 2020.

- Group the results by month.

2. Customer Segmentation:

- Segment customers based on their purchase behavior in the Technology category.

- Use "WHERE" conditions to select orders from the Technology category.

- Group customers based on the total sales amount and categorize them into 'High', 'Medium', and 'Low' spending groups.

3. Product Performance Analysis:

- Identify the top 5 best-selling products in the 'Office Supplies' category for the West region.

- Use "WHERE" conditions to filter for 'Office Supplies' and 'West' region.

- Sort the results based on the total sales amount.

4. Discount Impact Analysis:

- Analyze the impact of discounts on product sales and profitability.

- Use "WHERE" conditions to select products with discounts and those without.

- Compare average sales and profits for both groups.

5. Seasonal Sales Trends:

- Investigate the seasonal trends in sales for different product categories.

- Use "WHERE" conditions to filter data for specific seasons (e.g., Summer, Fall).

- Compare the sales trends across categories.

Deliverables:

- SQL queries for each task.

- A brief report summarizing the findings from each query.

- Visualizations (optional) to support the analysis.

Assessment Criteria:

- Accuracy of SQL queries.

- Depth of analysis in the report.

- Clarity and relevance of insights drawn.

This exercise will help students develop skills in writing complex SQL queries, understanding business data, and deriving actionable insights from data analysis.