



BIKE STORE  
SQL PROJECT  
BIKE STORE ANALYSIS



## OVERVIEW:

BIKE STORE mission is to build relationships, empower others, and strengthen the community through Bikes.

Bike Store's purpose is to achieve maximum Sales from Customers at different locations of city in different State's by selling number of units classified under product name, brand name and category name

Bike Store works hard to achieve it's targeted revenues

## QUESTION NO.1

Find Total Top 20 Revenue earned by each customer grouped by brand and store name and order them from largest to smallest

```
SELECT BRAND_NAME, STORE_NAME, CUSTOMERS, SUM(REVENUE) AS REVENUE FROM BIKE_DATA GROUP BY BRAND_NAME, STORE_NAME, CUSTOMERS ORDER BY REVENUE DESC LIMIT 20;
```

Result Grid				
Filter Rows:				
Export:				
	BRAND_NAME	STORE_NAME	CUSTOMERS	REVENUE
▶	Trek	Baldwin Bikes	Abby Gamble	35499.93000
	Trek	Baldwin Bikes	Sharyn Hopkins	32989.91000
	Trek	Baldwin Bikes	Pamelia Newman	30699.94000
	Trek	Baldwin Bikes	Shena Carter	26499.97000
	Trek	Baldwin Bikes	Lyndsey Bean	26119.91000
	Trek	Baldwin Bikes	Melanie Hayes	25299.95000
	Trek	Baldwin Bikes	Corrina Sawyer	24699.94000
	Trek	Rowlett Bikes	Abram Copeland	23999.96000
	Trek	Baldwin Bikes	Robby Sykes	22999.95000
	Trek	Baldwin Bikes	Adena Blake	22999.94000
	Trek	Santa Cruz Bikes	Bridget Shere	22700.05000



## QUESTION NO.2

Find maximum revenue for unique customers where state in CA (California) with respect to order date

```
SELECT DISTINCT CUSTOMERS, ORDER_DATE, MAX(REVENUE) AS MAXIMUM_REVENUE FROM BIKE_DATA WHERE STATE = 'CA' GROUP BY CUSTOMERS, ORDER_DATE ORDER BY MAXIMUM_REVENUE;
```

Result Grid			
		Filter Rows:	Export
	CUSTOMERS	ORDER_DATE	MAXIMUM_REVENUE
▶	Lloyd Miranda	2017-08-28	189.99000
	Kanesha Hudson	2017-01-16	250.99000
	Araceli Golden	2016-04-04	269.99000
	Vernita Ball	2017-03-02	299.99000
	Elvera Peck	2018-04-08	319.99000
	Arvilla Osborn	2018-04-21	319.99000
	Chi Goff	2017-03-28	339.99000
	Louanne Martin	2017-05-01	339.99000
	Luz House	2017-05-24	346.99000
	Angelique Merrill	2017-04-19	416.99000
	Ciara Jaffer	2017-04-07	416.99000

Result 3 x

### QUESTION NO.3

Find Unique Customers whose revenue falls between 1000 to 8000 with respect to category and sales representative

```
SELECT DISTINCT CUSTOMERS, CATEGORY_NAME, SALES_REP, REVENUE FROM BIKE_DATA WHERE REVENUE BETWEEN 1000 AND 8000;
```

Result Grid   Filter Rows: <input type="text"/>   Export:    Wrap Cell C				
	CUSTOMERS	CATEGORY_NAME	SALES_REP	REVENUE
▶	Johnathan Velazquez	Cruisers Bicycles	Mireya Copeland	1199.98000
	Johnathan Velazquez	Cydocross Bicycles	Mireya Copeland	3098.00000
	Johnathan Velazquez	Mountain Bikes	Mireya Copeland	2899.99000
	Johnathan Velazquez	Mountain Bikes	Mireya Copeland	3599.98000
	Jaqueline Cummings	Cruisers Bicycles	Marcelene Boyer	1199.98000
	Nova Hess	Mountain Bikes	Genna Serrano	1499.98000
	Arla Ellis	Cydocross Bicycles	Marcelene Boyer	3098.00000
	Sharyn Hopkins	Cruisers Bicycles	Marcelene Boyer	1099.98000
	Sharyn Hopkins	Mountain Bikes	Marcelene Boyer	1999.98000
	Sharyn Hopkins	Electric Bikes	Marcelene Boyer	5999.98000
	Leolia Higgins	Cruisers Bicycles	Verita Daniel	1199.98000

