

CASE STURY: CLOTHING BRAND SALES

BY- NITESH KUMAR





INTRODUCTION

Texture Tales Clothing Company prides themselves on providing an optimized range of clothing and lifestyle wear for the modern adventurer!

I will be helping the CEO of this trendy fashion company to assist the team's merchandising teams analyze their sales performance and generate a basic financial report to share with the wider business.

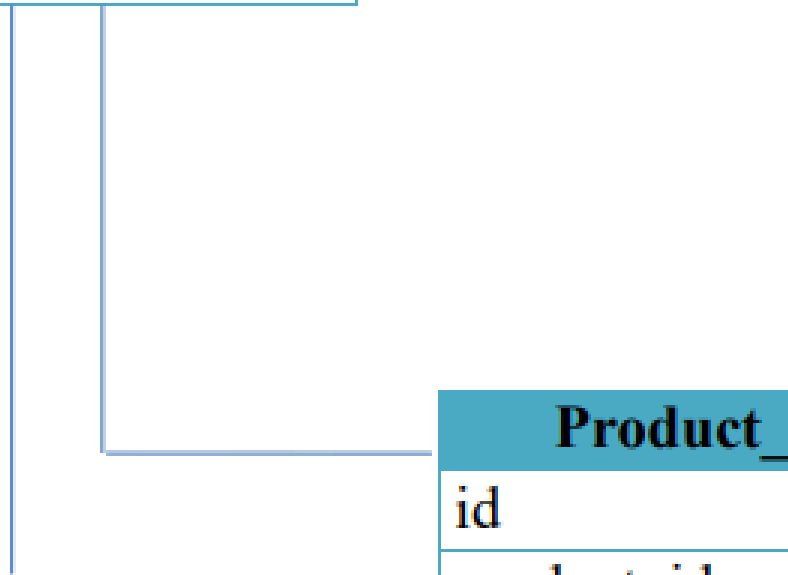
SCHEMA USED

product_details	
product_id	varchar
price	int
product_name	varchar
category_id	int
segment_id	int
style_id	int
category_name	varchar
segment_name	varchar
style_name	varchar

sales	
prod_id	varchar
qty	int
price	int
discount	int
member	varchar
txn_id	varchar
start_txn_time	varchar

Product_hierarchy	
id	int
product_id	int
price	int
start_date	date
end_date	date

product_prices	
id	int
product_id	varchar
price	int



CASE STUDY QUESTIONS

1. What was the total quantity sold for all products?
2. What is the total generated revenue for all products before discounts?
3. What was the total discount amount for all products?
4. How many unique transactions were there?
5. What are the average unique products purchased in each transaction?
6. What is the average discount value per transaction?
7. What is the average revenue for member transactions and non-member transactions?
8. What are the top 3 products by total revenue before discount?
9. What are the total quantity, revenue and discount for each segment?
10. What is the top selling product for each segment?
11. What are the total quantity, revenue and discount for each category?
12. What is the top selling product for each category?

1. WHAT WAS THE TOTAL QUANTITY SOLD FOR ALL PRODUCTS?

```
SELECT
    details.product_name, SUM(sales.qty) AS sale_counts
FROM
    sales AS sales
    INNER JOIN
    product_details AS details ON sales.prod_id = details.product_id
GROUP BY details.product_name
ORDER BY sale_counts DESC;
```

product_name	sale_counts
Grey Fashion Jacket - Womens	3876
Navy Oversized Jeans - Womens	3856
Blue Polo Shirt - Mens	3819
White Tee Shirt - Mens	3800
Navy Solid Socks - Mens	3792

2. WHAT IS THE TOTAL GENERATED REVENUE FOR ALL PRODUCTS BEFORE DISCOUNTS?

```
SELECT  
    SUM(price * qty) AS no_dis_revenue  
FROM  
    sales;
```

no_dis_revenue

1289453

3. WHAT WAS THE TOTAL DISCOUNT AMOUNT FOR ALL PRODUCTS?

```
SELECT  
    SUM(price * qty * discount) / 100 AS total_discount  
FROM  
    sales;
```

total_discount

156229.1400

4. HOW MANY UNIQUE TRANSACTIONS WERE THERE?

```
SELECT  
    COUNT(DISTINCT txn_id) AS unique_txn  
FROM  
    sales;
```

