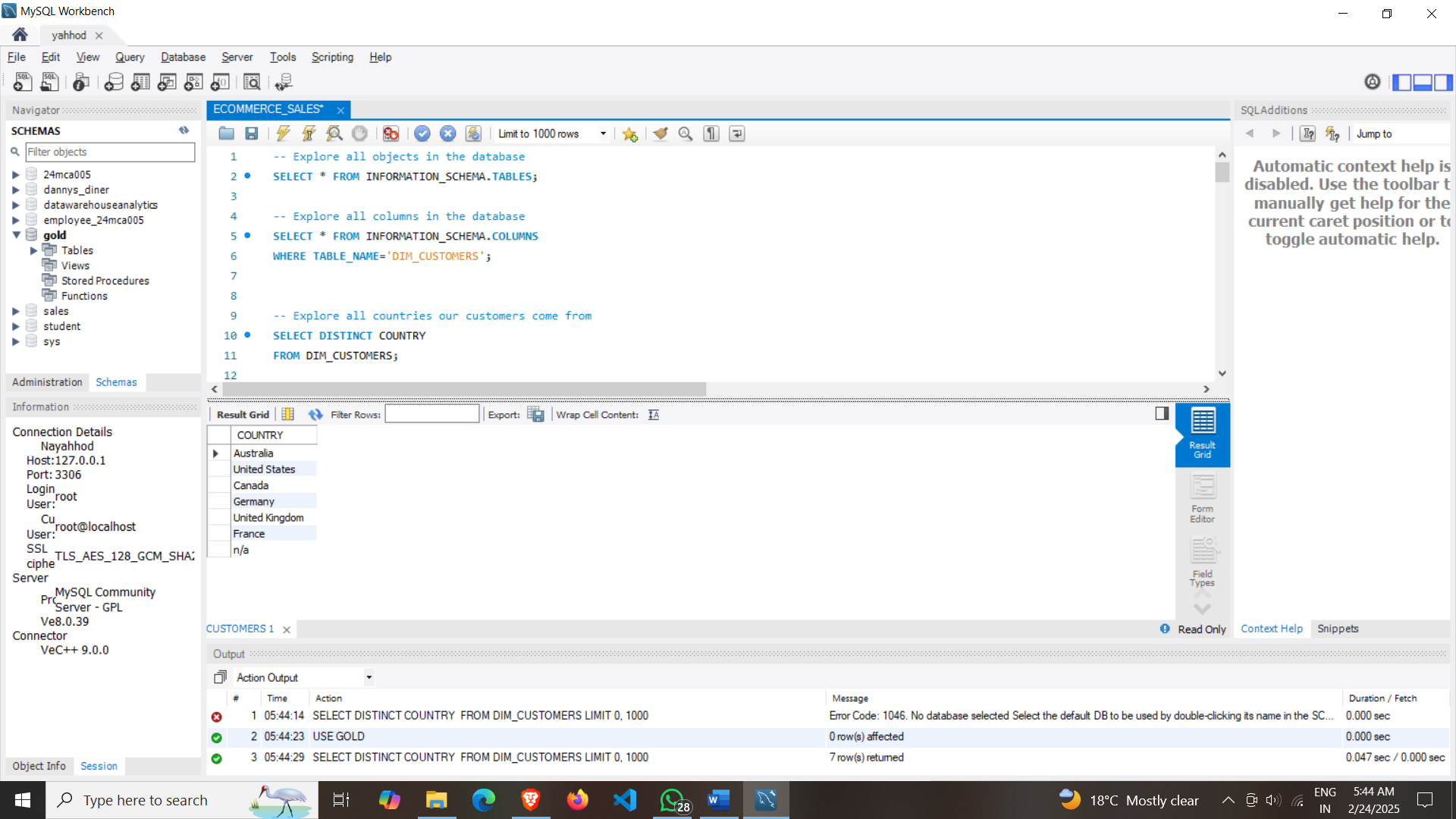
**SALES OF E-COMMERCE PLATFORM (GOLD)**

**1)Explore all countries our customers come from.**

SELECT DISTINCT COUNTRY

FROM DIM\_CUSTOMERS;



**2)** **Explore all categories of products.**

SELECT DISTINCT CATEGORY FROM DIM\_PRODUCTS;

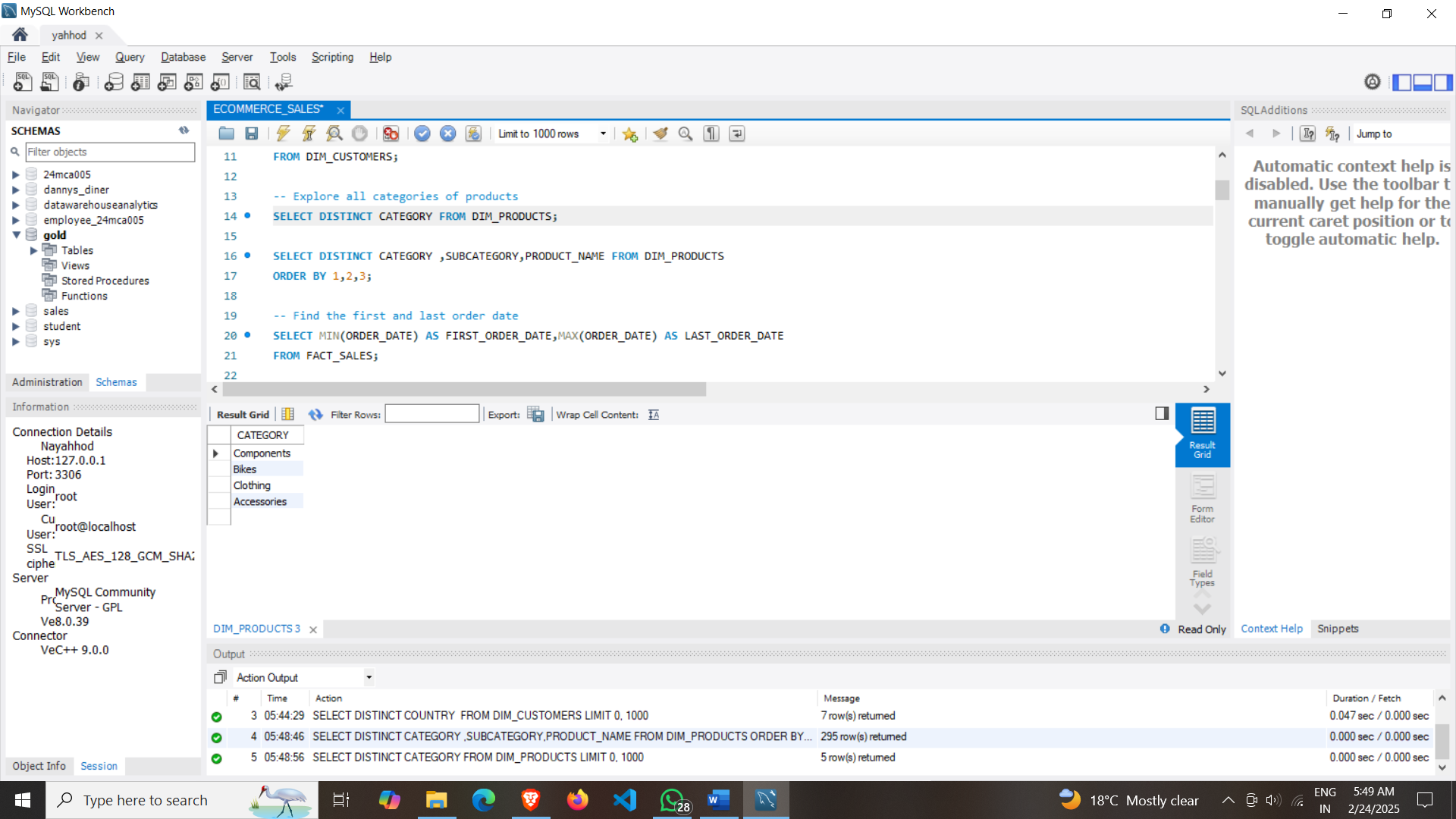
OR

SELECT

DISTINCT CATEGORY ,SUBCATEGORY,

PRODUCT\_NAME FROM DIM\_PRODUCTS

ORDER BY 1,2,3;