BIKE\_DATA 4 x

## Question No. 4

Find records where city is utica, duarte and Houston

```
SELECT * FROM BIKE_DATA WHERE CITY IN('UTICA', 'DUARTE', 'HOUSTON');
```





Result Grid														Filter Rows:	Export:	Wrap Cell Content:
	ORDER_ID	CUSTOMERS	CITY	STATE	ORDER_DATE	DAY	MONTH	TOTAL_UNITS	REVENUE	PRODUCT_NAME	CATEGORY_NAME	BRAND_NAME	STORE_NAME	SALES_REP		
▶	4	Nova Hess	Duarte	CA	2016-01-03	3	1	2	1499.98000	Ritchey Timberwolf Frameset - 2016	Mountain Bikes	Ritchey	Santa Cruz Bikes	Genna Serrano		
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	1	599.99000	Electra Townie Original 7D EQ - 2016	Comfort Bicycles	Electra	Baldwin Bikes	Marcelene Boye		
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	1	429.00000	Pure Cycles Vine 8-Speed - 2016	Cruisers Bicycles	Pure Cycles	Baldwin Bikes	Marcelene Boye		
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	2	3098.00000	Surly Straggler - 2016	Cyclocross Bicycles	Surly	Baldwin Bikes	Marcelene Boye		
	157	Mozelle Carter	Houston	TX	2016-04-03	3	4	1	2899.99000	Trek Fuel EX 8 29 - 2016	Mountain Bikes	Trek	Rowlett Bikes	Kali Vargas		
	157	Mozelle Carter	Houston	TX	2016-04-03	3	4	2	7999.98000	Trek Slash 8 27.5 - 2016	Mountain Bikes	Trek	Rowlett Bikes	Kali Vargas		
	292	Van Peters	Houston	TX	2016-06-29	29	6	2	898.00000	Pure Cycles Western 3-Speed - Women's - 2015...	Cruisers Bicycles	Pure Cycles	Rowlett Bikes	Layla Terrell		
	292	Van Peters	Houston	TX	2016-06-29	29	6	2	3098.00000	Surly Straggler - 2016	Cyclocross Bicycles	Surly	Rowlett Bikes	Layla Terrell		
	292	Van Peters	Houston	TX	2016-06-29	29	6	1	2899.99000	Trek Fuel EX 8 29 - 2016	Mountain Bikes	Trek	Rowlett Bikes	Layla Terrell		
	304	Laura Austin	Utica	NY	2016-07-01	1	7	1	260.00000	Electra Girl's Hawaii 1 (16 inch) - 2015/2016	Cruisers Bicycles	Electra	Baldwin Bikes	Marita David		



## QUESTION NO. 5

**Which is the most common product name based on maximum revenue?**

```
SELECT CUSTOMERS, PRODUCT_NAME, CITY, max(REVENUE) AS MAXIMUM_REVENUE FROM BIKE_DATA GROUP BY CUSTOMERS, PRODUCT_NAME, CITY  
ORDER BY MAXIMUM_REVENUE DESC LIMIT 1;
```

Result Grid		 Filter Rows: <input type="text"/>	Export: 	Wrap Cell Content: 
	CUSTOMERS	PRODUCT_NAME	CITY	MAXIMUM_REVENUE
▶	Shena Carter	Trek Domane SLR 9 Disc - 2018	Howard Beach	23999.98000

## QUESTION NO. 6

Find Category where name starts with 'C' and ends with 'S' for all records

```
SELECT * FROM BIKE_DATA WHERE CATEGORY_NAME LIKE 'C%S';
```

