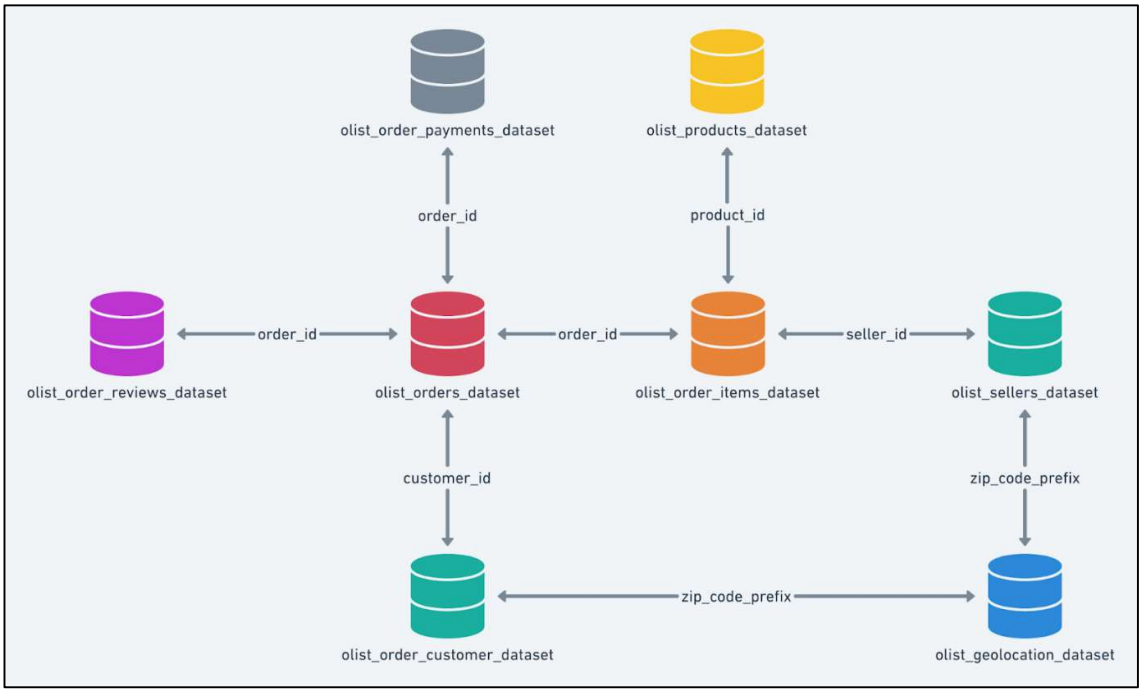
Context of the Target Case Study:

Target is a globally renowned brand and a prominent retailer in the United States. Target makes itself a preferred shopping destination by offering outstanding value, inspiration, innovation and an exceptional guest experience that no other retailer can deliver.

This particular business case focuses on the operations of Target in Brazil and provides insightful information about 100,000 orders placed between 2016 and 2018. The dataset offers a comprehensive view of various dimensions including the order status, price, payment and freight performance, customer location, product attributes, and customer reviews.

By analyzing this extensive dataset, it becomes possible to gain valuable insights into Target's operations in Brazil. The information can shed light on various aspects of the business, such as order processing, pricing strategies, payment and shipping efficiency, customer demographics, product characteristics, and customer satisfaction levels.



1.Import the dataset and do usual exploratory analysis steps like checking the structure & characteristics of the dataset:

1.Data type of all columns in the "customers" table.

Query:

```
SELECT column_name, data_type
FROM `plucky-plexus-396716.Target_bcs.INFORMATION_SCHEMA.COLUMNS`
WHERE table_name = 'customers';
```

Results:

customers

QUERY SHARE COPY SNAPSHOT DELETE EXPORT

SCHEMA DETAILS PREVIEW LINEAGE DATA PROFILE DATA QUALITY

Filter Enter property name or value

Field name	Type	Mode	Key	Collation	Default Value	Policy Tags	Description
customer_id	STRING	NULLABLE					
customer_unique_id	STRING	NULLABLE					
customer_zip_code_prefix	INTEGER	NULLABLE					
customer_city	STRING	NULLABLE					
customer_state	STRING	NULLABLE					

```
14
15 select column_name, data_type
16 from `plucky-plexus-396716.Target_bcs.INFORMATION_SCHEMA.COLUMNS`
17 where table_name = 'customers';
```

Query results

SAVE RESULTS

JOB INFORMATION RESULTS JSON EXECUTION DETAILS CHART PREVIEW EXECUTION GRAPH

Row	column_name	data_type
1	customer_id	STRING
2	customer_unique_id	STRING
3	customer_zip_code_prefix	INT64
4	customer_city	STRING
5	customer_state	STRING

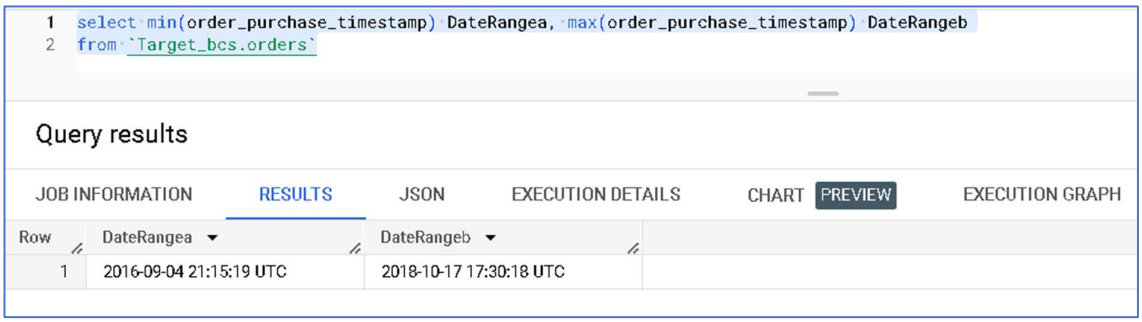
Insights: To work on any data, we need to know the data before. Here, we have seen the data type of all the columns present in the customers table. We see that most of the customer data is stored as a string, meaning they are descriptive columns either storing name or address etc of a customer. The numeric fields such as zip codes, phone numbers will be saved as integers.

2.Get the time range between which the orders were placed.

Query:

```
SELECT MIN(order_purchase_timestamp) DateRangea, MAX(order_purchase_timestamp)
DateRangeb
from `Target_bcs.orders`
```

Results:



Given: We have taken order_purchase_timestamp in orders table as the time when orders were placed.

Insights: The date range queried above is the range between which the orders are placed at target by its customers across all given states. DateRangea is the date when first order was placed by any customer (2016 September 4), DateRangeb is the date when the most recent order was placed by any customer (2018 October 17).

3.Count the Cities & States of customers who ordered during the given period.

Given: We have taken customer_id from customers table as the customers who ordered during the said period.

Insights: We have calculated the total number of cities and states that customers belong to who have placed orders at Target. The highest number of customers belong to Sao Paulo (SP State) with 15540 customers. It has more customers than next 5 highest customer states combined. More than 1200 states have single customers who have placed orders. Either the population of such states are low or target has a limited marketing, sales and distribution in the area.

Query:

```
SELECT DISTINCT c.customer_city City, c.customer_state State, COUNT(o.customer_id)
Customer_Count
FROM `Target_bcs.customers` c JOIN `Target_bcs.orders` o ON c.customer_id =
o.customer_id
GROUP BY City,State
ORDER BY Customer_Count DESC;
```

Results:

```
select distinct c.customer_city City, c.customer_state State, count(o.customer_id) Customer_Count
from `Target_bcs.customers` c join `Target_bcs.orders` o on c.customer_id = o.customer_id
group by City,State
order by Customer_Count DESC;
```

Query results

JOB INFORMATION | RESULTS | JSON | EXECUTION DETAILS | CHART PREVIEW | EXECUTION GRAPH

Row	City	State	Customer_Count
1	sao paulo	SP	15540
2	rio de janeiro	RJ	6882
3	belo horizonte	MG	2773
4	brasilia	DF	2131
5	curitiba	PR	1521
6	campinas	SP	1444
7	porto alegre	RS	1379
8	salvador	BA	1245
9	guarulhos	SP	1189
10	sao bernardo do campo	SP	938
11	niteroi	RJ	849

2.In-depth Exploration:

1.Is there a growing trend in the no. of orders placed over the past years?

YES.