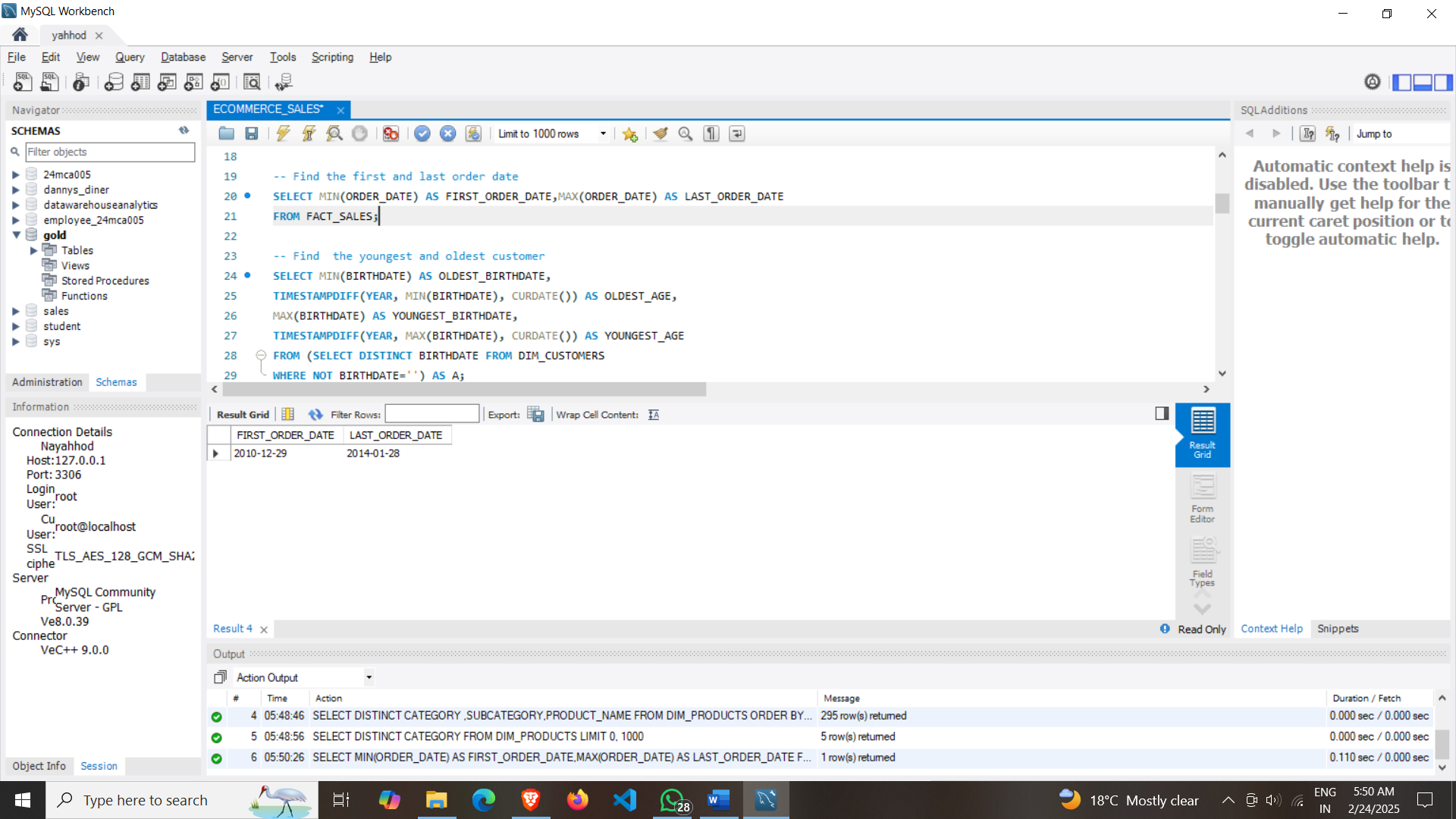
**3)** **Find the first and last order date.**

SELECT

MIN(ORDER\_DATE) AS FIRST\_ORDER\_DATE,

MAX(ORDER\_DATE) AS LAST\_ORDER\_DATE

FROM FACT\_SALES;