Result Grid		Filter Rows:		Export:	Wrap Cell Content:		Fetch rows:						
	ORDER_ID	CUSTOMERS	CITY	STATE	ORDER_DATE	DAY	MONTH	TOTAL_UNITS	REVENUE	PRODUCT_NAME	CATEGORY_NAME	BRAND_NAME	STORE_NAME
▶	1	Johnathan Velazquez	Pleasanton	CA	2016-01-01	1	1	2	1199.98000	Electra Townie Original 7D EQ - 2016	Cruisers Bicydes	Electra	Santa Cruz Bikes
	1	Johnathan Velazquez	Pleasanton	CA	2016-01-01	1	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicydes	Electra	Santa Cruz Bikes
	1	Johnathan Velazquez	Pleasanton	CA	2016-01-01	1	1	2	3098.00000	Surly Straggler - 2016	Cyclocross Bicycles	Surly	Santa Cruz Bikes
	2	Jaqueline Cummings	Huntington Station	NY	2016-01-01	1	1	2	1199.98000	Electra Townie Original 7D EQ - 2016	Cruisers Bicydes	Electra	Baldwin Bikes
	2	Jaqueline Cummings	Huntington Station	NY	2016-01-01	1	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicydes	Electra	Baldwin Bikes
	3	Joshua Robertson	Patchogue	NY	2016-01-02	2	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicydes	Electra	Baldwin Bikes
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	1	599.99000	Electra Townie Original 7D EQ - 2016	Comfort Bicycles	Electra	Baldwin Bikes
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	1	429.00000	Pure Cycles Vine 8-Speed - 2016	Cruisers Bicycles	Pure Cycles	Baldwin Bikes
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	2	3098.00000	Surly Straggler - 2016	Cyclocross Bicycles	Surly	Baldwin Bikes
	6	Sharon Barkins	Baldwinville	NY	2016-01-04	4	1	2	1000.00000	Electra Townie Original 7D EQ - 2016	Cruisers Bicycles	Electra	Baldwin Bikes



## QUESTION NO. 7

Find revenue for customers where average revenue is greater than 1000 with respect to City, Brand Name and Order ID

```
SELECT ORDER_ID, CITY, BRAND_NAME, CUSTOMERS, AVG(REVENUE) AS AVERAGE_REVENUE FROM BIKE_DATA GROUP BY ORDER_ID, CITY, BRAND_NAME, CUSTOMERS HAVING AVERAGE_REVENUE > 1000;
```

Result Grid					
Filter Rows:					
Export:					
Wrap Cell Content:					
	ORDER_ID	CITY	BRAND_NAME	CUSTOMERS	AVERAGE_REVENUE
▶	1	Pleasanton	Surly	Johnathan Velazquez	3098.000000000
	1	Pleasanton	Trek	Johnathan Velazquez	3249.985000000
	4	Duarte	Ritchey	Nova Hess	1499.980000000
	5	Utica	Surly	Arla Ellis	3098.000000000
	6	Baldwinsville	Surly	Sharyn Hopkins	1999.980000000
	6	Baldwinsville	Trek	Sharyn Hopkins	5999.980000000
	9	San Carlos	Trek	Neil Mccall	7999.980000000
	11	Auburn	Trek	Tarra Guerrero	1799.990000000
	12	San Diego	Surly	Marvin Mullins	1680.990000000
	12	San Diego	Trek	Marvin Mullins	5799.980000000
	15	Carmel	Trek	Ellsworth Michael	1700.000000000

## QUESTION NO. 8

Find records where name of Customer starts with 'j' and in between alphabet is 'h' and last alphabet is 'n'

```
SELECT * FROM BIKE_DATA WHERE CUSTOMERS LIKE 'J%H%N';
```

Result Grid   Filter Rows:   Export:   Wrap Cell Content:														
	ORDER_ID	CUSTOMERS	CITY	STATE	ORDER_DATE	DAY	MONTH	TOTAL_UNITS	REVENUE	PRODUCT_NAME	CATEGORY_NAME	BRAND_NAME	STORE_NAME	SALES_REP
▶	3	Joshua Robertson	Patchogue	NY	2016-01-02	2	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicycles	Electra	Baldwin Bikes	Venita Daniel
	3	Joshua Robertson	Patchogue	NY	2016-01-02	2	1	1	999.99000	Surly Wednesday Frameset - 2016	Mountain Bikes	Surly	Baldwin Bikes	Venita Daniel
	298	Janna Hayden	Longview	TX	2016-07-04	4	7	1	269.99000	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	Children Bicycles	Electra	Rowlett Bikes	Layla Terrell
	298	Janna Hayden	Longview	TX	2016-07-04	4	7	2	539.98000	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	Cruisers Bicycles	Electra	Rowlett Bikes	Layla Terrell
	298	Janna Hayden	Longview	TX	2016-07-04	4	7	1	299.99000	Electra Girl's Hawaii 1 (20-inch) - 2015/2016	Children Bicycles	Electra	Rowlett Bikes	Layla Terrell
	298	Janna Hayden	Longview	TX	2016-07-04	4	7	2	939.98000	Surly Ice Cream Truck Frameset - 2016	Mountain Bikes	Surly	Rowlett Bikes	Layla Terrell
	298	Janna Hayden	Longview	TX	2016-07-04	4	7	1	2999.99000	Trek Conduit+ - 2016	Electric Bikes	Trek	Rowlett Bikes	Layla Terrell
	416	Johana Jacobson	Rochester	NY	2016-09-03	3	9	1	269.99000	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	Children Bicycles	Electra	Baldwin Bikes	Venita Daniel
	416	Johana Jacobson	Rochester	NY	2016-09-03	3	9	1	269.99000	Electra Girl's Hawaii 1 (16-inch) - 2015/2016	Cruisers Bicycles	Electra	Baldwin Bikes	Venita Daniel
	416	Johana Jacobson	Rochester	NY	2016-09-03	3	9	1	549.99000	Electra Townie Original 7D EQ - 2016	Comfort Bicycles	Electra	Baldwin Bikes	Venita Daniel