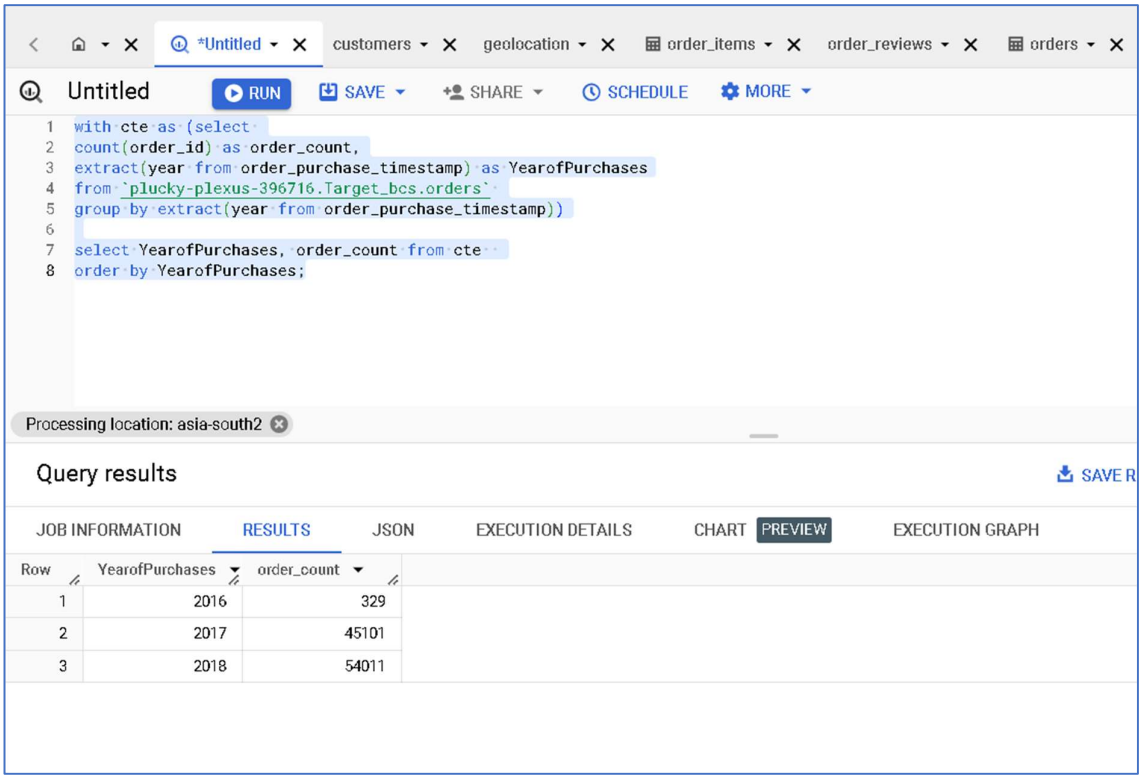
Insights: From the given dataset, it seems that the orders each year are increasing. The second year of Target, the orders skyrocketed and reached more than 130 times the previous year. It shows that the Target was gaining fame and trust of customers over the years.
There is a growing trend in the number of orders by month as well over the past few years, with some fluctuations during few months in between. Overall, a growing trend of order count.
There might be an increase in population, increasing customer base, increasing fame of the company over the years through marketing and distribution.

Query:

By Year:

```
WITH cte AS (SELECT
COUNT(order_id) AS order_count,
EXTRACT(year FROM order_purchase_timestamp) AS YearofPurchases
FROM `plucky-plexus-396716.Target_bcs.orders`
GROUP BY EXTRACT(year FROM order_purchase_timestamp))
```

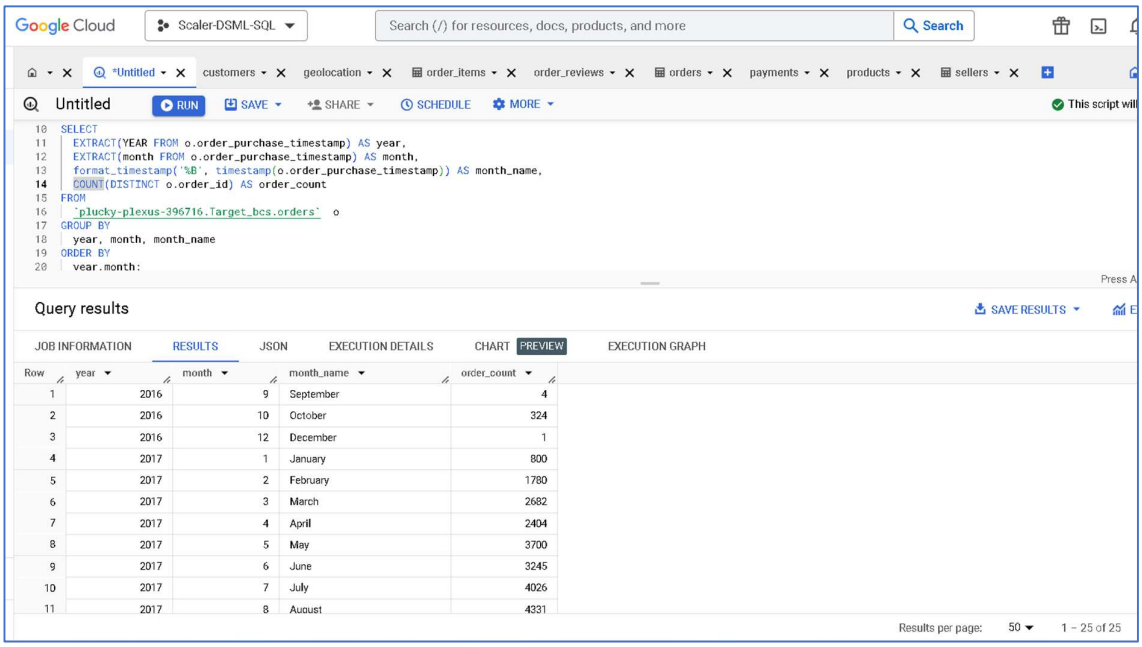
```sql
SELECT YearofPurchases, order_count FROM cte
ORDER BY YearofPurchases;
```



By Month and year:

```sql
SELECT
  EXTRACT(YEAR FROM o.order_purchase_timestamp) AS year,
  EXTRACT(month FROM o.order_purchase_timestamp) AS month,
  FORMAT_TIMESTAMP('%B', TIMESTAMP(o.order_purchase_timestamp)) AS month_name,
  COUNT(DISTINCT o.order_id) AS order_count
FROM
  `plucky-plexus-396716.Target_bcs.orders`  o
GROUP BY
  year, month, month_name
ORDER BY
  year,month;
```

<u>Results:</u>



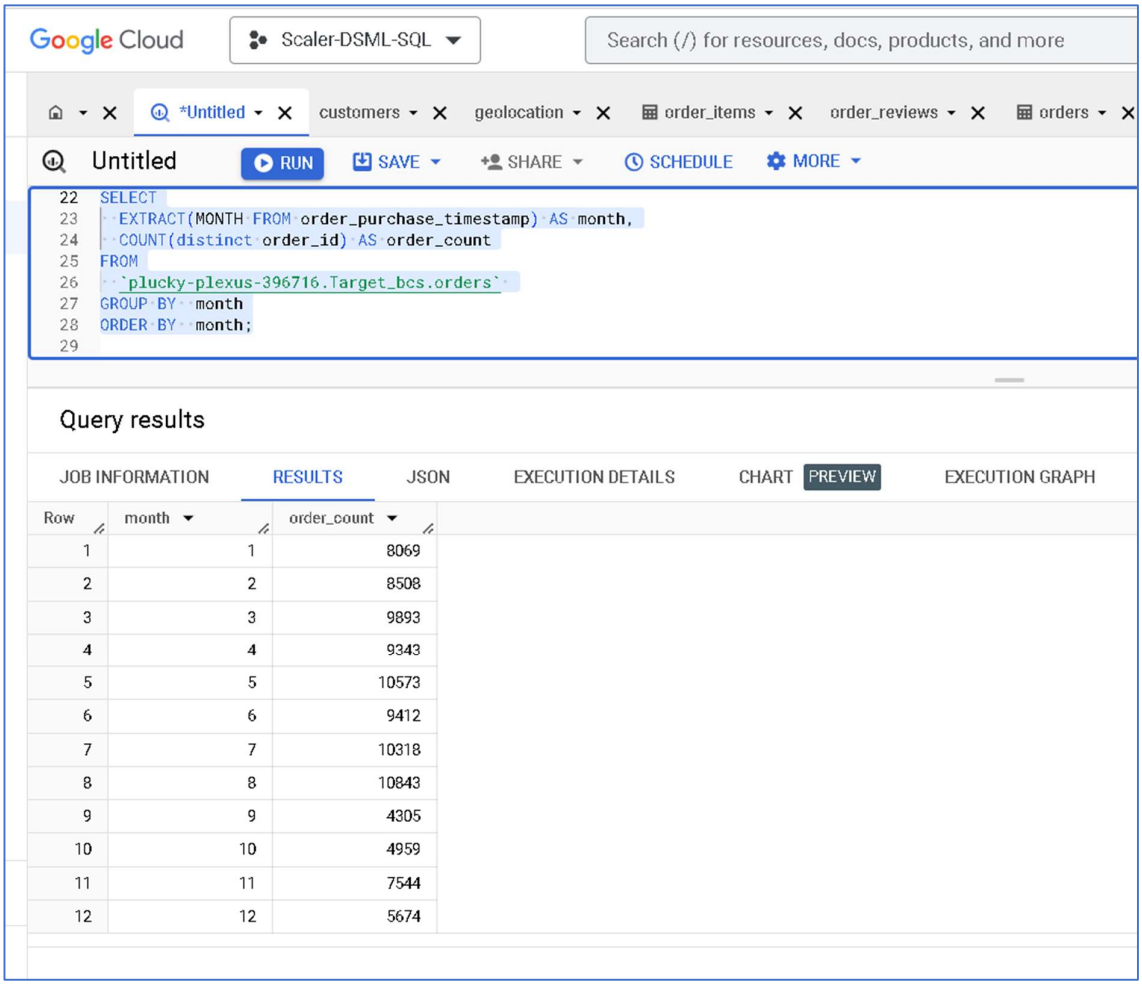
2.Can we see some kind of monthly seasonality in terms of the no. of orders being placed?