**4)** **Find the youngest and oldest customer.**

SELECT

MIN(BIRTHDATE) AS OLDEST\_BIRTHDATE,

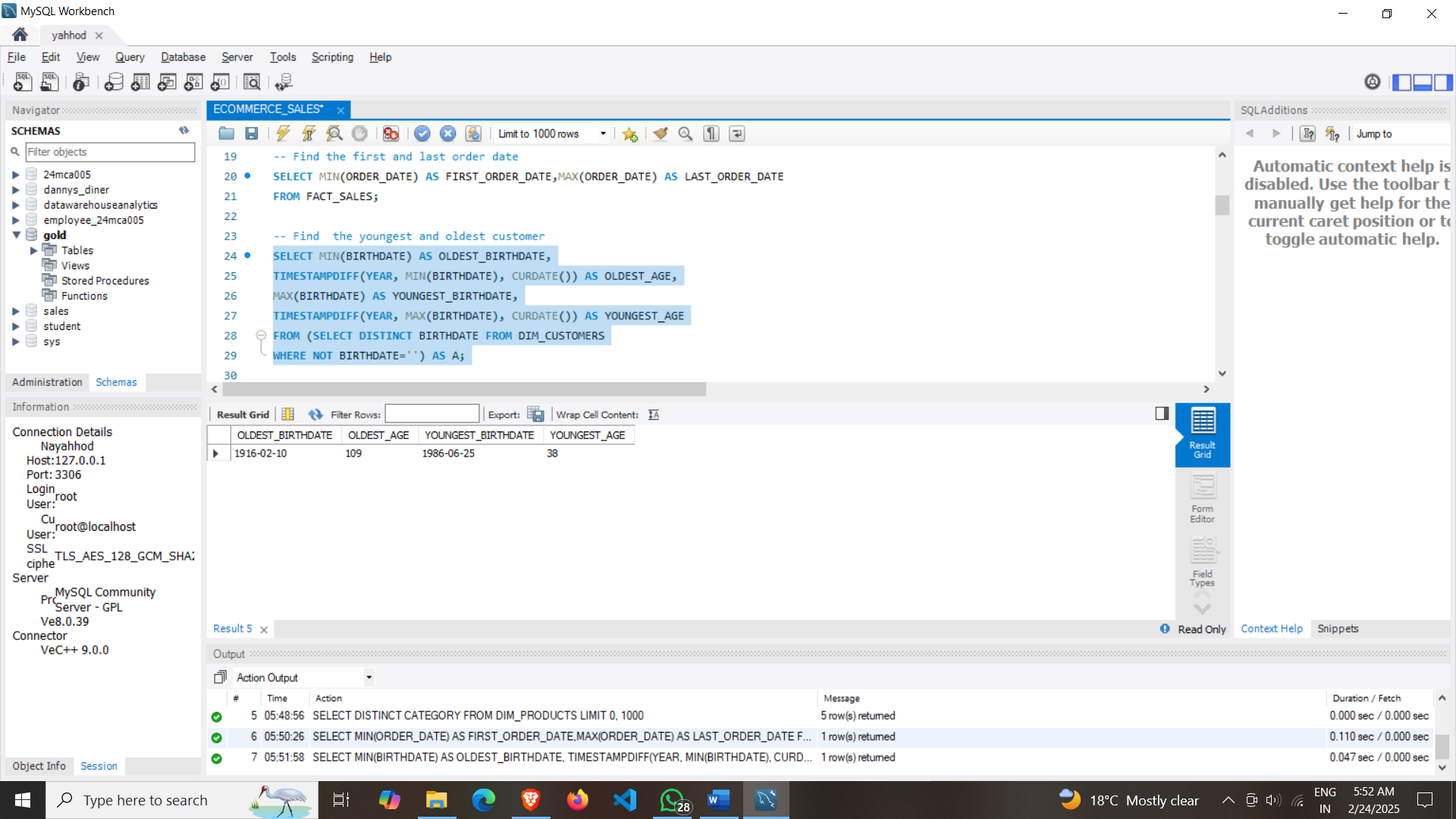
TIMESTAMPDIFF(YEAR, MIN(BIRTHDATE), CURDATE()) AS OLDEST\_AGE,

MAX(BIRTHDATE) AS YOUNGEST\_BIRTHDATE,

TIMESTAMPDIFF(YEAR, MAX(BIRTHDATE), CURDATE()) AS YOUNGEST\_AGE

FROM (SELECT DISTINCT BIRTHDATE FROM DIM\_CUSTOMERS

WHERE NOT BIRTHDATE='') AS A;



**Business Question**

**5) GENERATE A REPORT THAT SHOWS ALL KEY METRICS OF THE BUSINESS.**

SELECT 'TOTAL\_SALES' AS MEASURE\_NAME, SUM(SALES\_AMOUNT) AS MEASURE\_VALUES FROM FACT\_SALES

UNION ALL

SELECT 'TOTAL\_QUANTITY' AS MEASURE\_NAME,SUM(QUANTITY) AS MEASURE\_VALUES FROM FACT\_SALES

UNION ALL

SELECT 'AVERAGE\_SELLING\_PRICE' AS MEASURE\_NAME,ROUND(AVG(PRICE),0) AS MEASURE\_VALUES FROM FACT\_SALES

UNION ALL

SELECT 'TOTAL\_ORDERS' AS MEASURE\_NAME,COUNT(DISTINCT ORDER\_NUMBER) AS MEASURE\_VALUES FROM FACT\_SALES

UNION ALL

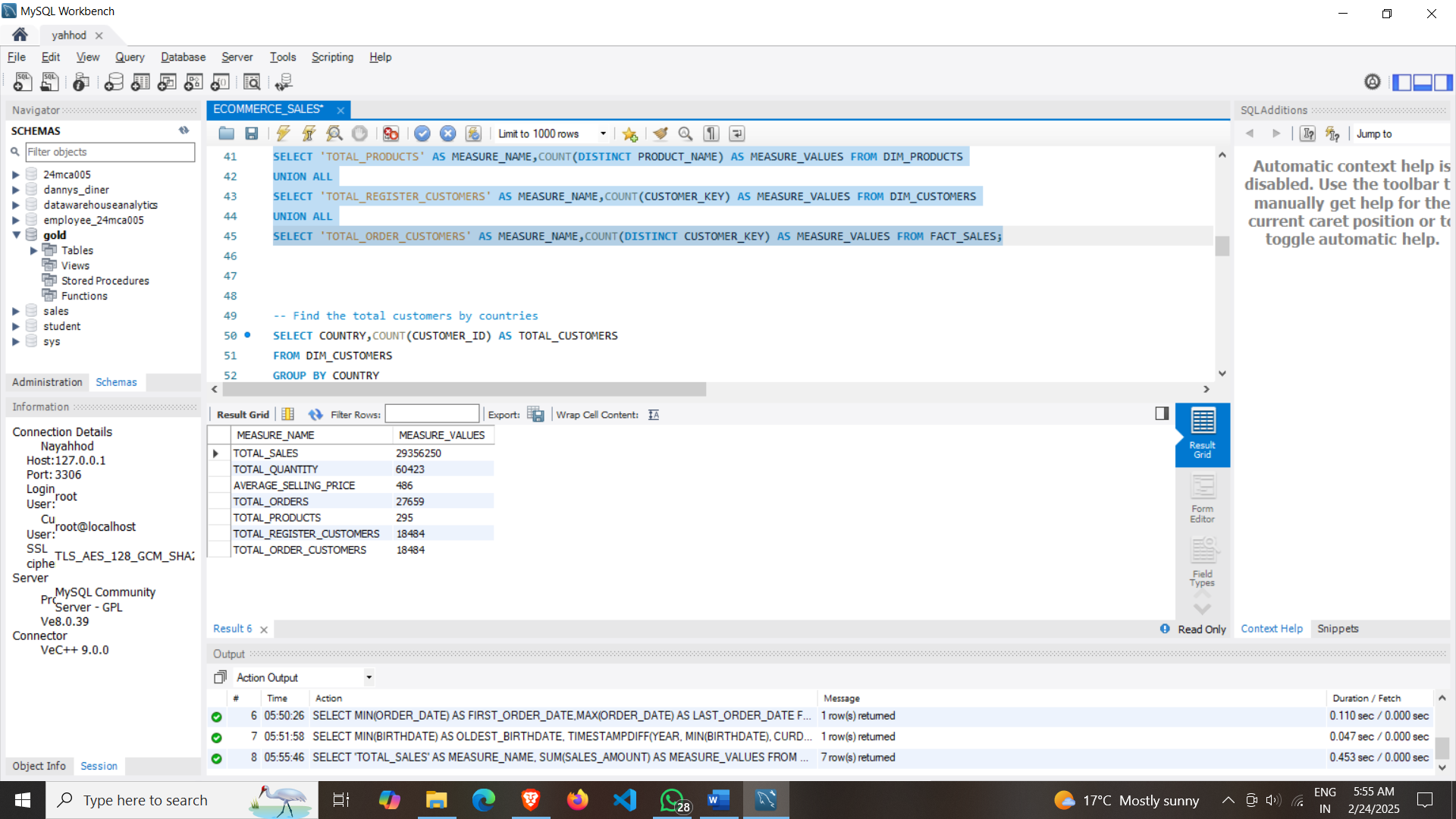
SELECT 'TOTAL\_PRODUCTS' AS MEASURE\_NAME,COUNT(DISTINCT PRODUCT\_NAME) AS MEASURE\_VALUES FROM DIM\_PRODUCTS

UNION ALL

SELECT 'TOTAL\_REGISTER\_CUSTOMERS' AS MEASURE\_NAME,COUNT(CUSTOMER\_KEY) AS MEASURE\_VALUES FROM DIM\_CUSTOMERS

UNION ALL

SELECT 'TOTAL\_ORDER\_CUSTOMERS' AS MEASURE\_NAME,COUNT(DISTINCT CUSTOMER\_KEY) AS MEASURE\_VALUES FROM FACT\_SALES;



