

The slide features two large, abstract green geometric shapes. On the left is a solid green triangle pointing downwards. On the right is a complex, multi-layered green shape composed of several overlapping triangles and polygons in various shades of green, creating a dynamic, layered effect.

SQL - Project

Analyzing Ecommerce Files

Table of Contents

- ▶ Quality Assurance Process
- ▶ Data Cleaning
- ▶ Discovered Data
- ▶ Answered Questions from Discovered Data



Quality Assurance Process

- ▶ What were the risk areas?
 - ▶ 1. Inconsistencies in Data Entry
 - ▶ 2. Missing Data
 - ▶ 3. Duplicate Entries
 - ▶ 4. Mismatched Data Types
 - ▶ 5. Foreign Key Mismatches
 - ▶ 6. Outliers



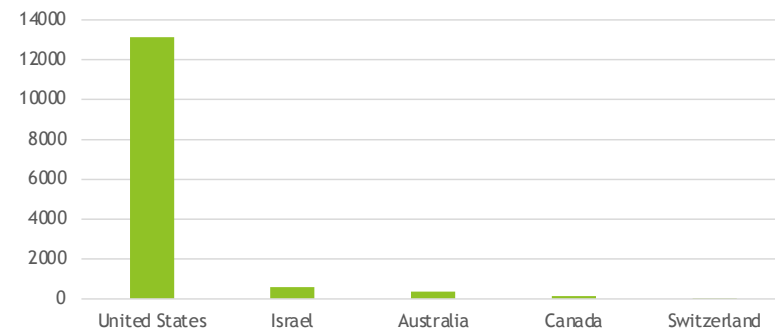
Data Cleaning

- ▶ 1. Date Columns: Must be in a 'YYYY-MM-DD' format
- ▶ 2. Empty Columns: Removed empty columns that at no values
- ▶ 3. Unit Cost/Price/Revenue in an incorrect unit
- ▶ 4. Time format in seconds rather than 'HH24-MI-SS'
- ▶ 5. Duplicate Entries can cause calculation problems
- ▶ 6. Missing Data which also can cause calculation problems

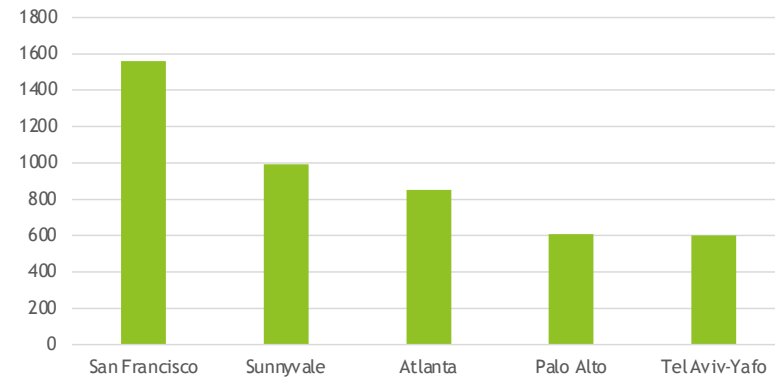
Discovered Data

- Question 1: Which cities and countries have the highest level of transaction revenues on the site?

Top Countries with the Highest Transaction Revenue



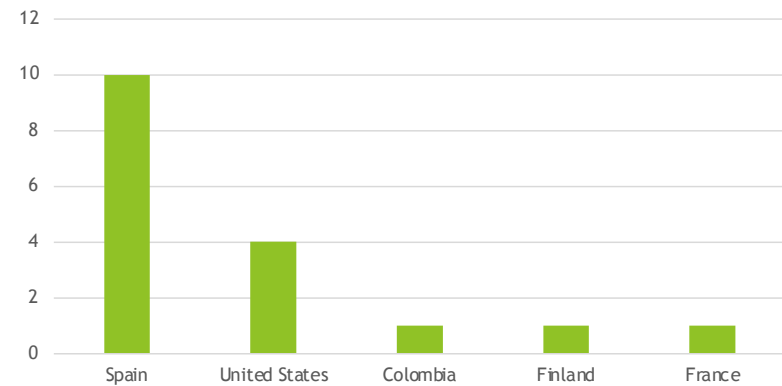
Top Cities with the Highest Transaction Revenue