<u>Insights</u>: We can see that the highest number of orders were placed during May, July and August. Usually, higher number of orders are placed in first half of the year, compared to the second half of the year (specially, last 4 months, the holiday season). Other than the above analysis, no other visible seasonality is seen per the given dataset.

<u>Query:</u>

```
SELECT
  EXTRACT(MONTH FROM order_purchase_timestamp) AS month,
  COUNT(DISTINCT order_id) AS order_count
FROM
  `plucky-plexus-396716.Target_bcs.orders`
GROUP BY  month
ORDER BY  month;
```

<u>Results:</u>



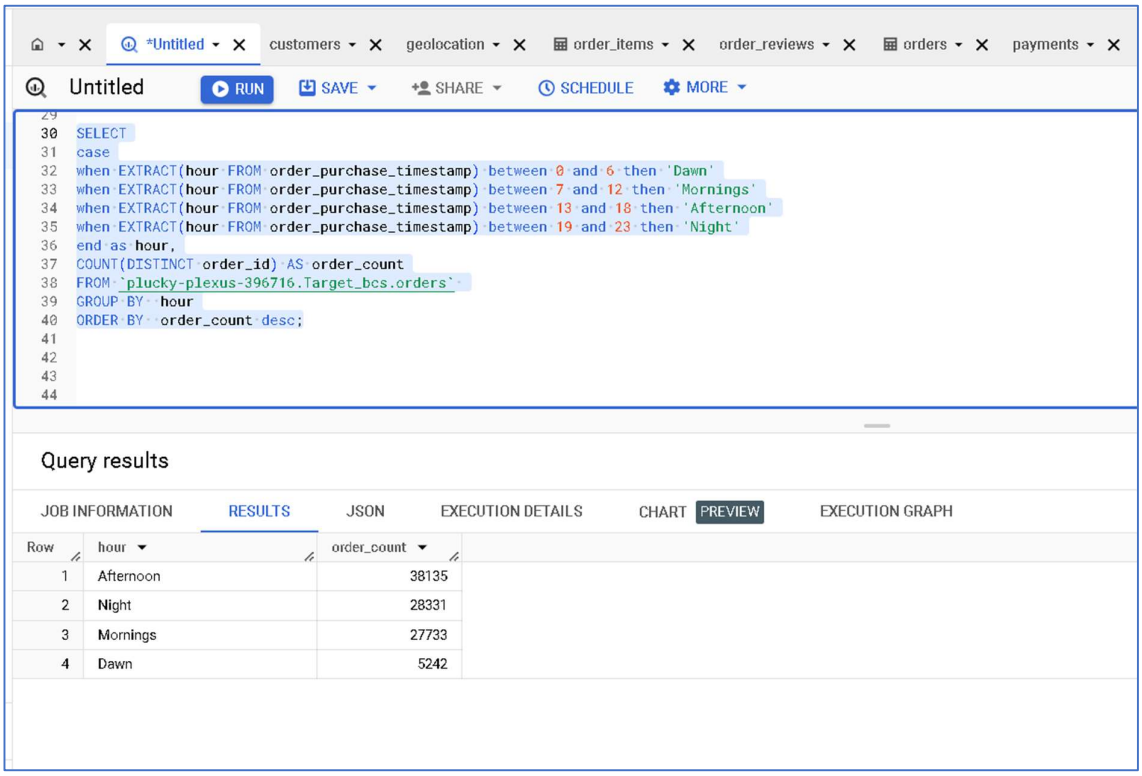
Row	month	order_count
1	1	8069
2	2	8508
3	3	9893
4	4	9343
5	5	10573
6	6	9412
7	7	10318
8	8	10843
9	9	4305
10	10	4959
11	11	7544
12	12	5674

3.During what time of the day, do the Brazilian customers mostly place their orders? (Dawn, Morning, Afternoon or Night)

- 0-6 hrs : Dawn
- 7-12 hrs : Mornings
- 13-18 hrs : Afternoon
- 19-23 hrs : Night

```
SELECT
CASE
WHEN EXTRACT(hour FROM order_purchase_timestamp) BETWEEN 0 AND 6 THEN 'Dawn'
WHEN EXTRACT(hour FROM order_purchase_timestamp) BETWEEN 7 AND 12 THEN 'Mornings'
WHEN EXTRACT(hour FROM order_purchase_timestamp) BETWEEN 13 AND 18 THEN 'Afternoon'
WHEN EXTRACT(hour FROM order_purchase_timestamp) BETWEEN 19 AND 23 THEN 'Night'
END AS hour,
COUNT(DISTINCT order_id) AS order_count
FROM `plucky-plexus-396716.Target_bcs.orders`
GROUP BY  hour
ORDER BY  order_count DESC;
```

Results:



Insights: Looking at the query results, we can say that the customers order at target the highest during afternoon, and night. Customer might get some time after their important work during afternoon; they even order online when they have some time at night as well. We assume that the timestamp recorded in the database is accurate.

Recommendation: This helps target to improve their marketing and advertising strategy to gain better number of consumers or get more and more orders from existing customers by providing them timely offers or discounts.

3. Evolution of E-commerce orders in the Brazil region:

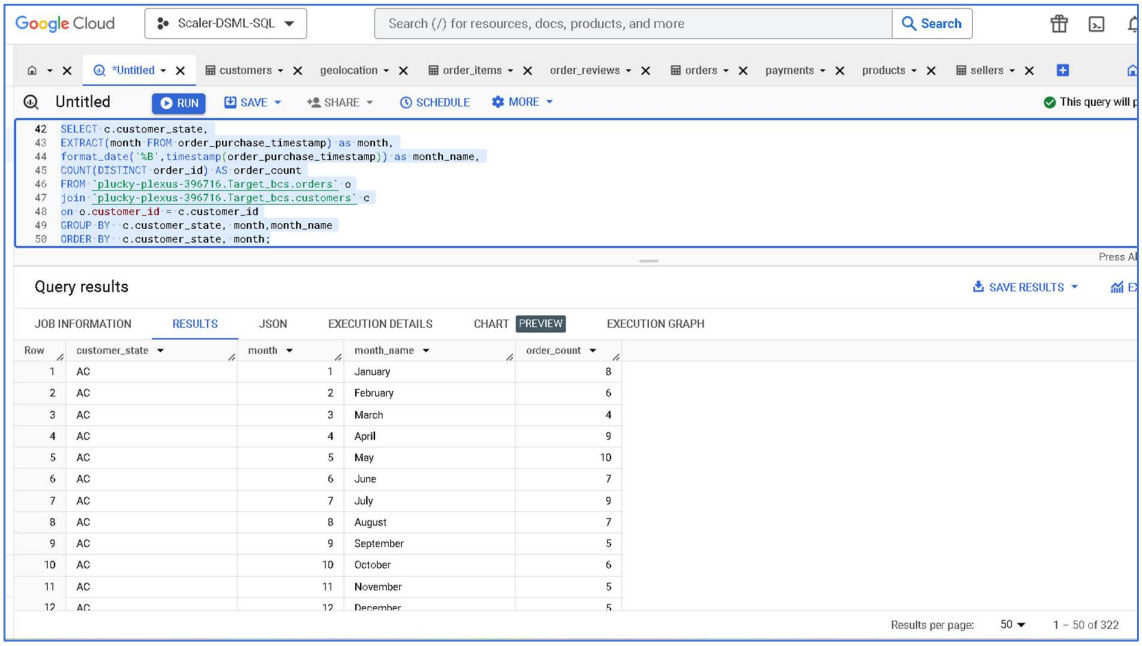
1.Get the month on month no. of orders placed in each state.