**6)** **Find the total customers by countries.**

SELECT

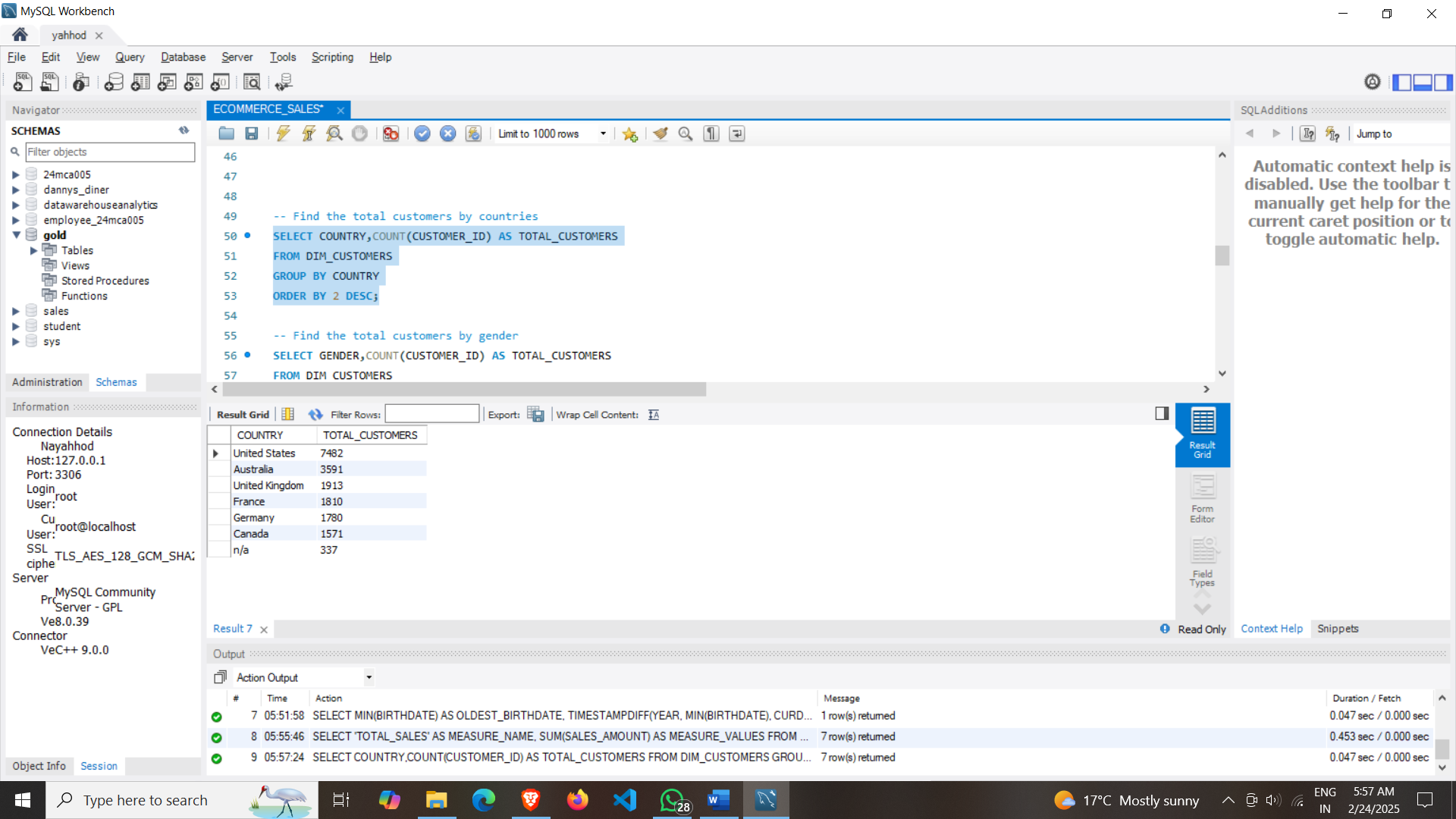
COUNTRY,

COUNT(CUSTOMER\_ID) AS TOTAL\_CUSTOMERS

FROM DIM\_CUSTOMERS

GROUP BY COUNTRY

ORDER BY 2 DESC;



**7)** **Find the total customers by gender.**

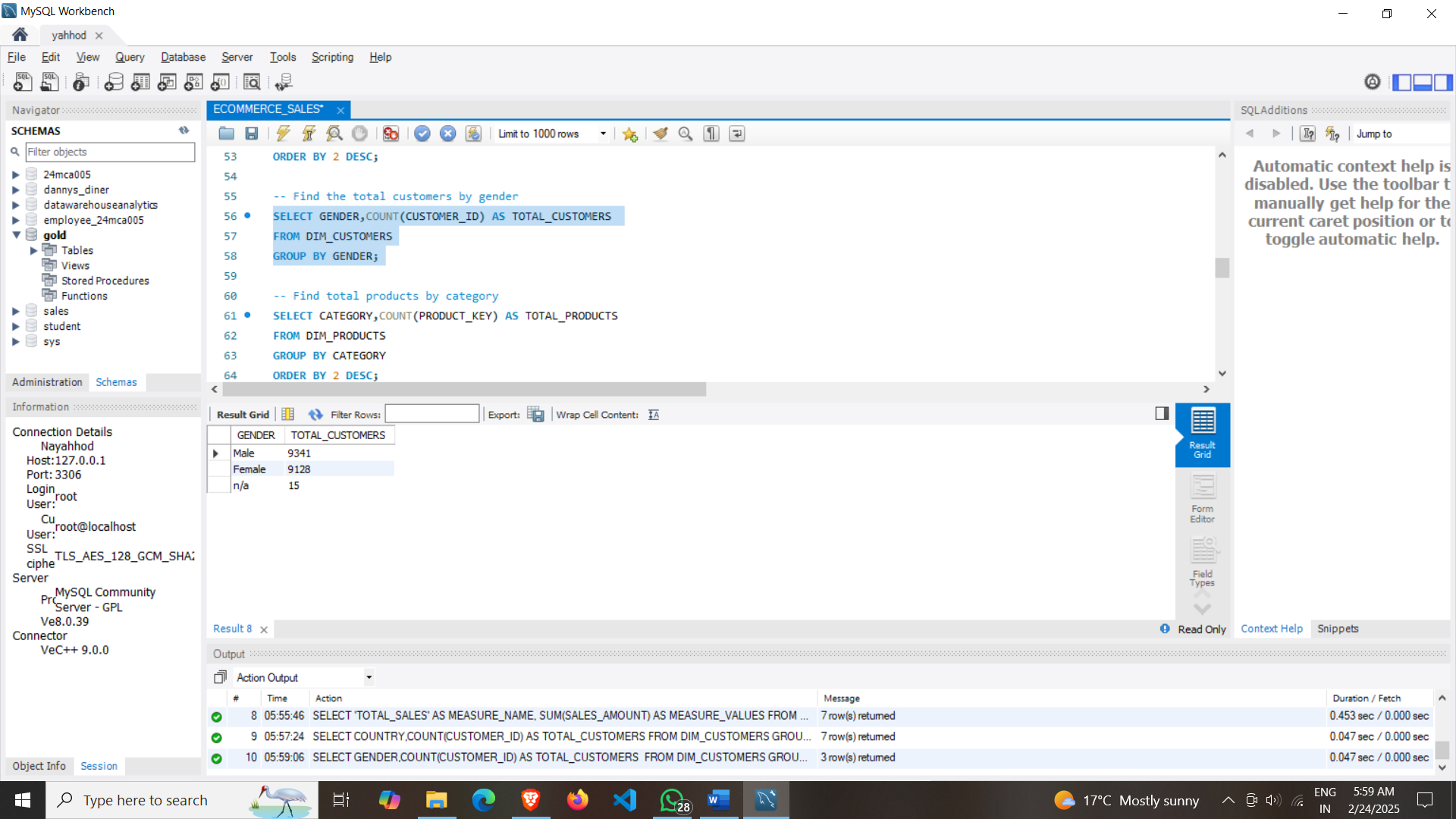
SELECT

GENDER,

COUNT(CUSTOMER\_ID) AS TOTAL\_CUSTOMERS

FROM DIM\_CUSTOMERS

GROUP BY GENDER;