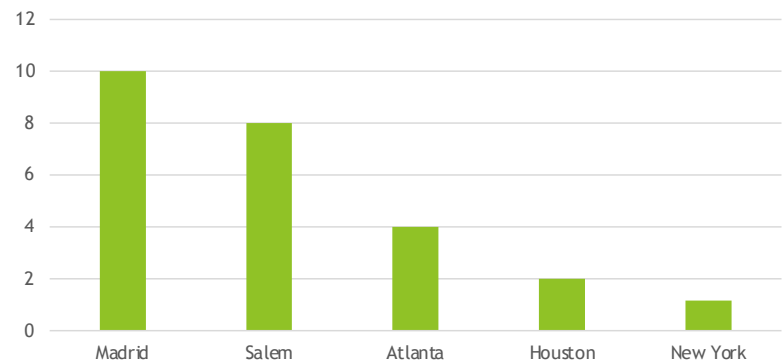
Discovered Data

- Question 2: What is the average number of products ordered from visitors in each city and country?

AVG for Countries



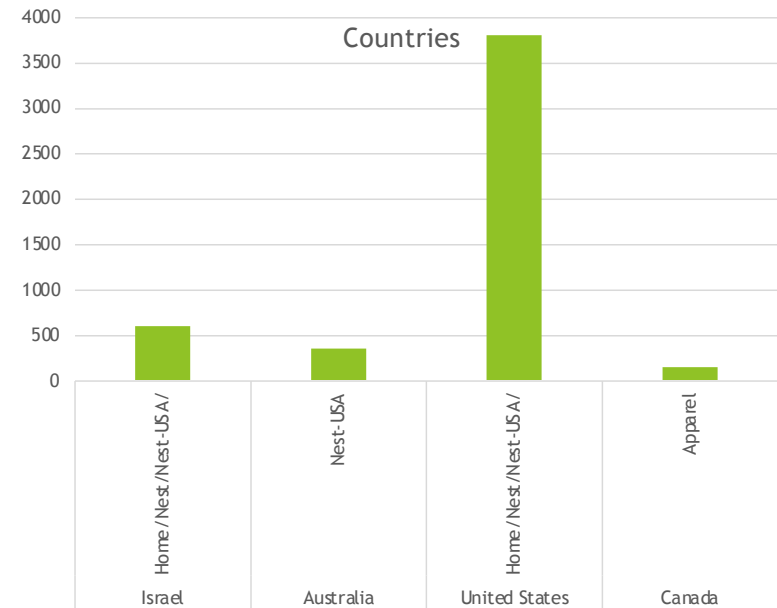
AVG for Cities



Discovered Data



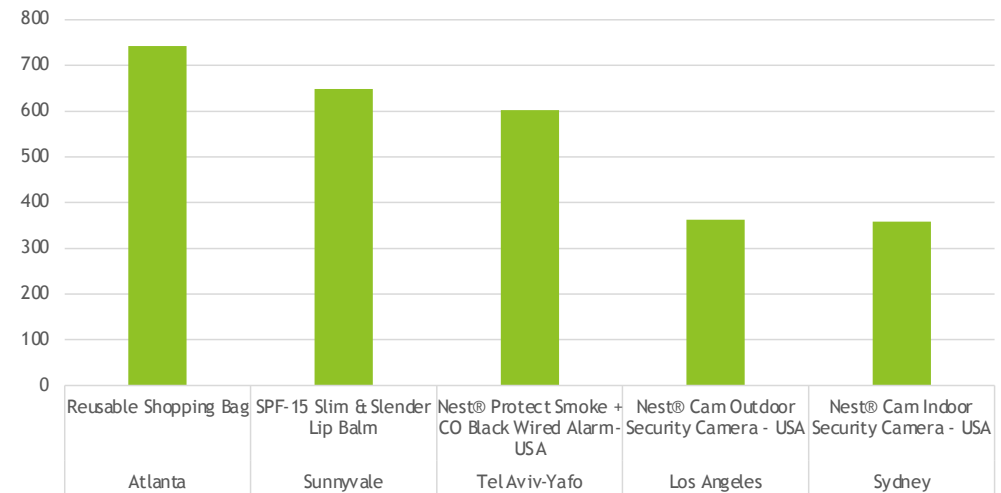
- **Question 3: Is there any pattern in the types (product categories) of products ordered from visitors in each city and country?**