Query:

```
SELECT c.customer_state,
EXTRACT(month FROM order_purchase_timestamp) AS month,
FORMAT_DATE('%B',TIMESTAMP(order_purchase_timestamp)) AS month_name,
COUNT(DISTINCT order_id) AS order_count
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.customers` c
ON o.customer_id = c.customer_id
```

```
GROUP BY c.customer_state, month,month_name
ORDER BY c.customer_state, month;
```

Results:



Row	customer_state	month	month_name	order_count
1	AC	1	January	8
2	AC	2	February	6
3	AC	3	March	4
4	AC	4	April	9
5	AC	5	May	10
6	AC	6	June	7
7	AC	7	July	9
8	AC	8	August	7
9	AC	9	September	5
10	AC	10	October	6
11	AC	11	November	5
12	AC	12	December	5

Insights: The query gives the order split between different months for all the states. We see that the count of orders for each month is greater for SP state, than any other state. There is no specific trend seen comparing the months as such.

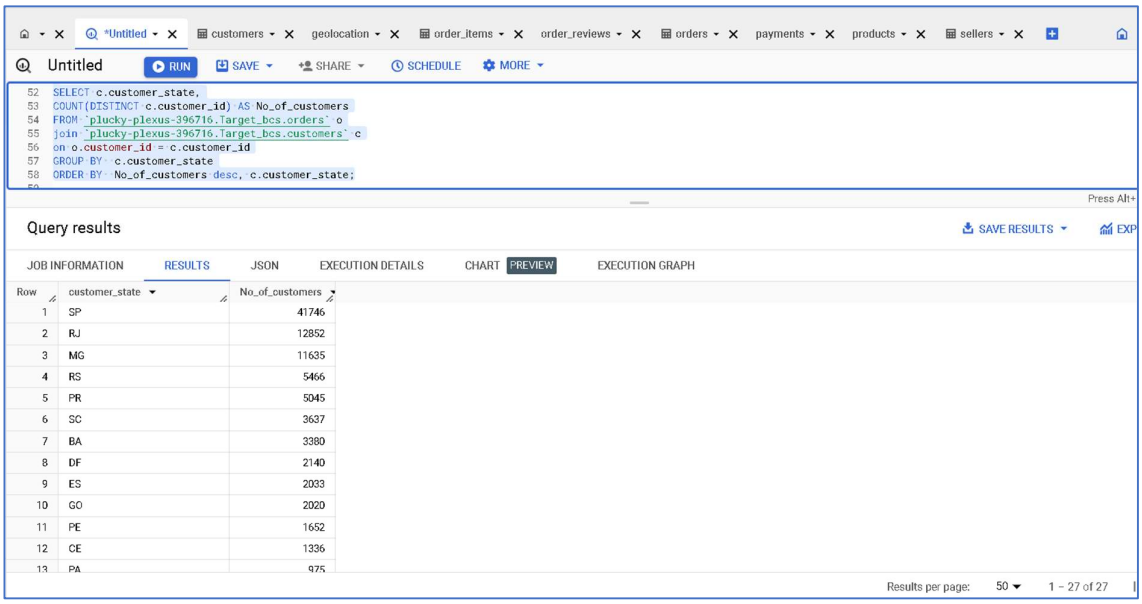
2.How are the customers distributed across all the states?

Assumptions: We have taken the customer_id column data from customers table as customers who are associated with Target.

Query :

```
SELECT c.customer_state,
COUNT(DISTINCT c.customer_id) AS No_of_customers
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.customers` c
ON o.customer_id = c.customer_id
GROUP BY  c.customer_state
ORDER BY  No_of_customers DESC, c.customer_state;
```

Results:



Insights: Given query shows Distribution of customers across all the states. The highest number of customers (~41000) are located in SP State, which is why the orders are also the maximum in the SP State as seen in one of the above analyses. The customer count of RJ and MG are the next highest in order, matching with the ratio of orders as well. The lowest number of customers are from RR.

Recommendation: Target should increase their reach through marketing and advertising to the states where there are no or very low number of customers currently to gain wider customer base than before.

4.Impact on Economy: Analyze the money movement by e-commerce by looking at order prices, freight and others.

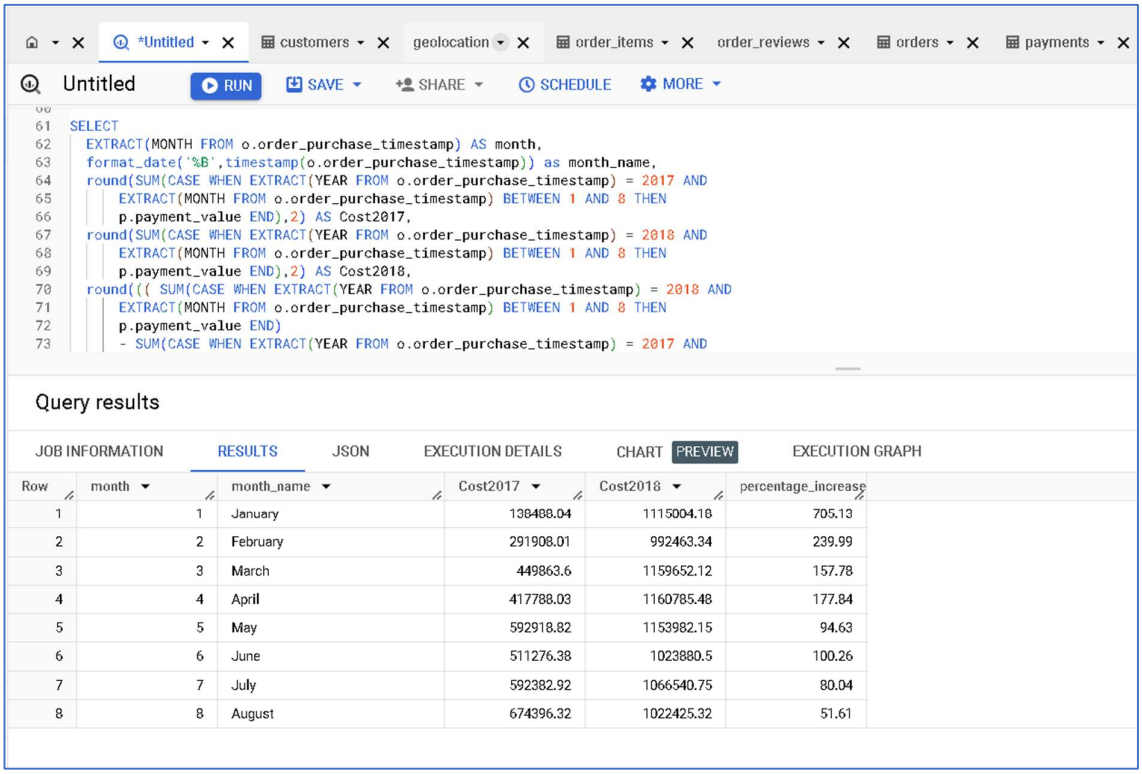
1.Get the % increase in the cost of orders from year 2017 to 2018 (include months between Jan to Aug only). You can use the "payment_value" column in the payments table to get the cost of orders.