**8)** **Find total products by category.**

SELECT

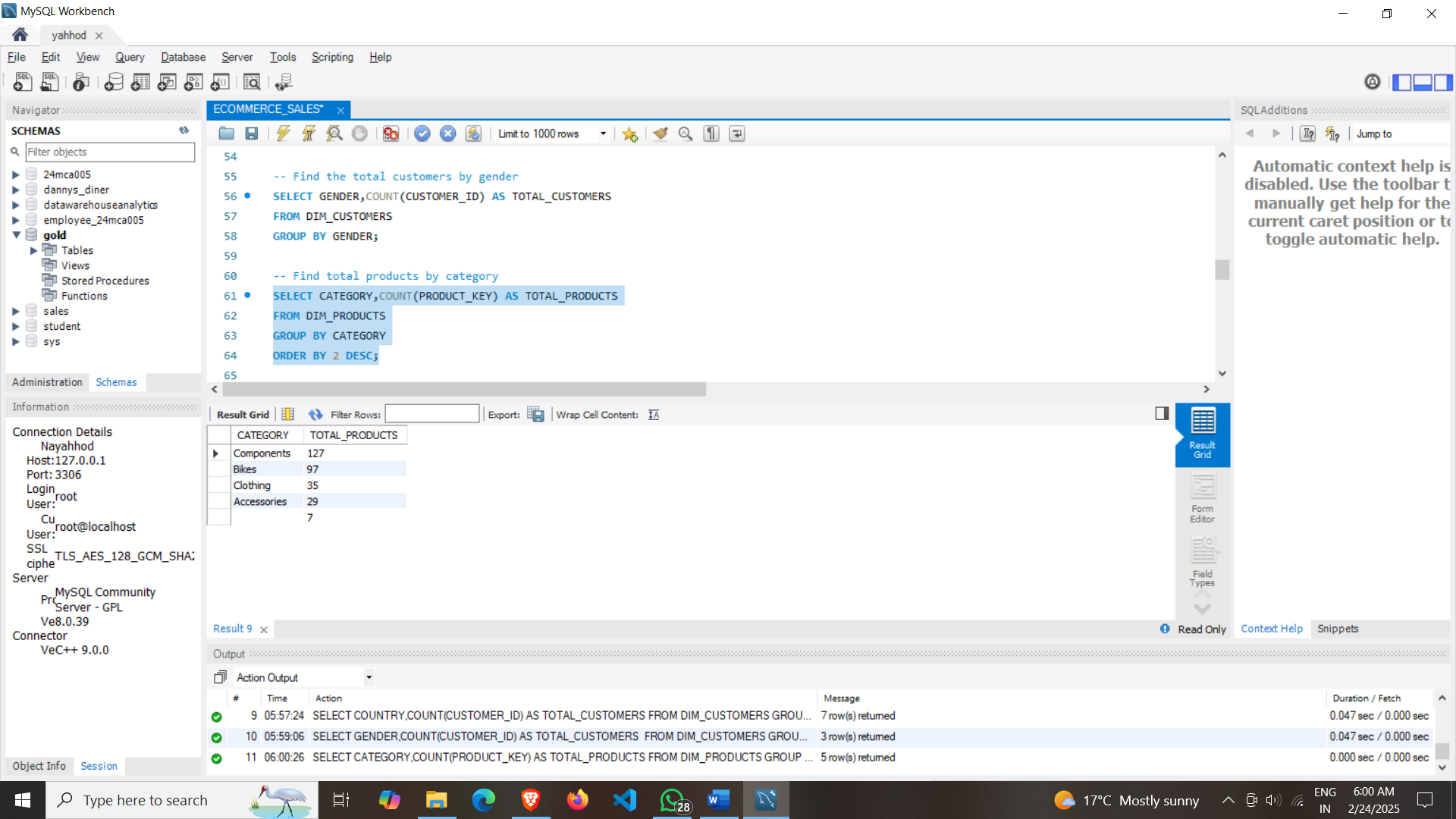
CATEGORY,

COUNT(PRODUCT\_KEY) AS TOTAL\_PRODUCTS

FROM DIM\_PRODUCTS

GROUP BY CATEGORY

ORDER BY 2 DESC;



**9)** **Find average cost in each category.**

SELECT

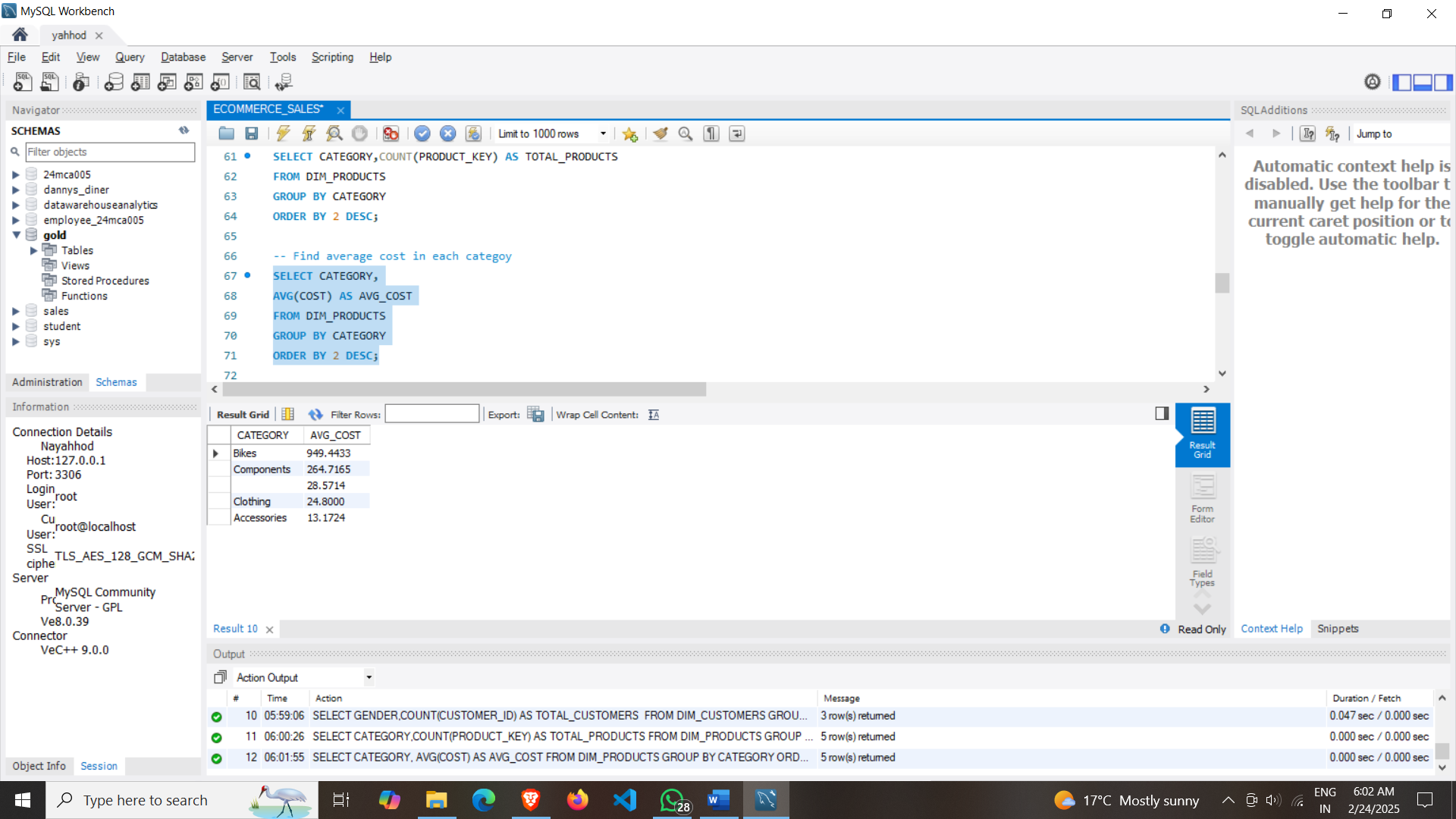
CATEGORY,

AVG(COST) AS AVG\_COST

FROM DIM\_PRODUCTS

GROUP BY CATEGORY

ORDER BY 2 DESC;