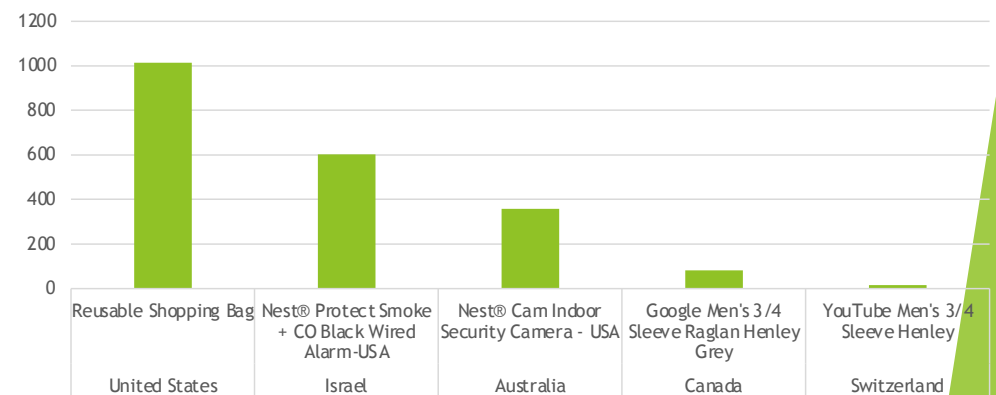
Discovered Data

- Question 4: What is the top-selling product from each city/country? Can we find any pattern worthy of noting in the products sold?

Top Selling Products (Cities)

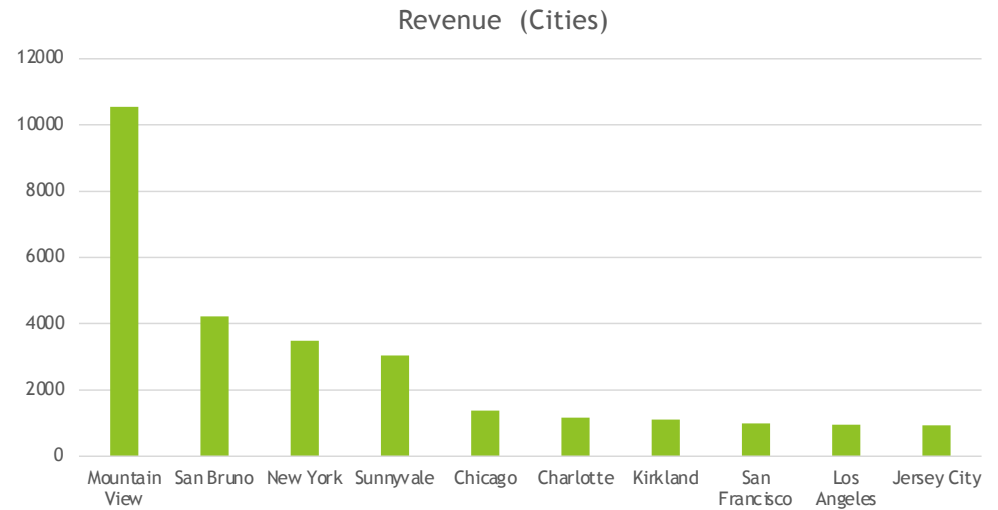


Top Selling Products (Countries)