Query:

```
SELECT
  EXTRACT(MONTH FROM o.order_purchase_timestamp) AS month,
  FORMAT_DATE('%B',TIMESTAMP(o.order_purchase_timestamp)) AS month_name,
  ROUND(SUM(CASE WHEN EXTRACT(YEAR FROM o.order_purchase_timestamp) = 2017 AND
      EXTRACT(MONTH FROM o.order_purchase_timestamp) BETWEEN 1 AND 8 THEN
      p.payment_value END),2) AS Cost2017,
  ROUND(SUM(CASE WHEN EXTRACT(YEAR FROM o.order_purchase_timestamp) = 2018 AND
      EXTRACT(MONTH FROM o.order_purchase_timestamp) BETWEEN 1 AND 8 THEN
      p.payment_value END),2) AS Cost2018,
  ROUND((( SUM(CASE WHEN EXTRACT(YEAR FROM o.order_purchase_timestamp) = 2018 AND
      EXTRACT(MONTH FROM o.order_purchase_timestamp) BETWEEN 1 AND 8 THEN
      p.payment_value END)
      - SUM(CASE WHEN EXTRACT(YEAR FROM o.order_purchase_timestamp) = 2017 AND
```

```
      EXTRACT(MONTH FROM o.order_purchase_timestamp) BETWEEN 1 AND 8 THEN
      p.payment_value END))/
    SUM(CASE WHEN EXTRACT(YEAR FROM o.order_purchase_timestamp) = 2017 AND
    EXTRACT(MONTH FROM o.order_purchase_timestamp) BETWEEN 1 AND 8 THEN
    p.payment_value END))*100,2) AS percentage_increase
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.payments` p ON o.order_id = p.order_id
WHERE
  EXTRACT(YEAR FROM o.order_purchase_timestamp) IN (2017, 2018) AND
  EXTRACT(MONTH FROM o.order_purchase_timestamp) BETWEEN 1 AND 8
GROUP BY 1,2 ORDER BY 1;
```

Results:



Row	month	month_name	Cost2017	Cost2018	percentage_increase
1	1	January	138488.04	1115004.18	705.13
2	2	February	291908.01	992463.34	239.99
3	3	March	449863.6	1159652.12	157.78
4	4	April	417788.03	1160785.48	177.84
5	5	May	592918.82	1153982.15	94.63
6	6	June	511276.38	1023880.5	100.26
7	7	July	592382.92	1066540.75	80.04
8	8	August	674396.32	1022425.32	51.61

Insights: From the query results, we can conclude that the % increase in cost of orders from 2017 to 2018 is huge for each month. The greatest % increase was from Jan 2017 to Jan 2018, a massive 705% increase in cost of orders. Then the highest is in Feb and April 2017 to 2018. The increase in cost of orders from previous year to the next is a good sign for target and its business growth.

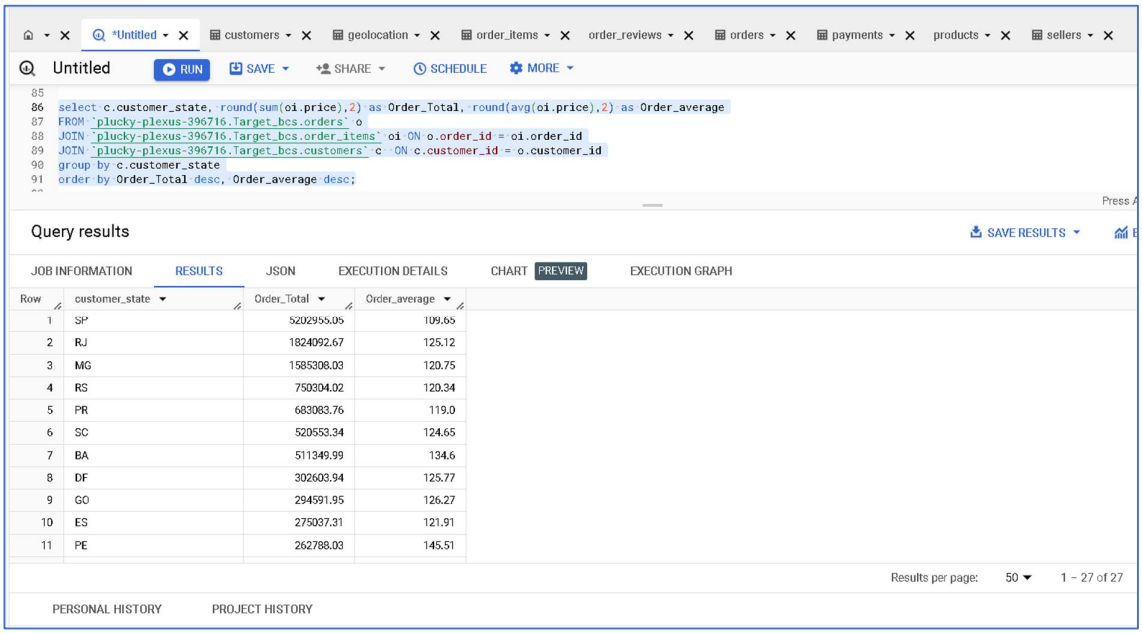
3.Calculate the Total & Average value of order price for each state.

Query:

```
SELECT c.customer_state, ROUND(SUM(oi.price),2) AS Order_Total,
ROUND(AVG(oi.price),2) AS Order_average
```

```
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.order_items` oi ON o.order_id = oi.order_id
JOIN `plucky-plexus-396716.Target_bcs.customers` c  ON c.customer_id =
o.customer_id
GROUP BY c.customer_state
ORDER BY Order_Total desc, Order_average desc;
```

Results:



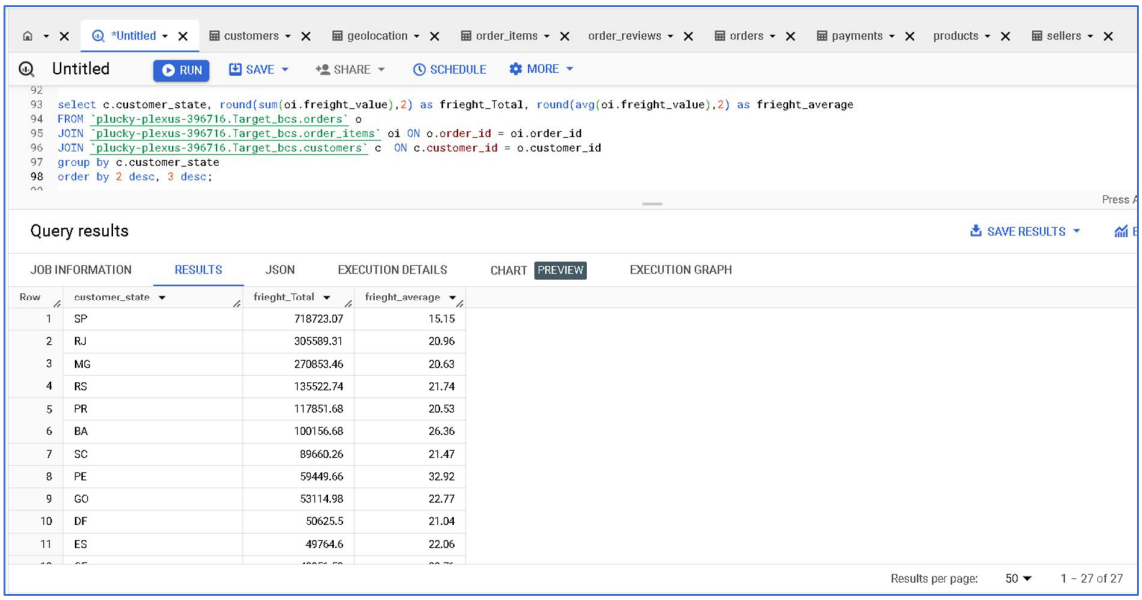
Insights: The query results shows the total order and average order amount for each state till now at Target. The highest order total amount is from the most populated city, Sao Paulo, SP State. But the average amount of order is the lowest there.
It means that more number of consumers are ordering , but each order is of a small order amount considering all the orders at Target. The next highest order amount is from RJ and MG, these 3 states have greatest order total amount, comparing the following states.

4.Calculate the Total & Average value of order freight for each state.

Query:

```
SELECT c.customer_state, ROUND(SUM(oi.freight_value),2) AS frieght_Total,
ROUND(AVG(oi.freight_value),2) AS frieght_average
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.order_items` oi ON o.order_id = oi.order_id
JOIN `plucky-plexus-396716.Target_bcs.customers` c  ON c.customer_id =
o.customer_id
GROUP BY c.customer_state
ORDER BY 2 DESC, 3 DESC;
```

Results:



Insights and Recommendations: The highest transport or shipping charges, called as the freight charges are for SP state, but the freight average is the lowest among all other states. Understanding the freight charges across all locations and coming up with a better strategy to build warehouses per locations having more orders or more freight charges can be good both to the consumers and company in the long run.