## QUESTION NO. 9

Find all records where brand name is not surly and trek

```
SELECT * FROM BIKE_DATA WHERE BRAND_NAME NOT IN('SURLY', 'TREK');
```

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

Fetch rows:

	ORDER_ID	CUSTOMERS	CITY	STATE	ORDER_DATE	DAY	MONTH	TOTAL_UNITS	REVENUE	PRODUCT_NAME	CATEGORY_NAME	BRAND_NAME	STORE_NAME
▶	1	Johnathan Velazquez	Pleasanton	CA	2016-01-01	1	1	2	1199.98000	Electra Townie Original 7D EQ - 2016	Cruisers Bicycles	Electra	Santa Cruz Bikes
	1	Johnathan Velazquez	Pleasanton	CA	2016-01-01	1	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicycles	Electra	Santa Cruz Bikes
	2	Jaqueline Cummings	Huntington Station	NY	2016-01-01	1	1	2	1199.98000	Electra Townie Original 7D EQ - 2016	Cruisers Bicycles	Electra	Baldwin Bikes
	2	Jaqueline Cummings	Huntington Station	NY	2016-01-01	1	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicycles	Electra	Baldwin Bikes
	3	Joshua Robertson	Patchogue	NY	2016-01-02	2	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicycles	Electra	Baldwin Bikes
	4	Nova Hess	Duarte	CA	2016-01-03	3	1	2	1499.98000	Ritchey Timberwolf Frameset - 2016	Mountain Bikes	Ritchey	Santa Cruz Bikes
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	1	599.99000	Electra Townie Original 7D EQ - 2016	Comfort Bicycles	Electra	Baldwin Bikes
	5	Arla Ellis	Utica	NY	2016-01-03	3	1	1	429.00000	Pure Cycles Vine 8-Speed - 2016	Cruisers Bicycles	Pure Cycles	Baldwin Bikes
	6	Sharyn Hopkins	Baldwinsville	NY	2016-01-04	4	1	2	1099.98000	Electra Townie Original 21D - 2016	Cruisers Bicycles	Electra	Baldwin Bikes
	6	Sharyn Hopkins	Baldwinsville	NY	2016-01-04	4	1	1	599.99000	Electra Townie Original 7D EQ - Women's - 2016	Cruisers Bicycles	Electra	Baldwin Bikes

BIKE\_DATA 10






## QUESTION NO.10


Find records from Bike Store where revenue is equal to minimum of revenue

```
SELECT * FROM BIKE_DATA WHERE REVENUE = (SELECT MIN(REVENUE) FROM BIKE_DATA);
```

Result Grid



Filter Rows:

Export:


Wrap Cell Content:


	ORDER_ID	CUSTOMERS	CITY	STATE	ORDER_DATE	DAY	MONTH	TOTAL_UNITS	REVENUE	PRODUCT_NAME	CATEGORY_NAME	BRAND_NAME	STORE_NAME	SALES_REP
▶	1425	Lavina Dejesus	Newburgh	NY	2018-03-07	7	3	1	89.99000	Strider Classic 12 Balance Bike - 2018	Children Bicycles	Strider	Baldwin Bikes	Marcelene Boyer
	1439	Jerlene Rios	Plainview	NY	2018-03-15	15	3	1	89.99000	Strider Classic 12 Balance Bike - 2018	Children Bicycles	Strider	Baldwin Bikes	Verita Daniel
	1462	Louise Flowers	Depew	NY	2018-03-22	22	3	1	89.99000	Strider Classic 12 Balance Bike - 2018	Children Bicycles	Strider	Baldwin Bikes	Marcelene Boyer