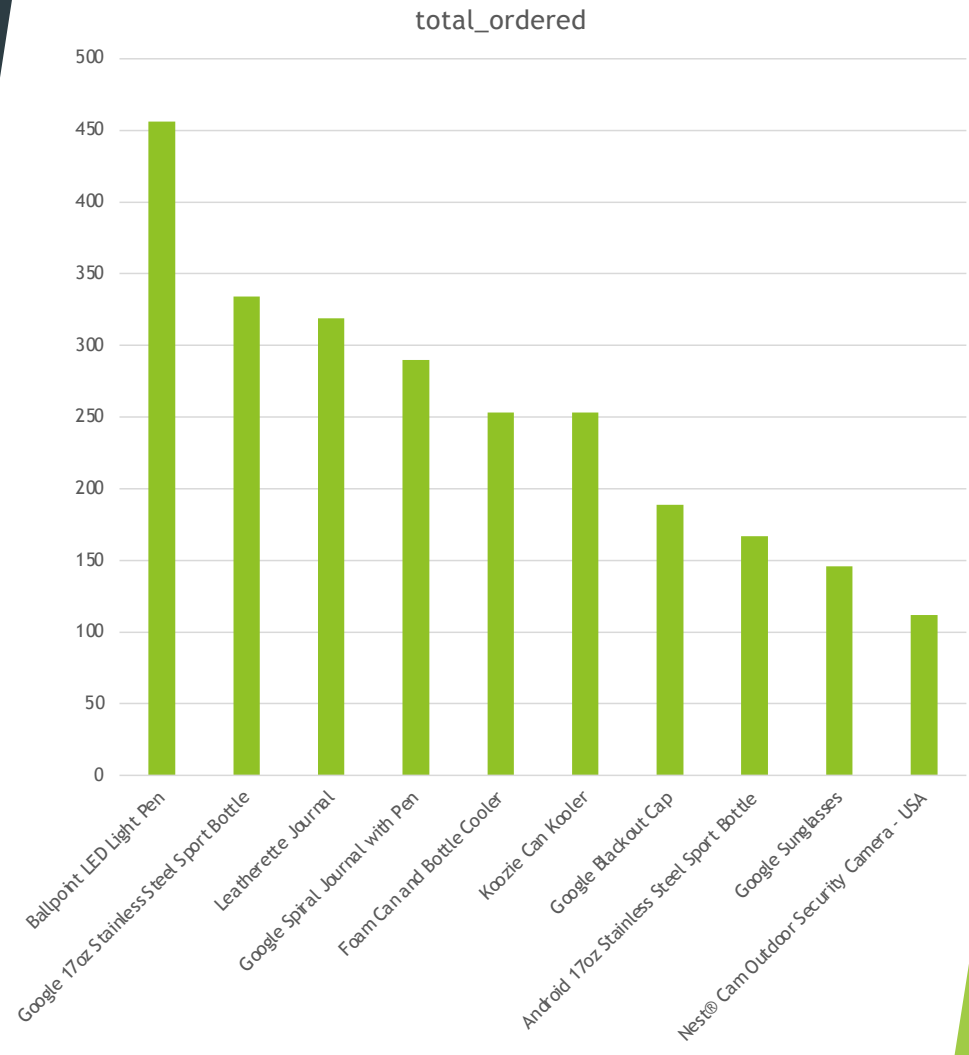
Discovered Data

- Question 5: Can we summarize the impact of revenue generated from each city/country?