5.Analysis based on sales, freight and delivery time.

1.Find the no. of days taken to deliver each order from the order's purchase date as delivery time.
Also, calculate the difference (in days) between the estimated & actual delivery date of an order.
Do this in a single query.

You can calculate the delivery time and the difference between the estimated & actual delivery date using the given formula:

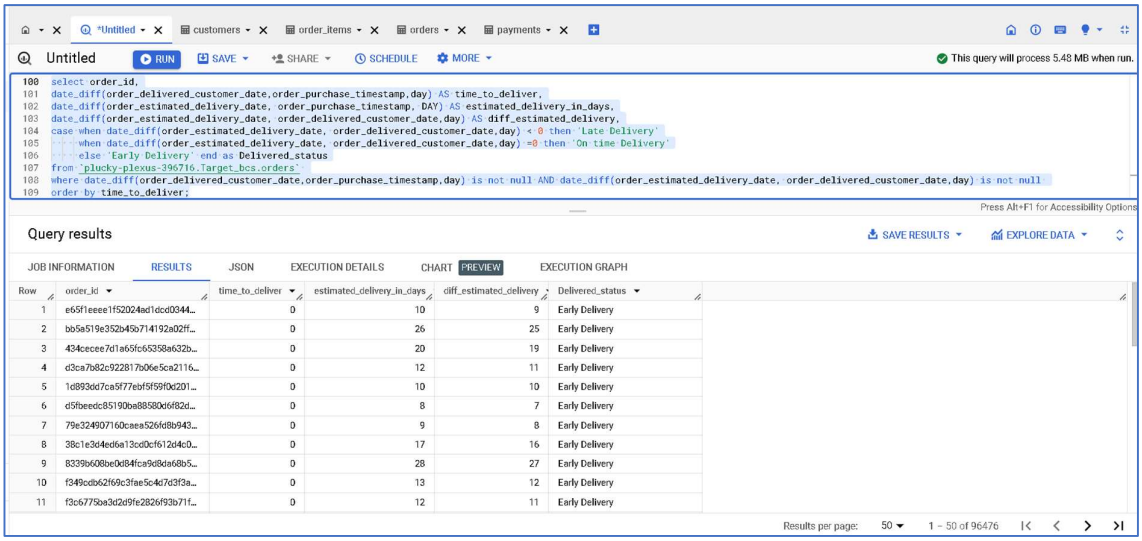
- **time_to_deliver** = order_delivered_customer_date - order_purchase_timestamp
- **diff_estimated_delivery** = order_estimated_delivery_date - order_delivered_customer_date

Query:

```
SELECT order_id,
DATE_DIFF(order_delivered_customer_date,order_purchase_timestamp,day) AS
time_to_deliver,
DATE_DIFF(order_estimated_delivery_date, order_purchase_timestamp, DAY) AS
estimated_delivery_in_days,
DATE_DIFF(order_estimated_delivery_date, order_delivered_customer_date,day) AS
diff_estimated_delivery,
```

```
CASE WHEN DATE_DIFF(order_estimated_delivery_date,
order_delivered_customer_date,day) < 0 THEN 'Late Delivery'
     WHEN DATE_DIFF(order_estimated_delivery_date,
order_delivered_customer_date,day) =0 THEN 'On time Delivery'
     ELSE 'Early Delivery' END AS Delivered_status
FROM `plucky-plexus-396716.Target_bcs.orders`
WHERE DATE_DIFF(order_delivered_customer_date,order_purchase_timestamp,day) IS NOT
NULL AND DATE_DIFF(order_estimated_delivery_date,
order_delivered_customer_date,day) IS NOT NULL
ORDER BY time_to_deliver;
```

Results:



Row	order_id	time_to_deliver	estimated_delivery_in_days	diff_estimated_delivery	Delivered_status
1	e65f1eeee1f52024ad1dcd0344...	0	10	9	Early Delivery
2	bb5a519e352b45b714192a02ff...	0	26	25	Early Delivery
3	434cecee7d1a65fc65358a632b...	0	20	19	Early Delivery
4	d3ca7b82c922817b06e5ca2116...	0	12	11	Early Delivery
5	1d893dd7ca5f77ebf5f59f0d201...	0	10	10	Early Delivery
6	d5fbeedc85190ba88580d6f82d...	0	8	7	Early Delivery
7	79e324907160caea526fd8b943...	0	9	8	Early Delivery
8	38c1e3d4ed6a13cd0cf612d4c0...	0	17	16	Early Delivery
9	8339b608be0d84fca9d8da68b5...	0	28	27	Early Delivery
10	f349cdb62f69c3fae5c4d7d3f3a...	0	13	12	Early Delivery
11	f3c6775ba3d2d9fe2826f93b71f...	0	12	11	Early Delivery

Insights: Time taken to deliver the orders is a crucial part for every business. The earlier the business delivers, the better for it to gain customer trust and survive. The values of time_to_deliver, estimated_delivery_in_days, diff_esitmated_delivery are in days. When the orders are delivered before estimated delivery date, it is considered to be an early delivery. Target has delivered many orders as early as within a day or as late as 209 days.

Recommendations: target needs to work on shipping and delivering the orders with intent to deliver it earlier or on time so that customer retention and accrual is easier.

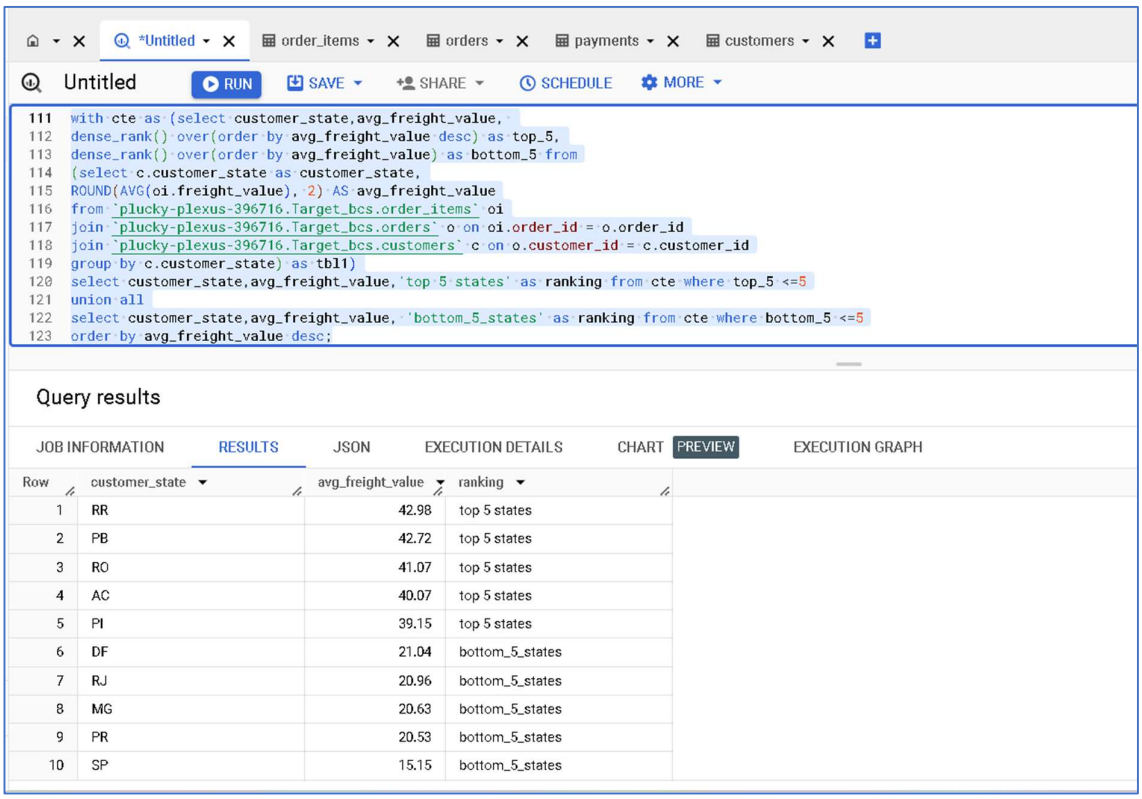
2.Find out the top 5 states with the highest & lowest average freight value.