**10)** **Find total revenue generated for each category.**

SELECT

P.CATEGORY,

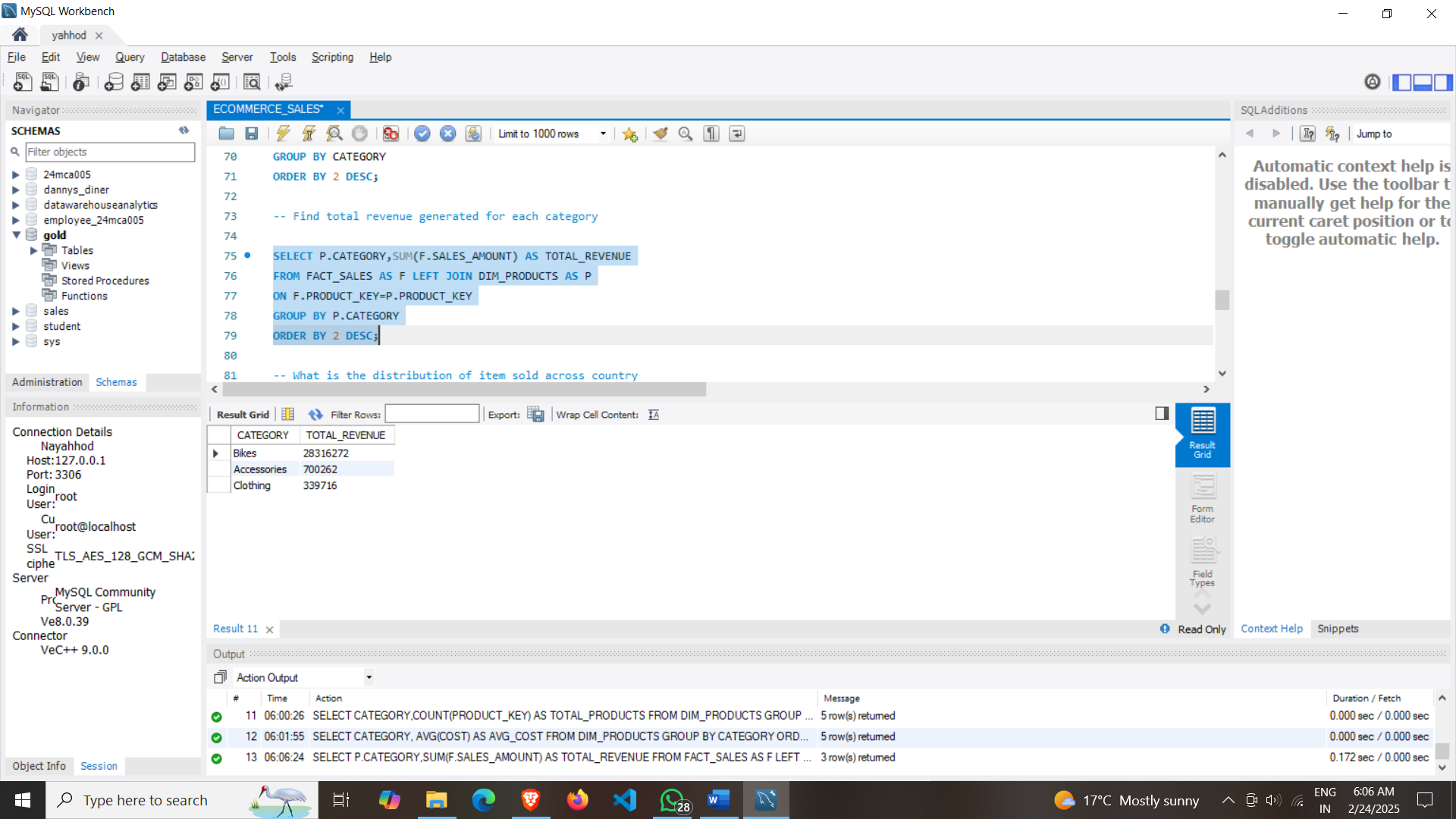
SUM(F.SALES\_AMOUNT) AS TOTAL\_REVENUE

FROM FACT\_SALES AS F LEFT JOIN DIM\_PRODUCTS AS P

ON F.PRODUCT\_KEY=P.PRODUCT\_KEY

GROUP BY P.CATEGORY

ORDER BY 2 DESC;