## QUESTION NO.11

Which particular day has the customer earned the minimum revenue?

```
ALTER TABLE BIKE_DATA  
ADD COLUMN `DAY` INT NOT NULL AFTER ORDER_DATE;  
UPDATE BIKE_DATA  
SET `DAY` = DAY(ORDER_DATE);  
SELECT CUSTOMERS, CITY, `DAY`, MIN(REVENUE) AS MINIMUM_REVENUE FROM BIKE_DATA GROUP BY CUSTOMERS, CITY, `DAY` ORDER BY MINIMUM_REVENUE LIMIT 3;
```

Result Grid					Filter Rows:	Export:
	CUSTOMERS	CITY	DAY	MINIMUM_REVENUE		
▶	Lavina Dejesus	Newburgh	7	89.99000		
	Louise Flowers	Depew	22	89.99000		
	Jerlene Rios	Plainview	15	89.99000		

## QUESTION NO. 12

Which month has total revenue more than 2000 with respect to customer and order date?

```
ALTER TABLE BIKE_DATA
ADD COLUMN `MONTH` INT NOT NULL AFTER `DAY`;
UPDATE BIKE_DATA
SET `MONTH` = MONTH(ORDER_DATE);
SELECT DISTINCT `MONTH`, ORDER_DATE, CUSTOMERS, SUM(REVENUE) AS TOTAL_REVENUE FROM BIKE_DATA GROUP BY `MONTH`, ORDER_DATE, CUSTOMERS HAVING TOTAL_REVENUE > 2000;
```



Result Grid		Filter Rows:		Export:		W	
	MONTH	ORDER_DATE	CUSTOMERS	TOTAL_REVENUE			
▶	1	2016-01-01	Johnathan Velazquez	11397.94000			
	1	2016-01-03	Arla Ellis	4126.99000			
	1	2016-01-04	Sharyn Hopkins	10148.93000			
	1	2016-01-04	Laureen Paul	2387.98000			
	1	2016-01-05	Neil Mccall	7999.98000			
	1	2016-01-05	Tarra Guerrero	3539.95000			
	1	2016-01-06	Marvin Mullins	7480.97000			
	1	2016-01-08	Patience Clayton	3527.95000			
	1	2016-01-09	Ellsworth Michael	4397.95000			
	1	2016-01-12	Lea Key	2879.95000			
	1	2016-01-12	Sindy Anderson	1620.05000			



## QUESTION NO.13

Find unique units when grouped by store name and sales representative for all number of customers

```
SELECT DISTINCT TOTAL_UNITS, STORE_NAME, SALES_REP, COUNT(CUSTOMERS) AS NUMBER_OF_CUSTOMERS FROM BIKE_DATA  
GROUP BY TOTAL_UNITS, STORE_NAME, SALES_REP ORDER BY NUMBER_OF_CUSTOMERS;
```

Result Grid    Filter Rows: <input type="text"/>   Export:    Wrap Cell Content				
	TOTAL_UNITS	STORE_NAME	SALES_REP	NUMBER_OF_CUSTOMERS
▶	2	Rowlett Bikes	Layla Terrell	119
	1	Rowlett Bikes	Kali Vargas	126
	1	Rowlett Bikes	Layla Terrell	133
	2	Rowlett Bikes	Kali Vargas	143
	2	Santa Cruz Bikes	Mireya Copeland	223
	1	Santa Cruz Bikes	Mireya Copeland	239
	1	Santa Cruz Bikes	Genna Serrano	257
	2	Santa Cruz Bikes	Genna Serrano	287
	2	Baldwin Bikes	Venita Daniel	780
	1	Baldwin Bikes	Venita Daniel	800
	2	Baldwin Bikes	Marcelene Boyer	804

Result 14 ×

# SUMMARY

Found actionable insights that contribute to BIKE STORE strategy for Business Decisions. This project offers a straightforward path for success and helps in solid decision-making strategy.



THANK YOU

JAIMIN SHAH