Query:

```
WITH cte AS (SELECT customer_state,avg_freight_value,
DENSE_RANK() OVER(ORDER BY avg_freight_value DESC) AS top_5,
DENSE_RANK() OVER(ORDER BY avg_freight_value) AS bottom_5 FROM
(SELECT c.customer_state AS customer_state,
ROUND(AVG(oi.freight_value), 2) AS avg_freight_value
FROM `plucky-plexus-396716.Target_bcs.order_items` oi
JOIN `plucky-plexus-396716.Target_bcs.orders` o ON oi.order_id = o.order_id
```

```
JOIN `plucky-plexus-396716.Target_bcs.customers` c ON o.customer_id = c.customer_id
GROUP BY c.customer_state) AS tbl1)
SELECT customer_state,avg_freight_value,'top 5 states' AS ranking FROM cte WHERE
top_5 <=5
UNION ALL
SELECT customer_state,avg_freight_value, 'bottom_5_states' AS ranking FROM cte
WHERE bottom_5 <=5
ORDER BY avg_freight_value DESC;
```

Results:



Row	customer_state	avg_freight_value	ranking
1	RR	42.98	top 5 states
2	PB	42.72	top 5 states
3	RO	41.07	top 5 states
4	AC	40.07	top 5 states
5	PI	39.15	top 5 states
6	DF	21.04	bottom_5_states
7	RJ	20.96	bottom_5_states
8	MG	20.63	bottom_5_states
9	PR	20.53	bottom_5_states
10	SP	15.15	bottom_5_states

Insights: SP has the lowest average freight value, and RR has the highest. The query shows the top 5 and bottom 5 states in terms of the average freight value.

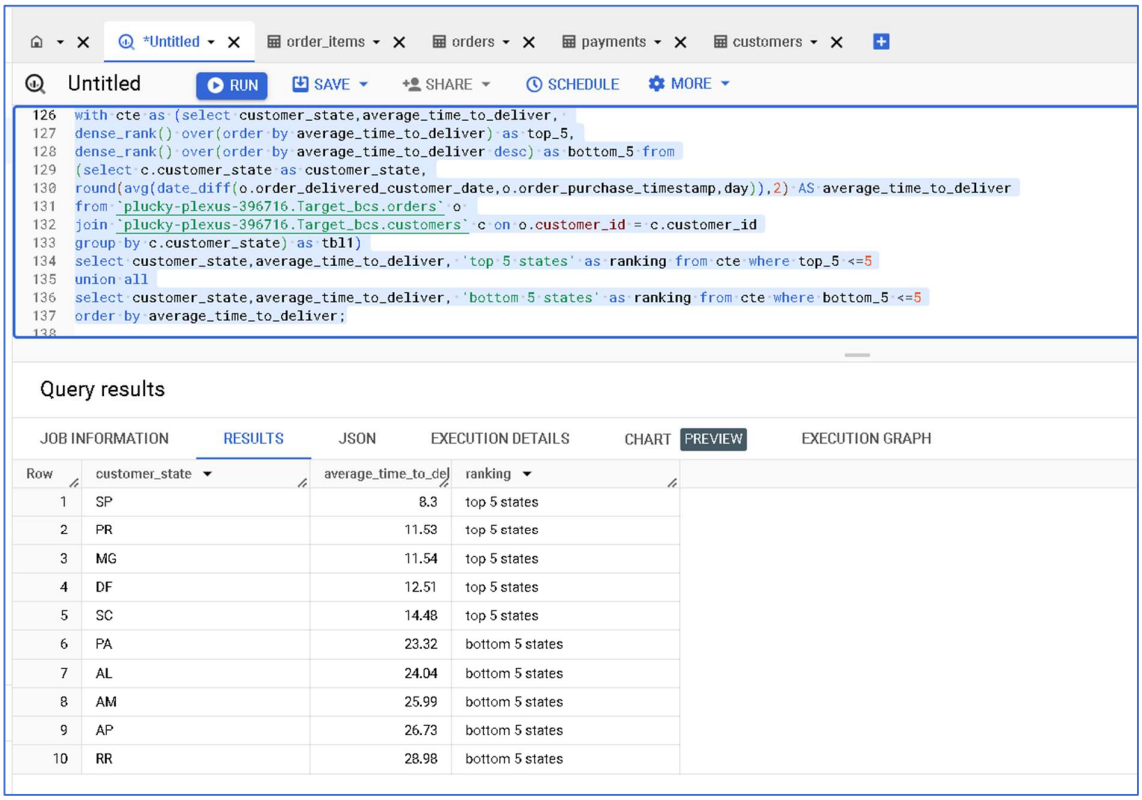
3.Find out the top 5 states with the highest & lowest average delivery time.

Query:

```
WITH cte AS (SELECT customer_state,average_time_to_deliver,
DENSE_RANK() OVER(ORDER BY average_time_to_deliver) AS top_5,
DENSE_RANK() OVER(ORDER BY average_time_to_deliver DESC) AS bottom_5 FROM
(SELECT c.customer_state AS customer_state,
ROUND(AVG(DATE_DIFF(o.order_delivered_customer_date,o.order_purchase_timestamp,day)
),2) AS average_time_to_deliver
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.customers` c ON o.customer_id = c.customer_id
GROUP BY c.customer_state) AS tbl1)
```

```sql
SELECT customer_state,average_time_to_deliver, 'top 5 states' AS ranking FROM cte
WHERE top_5 <=5
UNION ALL
SELECT customer_state,average_time_to_deliver, 'bottom 5 states' AS ranking FROM
cte WHERE bottom_5 <=5
ORDER BY average_time_to_deliver;
```

Results:



Row	customer_state	average_time_to_del	ranking
1	SP	8.3	top 5 states
2	PR	11.53	top 5 states
3	MG	11.54	top 5 states
4	DF	12.51	top 5 states
5	SC	14.48	top 5 states
6	PA	23.32	bottom 5 states
7	AL	24.04	bottom 5 states
8	AM	25.99	bottom 5 states
9	AP	26.73	bottom 5 states
10	RR	28.98	bottom 5 states

Insights: SP has the lowest average time to deliver, and RR has the highest. The query shows the top 5 and bottom 5 states in terms of the average time to deliver. This shows that average freight value is positively corelated with average time to deliver.
Recommendations: This analysis helps Target to improve their operations and optimize the freight techniques to better suit the deliveries, on or before time.

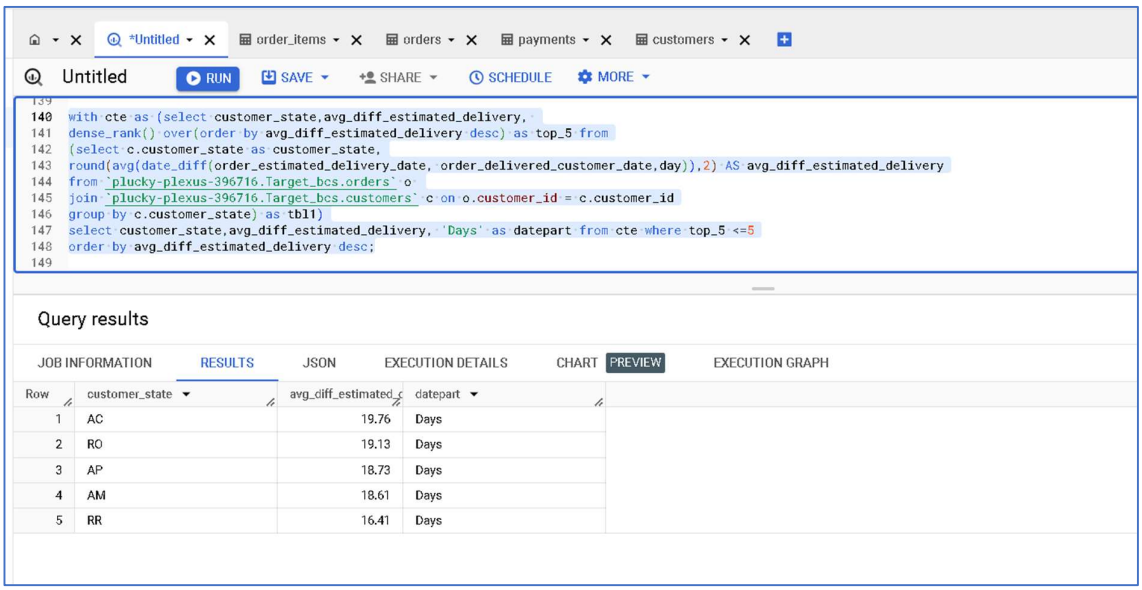
4.Find out the top 5 states where the order delivery is really fast as compared to the estimated date of delivery.
You can use the difference between the averages of actual & estimated delivery date to figure out how fast the delivery was for each state.