unique_txn
2500

5. WHAT ARE THE AVERAGE UNIQUE PRODUCTS PURCHASED IN EACH TRANSACTION?

```
WITH cte_transaction_products AS (  
    SELECT  
        txn_id,  
        COUNT(DISTINCT prod_id) AS product_count  
    FROM sales  
    GROUP BY txn_id  
)  
SELECT  
    ROUND(AVG(product_count)) AS avg_unique_products  
FROM cte_transaction_products;
```

avg_unique_products

6

6. WHAT IS THE AVERAGE DISCOUNT VALUE PER TRANSACTION?

```
WITH cte_transaction_discounts AS (  
    SELECT  
        txn_id,  
        SUM(price * qty * discount)/100 AS total_discount  
    FROM sales  
    GROUP BY txn_id  
)  
SELECT  
    ROUND(AVG(total_discount)) AS avg_discount  
FROM cte_transaction_discounts;
```

avg_discount

62

7. WHAT IS THE AVERAGE REVENUE FOR MEMBER TRANSACTIONS AND NON-MEMBER TRANSACTIONS?

```
WITH cte_member_revenue AS (  
    SELECT  
        member,  
        txn_id,  
        SUM(price * qty) AS revenue  
    FROM sales  
    GROUP BY  
        member,  
        txn_id  
)  
SELECT  
    member,  
    ROUND(AVG(revenue), 2) AS avg_revenue  
FROM cte_member_revenue  
GROUP BY member;
```

member	avg_revenue
true	516.27
false	515.04

8. WHAT ARE THE TOP 3 PRODUCTS BY TOTAL REVENUE BEFORE DISCOUNT?

```
SELECT
    details.product_name,
    SUM(sales.qty * sales.price) AS nodis_revenue
FROM
    sales AS sales
    INNER JOIN
    product_details AS details ON sales.prod_id = details.product_id
GROUP BY details.product_name
ORDER BY nodis_revenue DESC
LIMIT 3;
```

product_name	nodis_revenue
Blue Polo Shirt - Mens	217683
Grey Fashion Jacket - Womens	209304
White Tee Shirt - Mens	152000

9. WHAT ARE THE TOTAL QUANTITY, REVENUE AND DISCOUNT FOR EACH SEGMENT?

```
SELECT
    details.segment_id,
    details.segment_name,
    SUM(sales.qty) AS total_quantity,
    SUM(sales.qty * sales.price) AS total_revenue,
    SUM(sales.qty * sales.price * sales.discount) / 100 AS total_discount
FROM
    sales AS sales
    INNER JOIN
    product_details AS details ON sales.prod_id = details.product_id
GROUP BY details.segment_id , details.segment_name
ORDER BY total_revenue DESC;
```

segment_id	segment_name	total_quantity	total_revenue	total_discount
5	Shirt	11265	406143	49594.2700
4	Jacket	11385	366983	44277.4600
6	Socks	11217	307977	37013.4400
3	Jeans	11349	208350	25343.9700

10. WHAT IS THE TOP SELLING PRODUCT FOR EACH SEGMENT?

```
SELECT
    details.segment_id,
    details.segment_name,
    details.product_id,
    details.product_name,
    SUM(sales.qty) AS product_quantity
FROM
    sales AS sales
    INNER JOIN
    product_details AS details ON sales.prod_id = details.product_id
GROUP BY details.segment_id , details.segment_name , details.product_id , details.product_name
ORDER BY product_quantity DESC
LIMIT 5;
```

segment_id	segment_name	product_id	product_name	product_quantity
4	Jacket	9ec847	Grey Fashion Jacket - Womens	3876
3	Jeans	c4a632	Navy Oversized Jeans - Womens	3856
5	Shirt	2a2353	Blue Polo Shirt - Mens	3819
5	Shirt	5d267b	White Tee Shirt - Mens	3800
6	Socks	f084eb	Navy Solid Socks - Mens	3792

11. WHAT ARE THE TOTAL QUANTITY, REVENUE AND DISCOUNT FOR EACH CATEGORY?

```
SELECT
    details.category_id,
    details.category_name,
    SUM(sales.qty) AS total_quantity,
    SUM(sales.qty * sales.price) AS total_revenue,
    SUM(sales.qty * sales.price * sales.discount) / 100 AS total_discount
FROM
    sales AS sales
    INNER JOIN
    product_details AS details ON sales.prod_id = details.product_id
GROUP BY details.category_id , details.category_name
ORDER BY total_revenue DESC;
```

category_id	category_name	total_quantity	total_revenue	total_discount
2	Mens	22482	714120	86607.7100
1	Womens	22734	575333	69621.4300

THANK YOU

