Business Case Study - 1 (SQL)

Actionable Insights:

➔ The time period of dataset is Starting from 2016-09-04 21:15:19 UTC & End in 2018-10-17 17:30:18 UTC

➔ There are 8011 cities and 27 states.

➔ According to the result there we have 3 months data of 2016, total year of 2017 And 10 months data of 2018. Clearly showing that the trend is increasing year by year according to the number of orders And sales. There is a trend going up from March(3) to August(8).

➔ Maximum orders in August And Minimum orders in September.

➔ Highest sales are in Afternoon period. Lowest sales are in Dawn period

➔ Order of Sales According to period:

    Dawn (5242) < Morning (27733) < Night (28331) < Afternoon (38135)

➔ Lowest Customers in RR(45) And Highest Customers in SP(40302).

➔ %increase in cost of order comparing 2017 - 2018 is 136.98.

➔ RR(42.98) and PB(42.72) are approximately the same in average freight value . That is the highest .

➔ SP has the lowest freight value that is 15.15.

➔ Fastest delivery in SP that takes just 8.3 days.

➔ Slowest delivery in RR that takes Approx 29 days.

➔ In this customers prefer most in 1 instalment. 52546 orders in one instalment.

➔ Customers pay through Credit cards in most purchases.

Recommendations:

☐ As per data people prefer to pay with credit card so we can provide some discounts through credit card.

☐ We can also research in the RR region why their customers are very low and attract customers. We can run some discounts and gift hampers also.

☐ Focus on delivery time so we can work on the supply chain to boost our delivery speed.

☐ Also focus on the highest customers in states like SP, RJ & MG we can consider to open some new stores.