**11)** **What is the distribution of item sold across country.**

SELECT

C.COUNTRY,

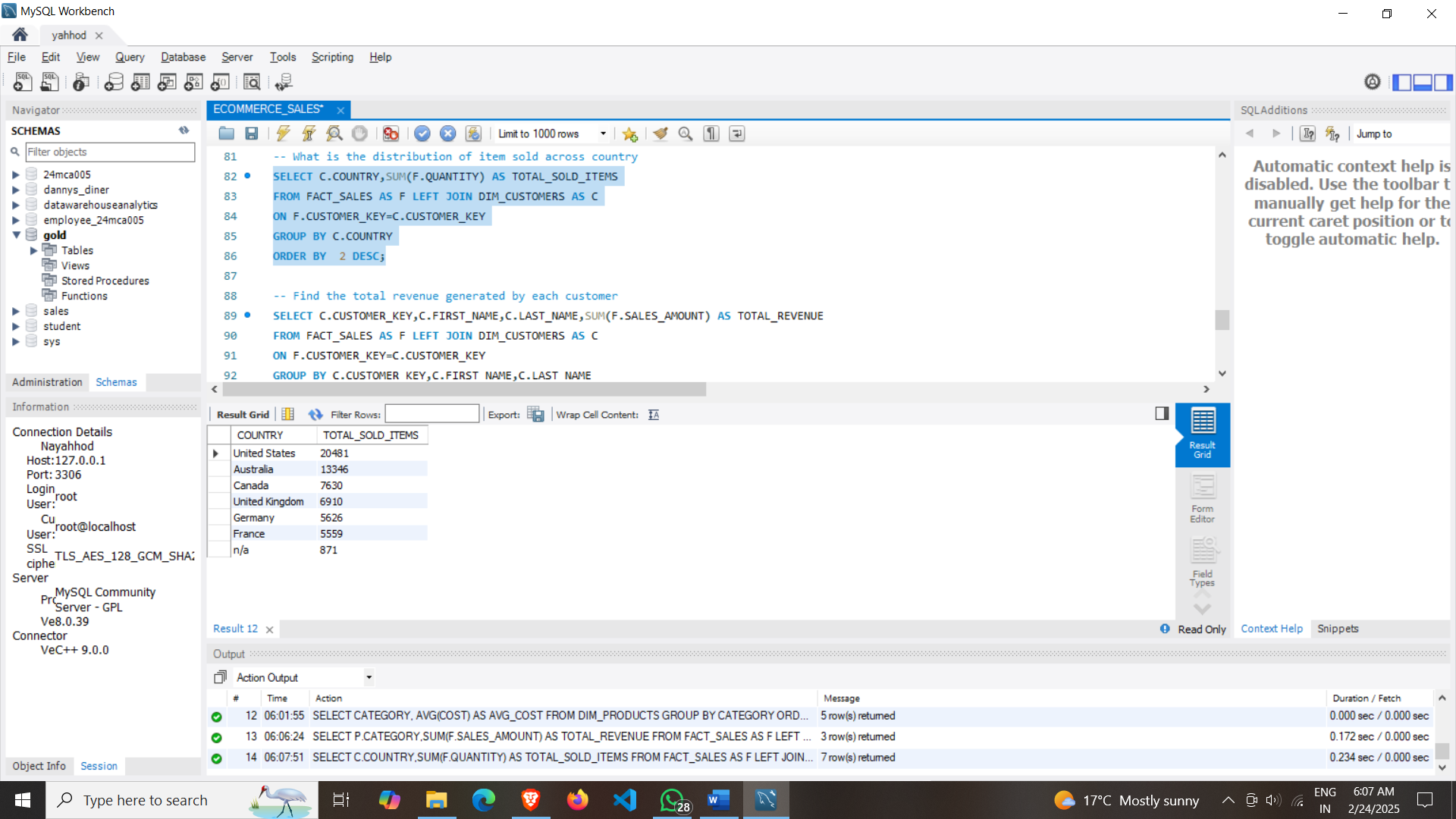
SUM(F.QUANTITY) AS TOTAL\_SOLD\_ITEMS

FROM FACT\_SALES AS F LEFT JOIN DIM\_CUSTOMERS AS C

ON F.CUSTOMER\_KEY=C.CUSTOMER\_KEY

GROUP BY C.COUNTRY

ORDER BY 2 DESC;



**12)** **Find the total revenue generated by each customer.**

SELECT

C.CUSTOMER\_KEY,

C.FIRST\_NAME,

C.LAST\_NAME,

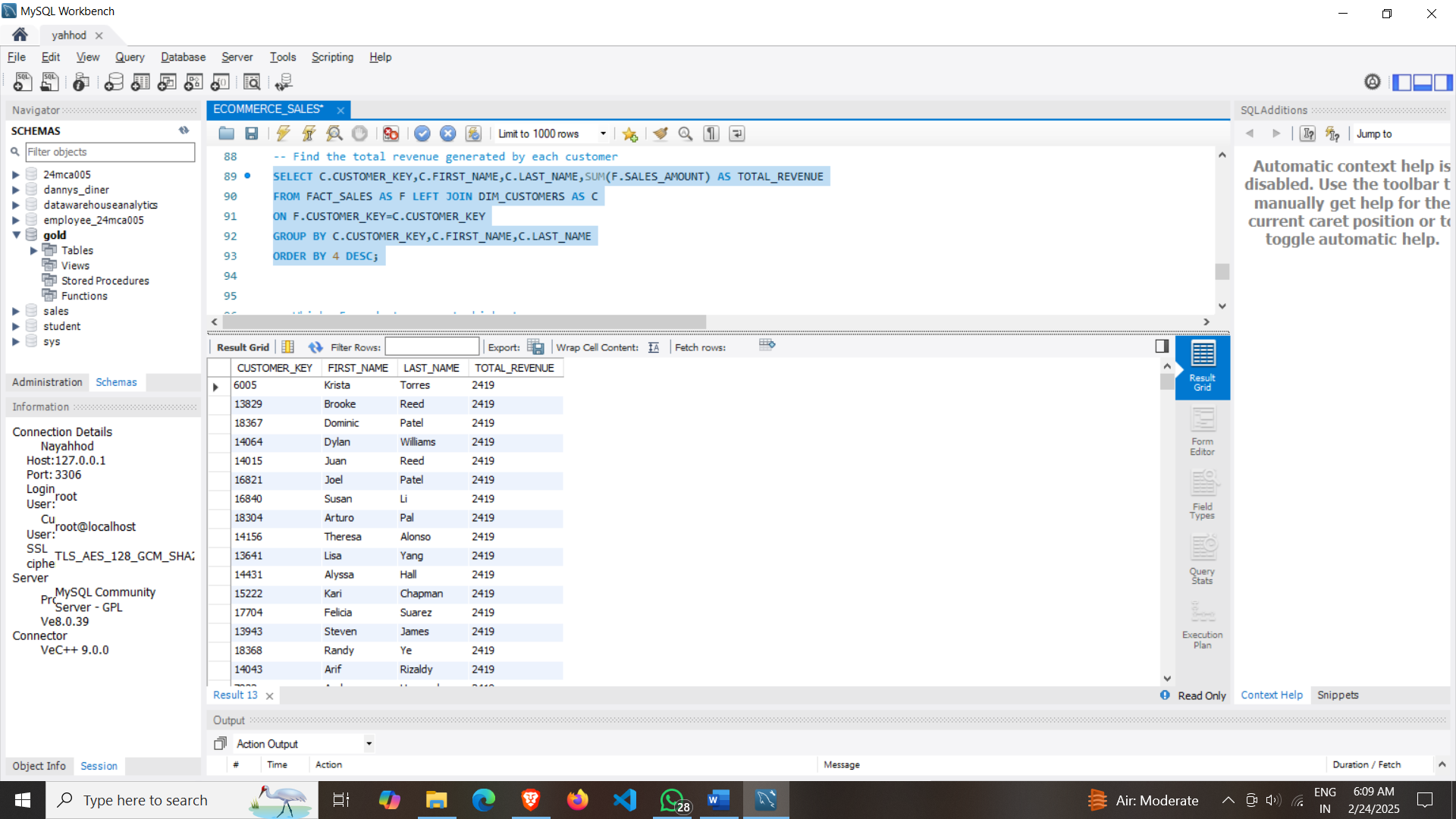
SUM(F.SALES\_AMOUNT) AS TOTAL\_REVENUE

FROM FACT\_SALES AS F LEFT JOIN DIM\_CUSTOMERS AS C

ON F.CUSTOMER\_KEY=C.CUSTOMER\_KEY

GROUP BY C.CUSTOMER\_KEY,C.FIRST\_NAME,C.LAST\_NAME

ORDER BY 4 DESC;