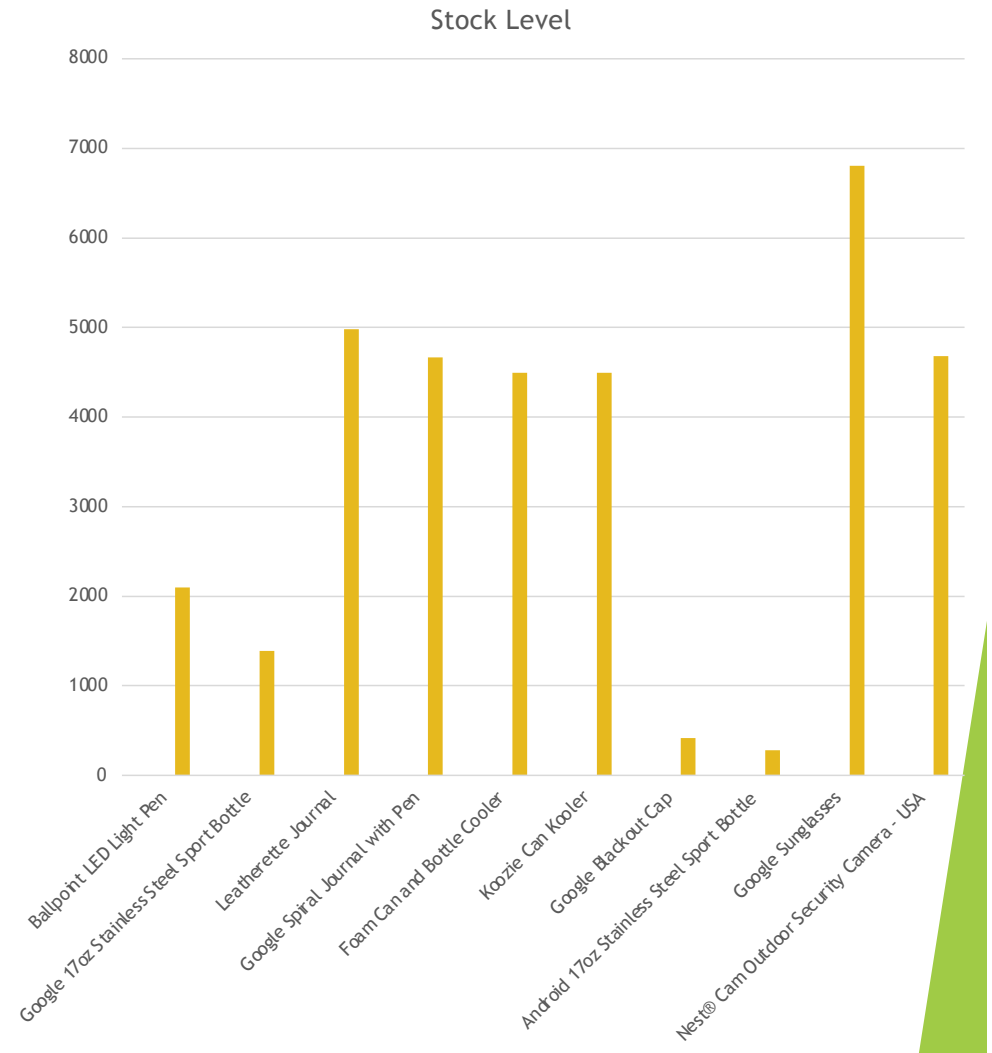
Answered Questions

- ▶ What are the top selling products internationally?
- ▶ What we learned from this data also is the top selling brands: Google and Nest products



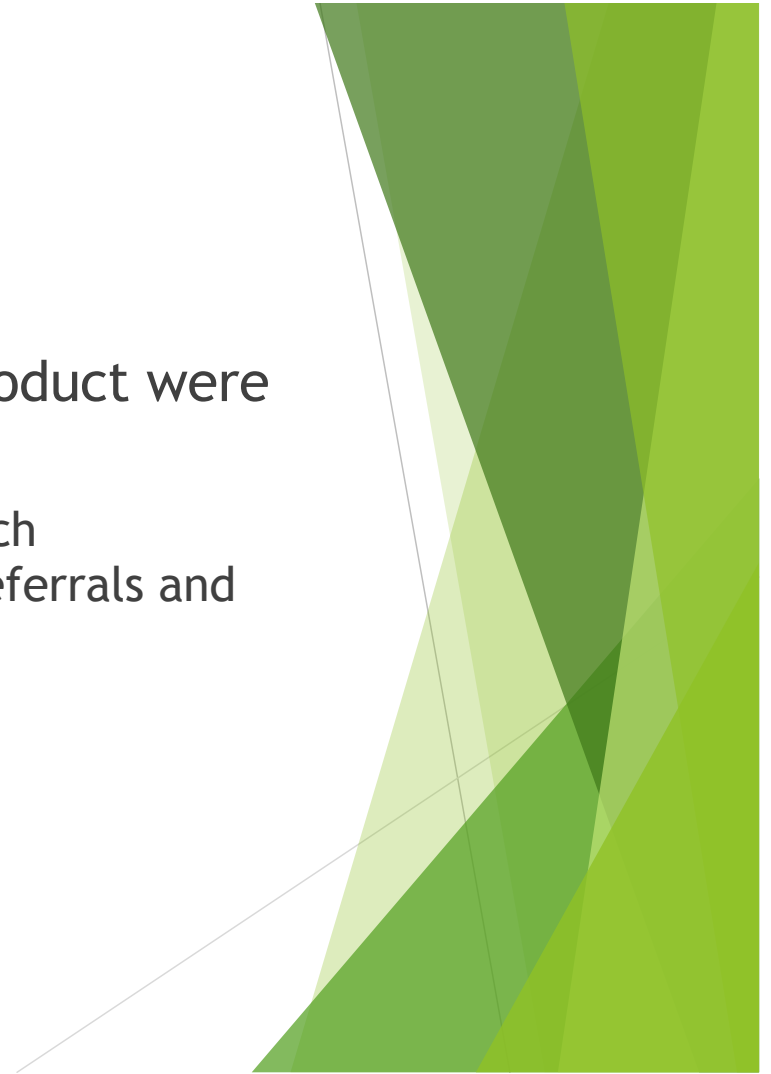
Answered Questions

- How much stock is left for the most in demand products?



Answered Questions

- ▶ How much visitors that purchased a product were referred to the site?
 - ▶ A total of 32 visitors made purchases, which collectively accounted for 2580 product referrals and generated \$6010



The image features abstract green geometric shapes. On the left is a small green triangle. On the right is a large, complex shape composed of several overlapping triangles in various shades of green, creating a layered, crystalline effect. The word "CONCLUSION" is centered in the middle of the image.

CONCLUSION