Book ReportTarget E-Commerce 2016-2018 Data Analysis Using SQL + Python

short line

**Kavita Tripathi**  
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As the dataset consists of a large amount of data , it will not be feasible to import each file into mySQL workbench. In order to import dataset into MySql , Python code in jupyter was used.

**Dataset**

<https://www.kaggle.com/datasets/devarajv88/target-dataset?select=products.csv>

**Python code for importing dataset into MySql Server.**

<https://github.com/KavitaAnalyst/Target-E-Commerce/blob/main/README.md?plain=1>

**Objectives / Requirements.**

Basic Requirements

1. List all unique cities where customers are located.

2. Count the number of orders placed in 2017.

3. Find the total sales per category.

4. Calculate the percentage of orders that were paid in installments.

5. Count the number of customers from each state.

Intermediate Requirements

1. Calculate the number of orders per month in 2018.

2. Find the average number of products per order, grouped by customer city.

3. Calculate the percentage of total revenue contributed by each product category.

4. Identify the correlation between product price and the number of times a product has been purchased.

5. Calculate the total revenue generated by each seller, and rank them by revenue.

1. Calculate the moving average of order values for each customer over their order history.

\*\*\*\* Advanced Requirements

2. Calculate the cumulative sales per month for each year.

3. Calculate the year-over-year growth rate of total sales.

4. Calculate the retention rate of customers, defined as the percentage of customers who make another purchase within 6 months of their first purchase.

5. Identify the top 3 customers who spent the most money in each year. \*\*\*\*

# Introduction

Objective

1. Volume of Stock Traded
2. Netflix Stock Price - High , Open, Close
3. Netflix Stock Price- Day, Month, Year Wise
4. Top-5 Dates with Highest Stock Price
5. Top 5 Dates with Lowest Stock Price

DataSet