****

**13) Which 5 products generate highest revenue.**

SELECT

P.PRODUCT\_NAME ,

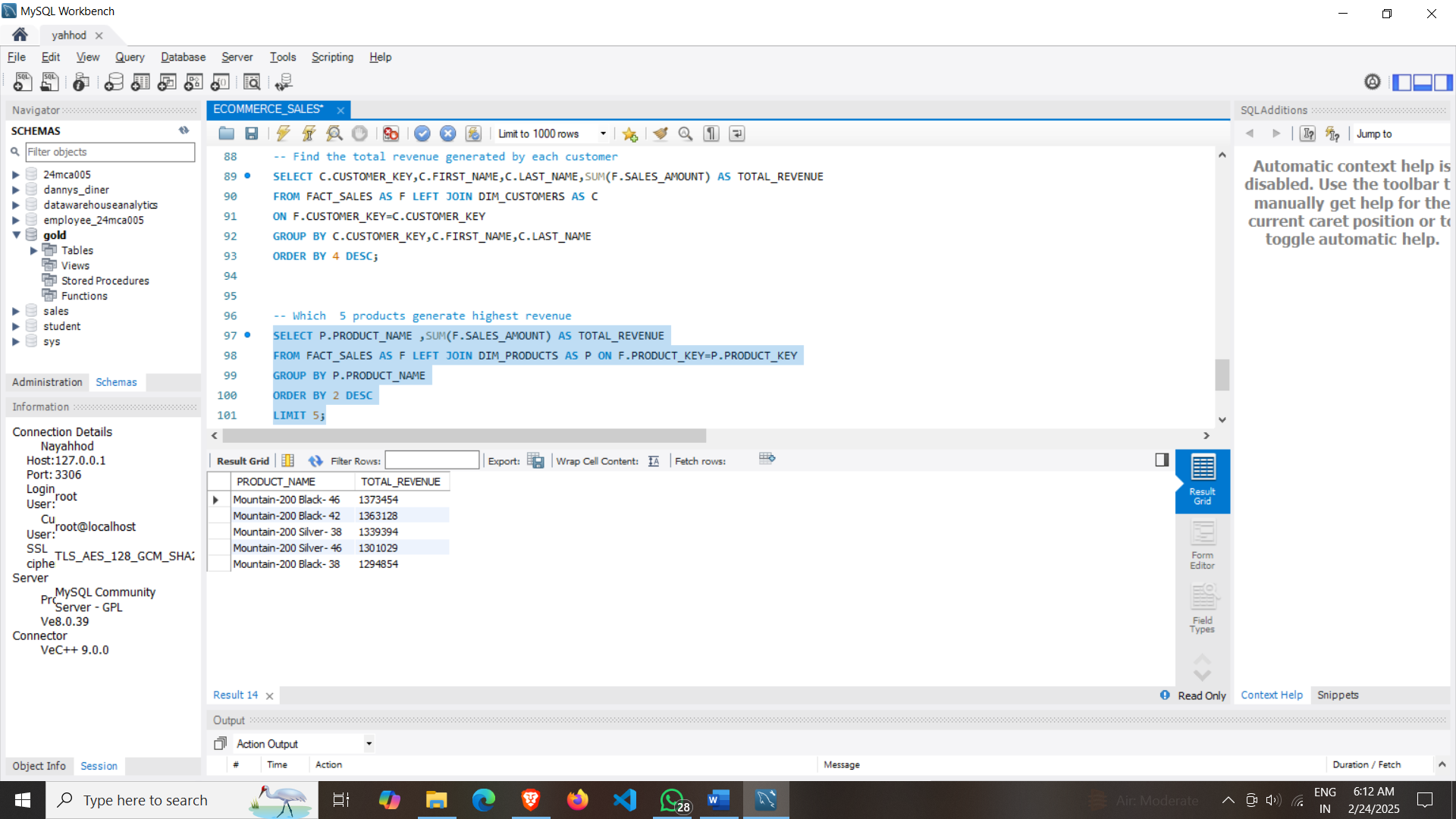
SUM(F.SALES\_AMOUNT) AS TOTAL\_REVENUE

FROM FACT\_SALES AS F LEFT JOIN DIM\_PRODUCTS AS P ON F.PRODUCT\_KEY=P.PRODUCT\_KEY

GROUP BY P.PRODUCT\_NAME

ORDER BY 2 DESC

LIMIT 5;



**14)** **Which 5 products generate worst revenue.**

SELECT \*

FROM

(SELECT

P.PRODUCT\_NAME ,

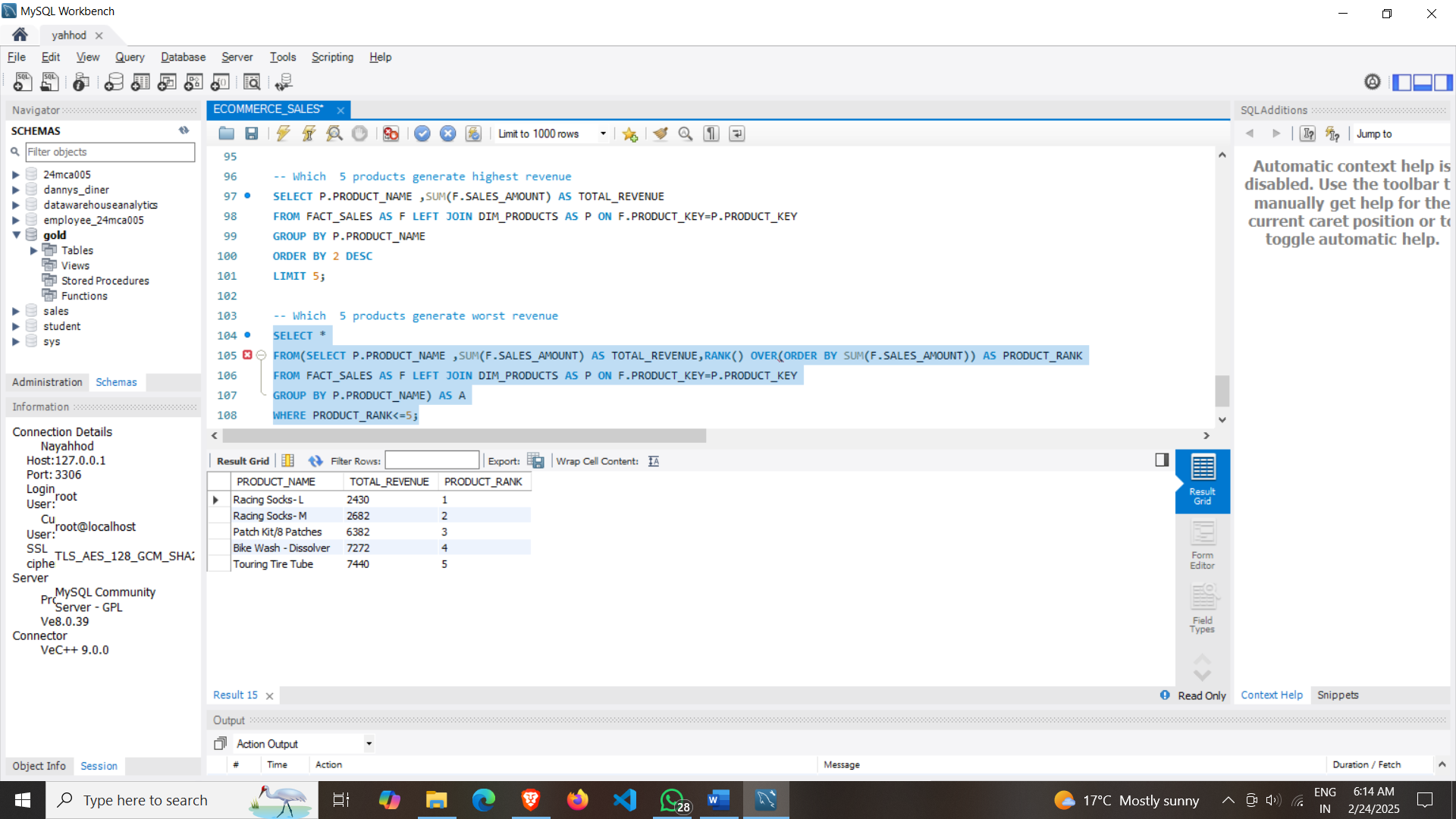
SUM(F.SALES\_AMOUNT) AS TOTAL\_REVENUE,

RANK() OVER(ORDER BY SUM(F.SALES\_AMOUNT)) AS PRODUCT\_RANK

FROM FACT\_SALES AS F LEFT JOIN DIM\_PRODUCTS AS P ON F.PRODUCT\_KEY=P.PRODUCT\_KEY

GROUP BY P.PRODUCT\_NAME) AS A

WHERE PRODUCT\_RANK<=5;



GitHub Repo: https://github.com/Jaypatwal102/E\_COMMERCE\_SALES.git

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