Query:

```sql
WITH cte AS (SELECT customer_state,avg_diff_estimated_delivery,
DENSE_RANK() OVER(ORDER BY avg_diff_estimated_delivery DESC) AS top_5 FROM
(SELECT c.customer_state AS customer_state,
```

```
ROUND(AVG(DATE_DIFF(order_estimated_delivery_date,
order_delivered_customer_date,day)),2) AS avg_diff_estimated_delivery
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.customers` c ON o.customer_id = c.customer_id
GROUP BY c.customer_state) AS tbl1)
SELECT customer_state,avg_diff_estimated_delivery, 'Days' AS datepart FROM cte
WHERE top_5 <=5
ORDER BY avg_diff_estimated_delivery DESC;
```

Results:



Insights: The query results show that for these states mentioned, the average time to deliver is way faster that the expected/ previously estimated delivery date. The shipping process or the delivery process was better than the customer expected in the top 5 fast delivery states. This increases customer satisfaction.

Recommendations: Target should check on the states where difference between actual delivery and expected delivery date is very less or the actual delivery date exceeds the estimated delivery, it can affect the business in negative way if they increase.

6.Analysis based on the payments:

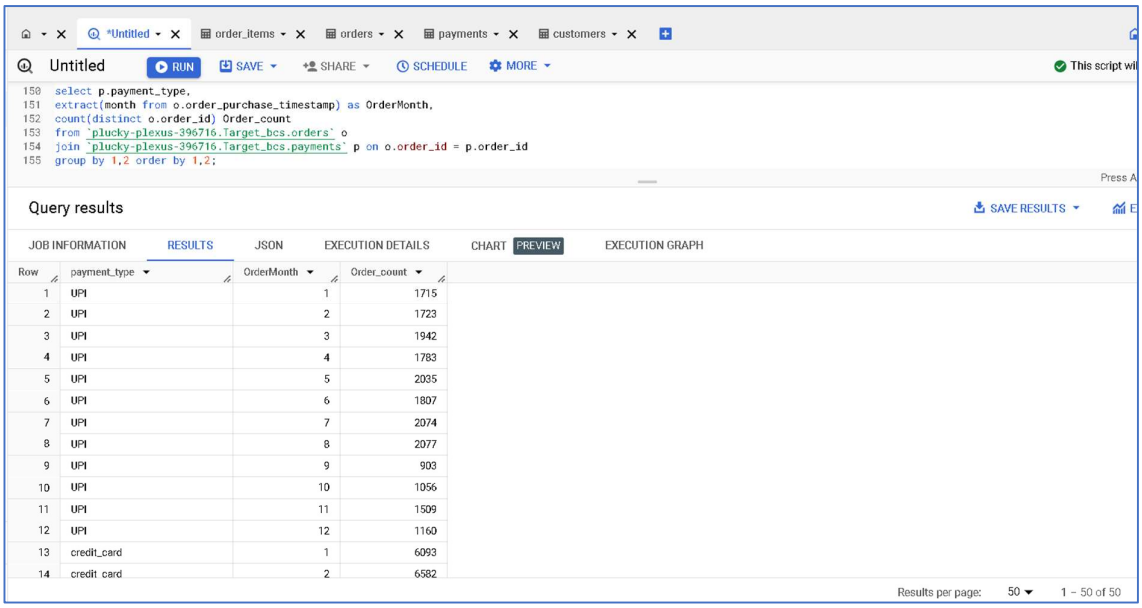
1.Find the month on month no. of orders placed using different payment types.

Query:

```
SELECT
p.payment_type,
EXTRACT(month FROM o.order_purchase_timestamp) AS OrderMonth,
COUNT(DISTINCT o.order_id) Order_count
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.payments` p ON o.order_id = p.order_id
GROUP BY 1,2
```

```
ORDER BY 1,2;
```

Results:



Insights: The results show that users pay with credit card the most while placing orders, debit card the least. UPI mode is the second highest, meaning the consumer base is technologically strong, and prefer better offers and discounts. Vouchers are used by some users, not really frequent.

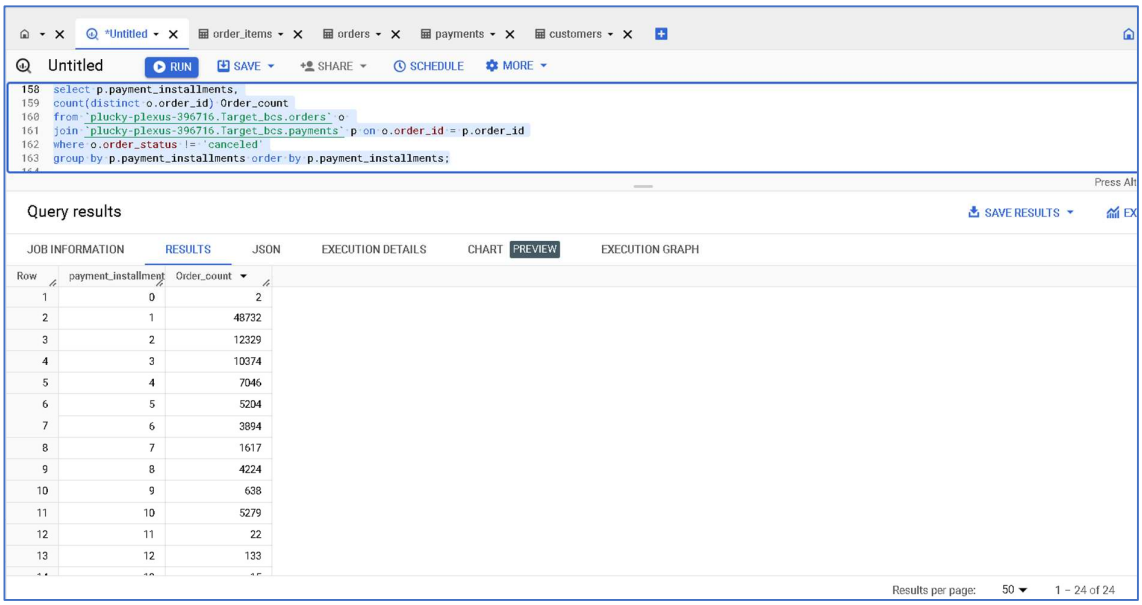
Recommendations: Target can tie up with multiple banks and credit card companies to make the most out of the situation, to provide hefty offers and discounts on certain cards and payment modes, so that customer easily turns into heavy purchaser.

2.Find the no. of orders placed on the basis of the payment installments that have been paid.

Query:

```
SELECT p.payment_installments,
COUNT(DISTINCT o.order_id) Order_count
FROM `plucky-plexus-396716.Target_bcs.orders` o
JOIN `plucky-plexus-396716.Target_bcs.payments` p ON o.order_id = p.order_id
WHERE o.order_status != 'canceled'
GROUP BY p.payment_installments ORDER BY p.payment_installments;
```

Results:



```
select p.payment_installments,
count(distinct o.order_id) Order_count
from `plucky-plexus-396716.Target_bcs.orders` o
join `plucky-plexus-396716.Target_bcs.payments` p on o.order_id = p.order_id
where o.order_status != 'canceled'
group by p.payment_installments order by p.payment_installments;
```

Query results

Row	payment_installment	Order_count
1	0	2
2	1	48732
3	2	12329
4	3	10374
5	4	7046
6	5	5204
7	6	3894
8	7	1617
9	8	4224
10	9	638
11	10	5279
12	11	22
13	12	133

Results per page: 50 1 – 24 of 24

Insights: Users usually prefer to pay in instalments if the order amount if huge or if there are some offers on EMI/ instalment options. We can see that only 2 orders have been paid without any instalments. Payment with 1 instalment are the highest of all, with around 48000 orders. There are 18 orders with highest number of instalments, that is 24. From the data, we see, majority of the orders have 1 to 6 instalments.

Overall Recommendations:

1.Invest in better shipping, distribution of order packages so that delivery time is optimized, avoid late deliveries. It increases customer satisfaction.

2.Work on customer retention and gaining loyalty by offering customer wide variety of offers, programs and delivering the value.

3.Since majority of users order online or use better technology, invest in the same and gain user confidence.

4.Look out for seasonal changes, urge customers to order by using marketing strategies, campaigns, programs and promised door to door services.

5.Improve scores in states where there are no or low number of consumers.

6.Improve the customer count, study demographics, use personalised advertising and marketing for different demographic categories based on age, ethnicity etc.