SQL PROJECT

MAVEN TOYS STORE
ANALYSIS

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MAVEN TOYS STORE ANALYSIS

OBJECTIVE

- The primary objective of the maven toys store is to achieve sustainable business growth while addressing existing challenges.
- We need to examine the dataset with SQL and help the maven toys store understand its business growth by answering simple questions

MAVEN TOYS STORE ANALYSIS

DIVISION OF QUESTIONS

Queries include:

SELECT, GROUP, ORDER BY,

EASY
QUESTION I

Which product categories drive the biggest profits? Is this the same across store locations?

```sql
/*
Q1: Which product categories drive the biggest profits? Is this the same across store locations?
*/
SELECT
    p.product_category,
    SUM((p.product_price - p.product_cost) * s.units) AS profit,
    st.store_location
FROM
    sales AS s
JOIN
    products AS p
ON
    p.product_id = s.product_id
JOIN
    stores AS st
ON
    st.store_id = st.store_id
GROUP BY
    p.product_category, st.store_location
ORDER BY
     profit DESC;
```

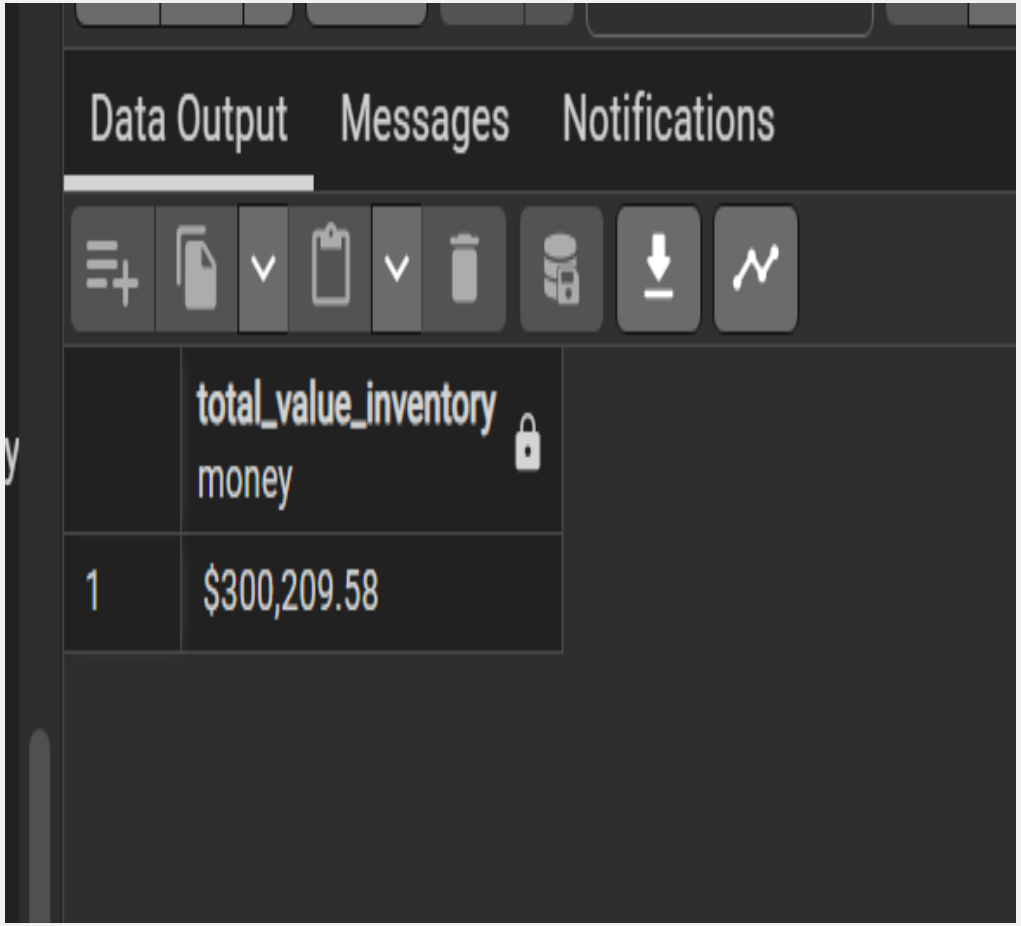
	product_category character varying	profit money	store_location character varying
1	Toys	$31,306,283.00	Downtown
2	Electronics	$29,041,673.00	Downtown
3	Art & Crafts	$21,847,266.00	Downtown
4	Games	$19,545,797.00	Downtown
5	Sports & Outdoors	$14,665,822.00	Downtown
6	Toys	$12,954,324.00	Commercial
7	Electronics	$12,017,244.00	Commercial
8	Art & Crafts	$9,040,248.00	Commercial
9	Games	$8,087,916.00	Commercial
10	Toys	$6,477,162.00	Residential
11	Sports & Outdoors	$6,068,616.00	Commercial
12	Electronics	$6,008,622.00	Residential
13	Art & Crafts	$4,520,124.00	Residential
14	Games	$4,043,958.00	Residential
15	Toys	$3,238,581.00	Airport
16	Sports & Outdoors	$3,034,308.00	Residential
17	Electronics	$3,004,311.00	Airport
18	Art & Crafts	$2,260,062.00	Airport

Total rows: 20 of 20 | Query complete 00:00:19.145

EASY
QUESTION 2

How much money is tied up in inventory at the toy stores?

```sql
/*
Q2: How much money is tied up in inventory at the toy stores? How long will it last?
*/
SELECT
    SUM(p.product_cost * i.stock_on_hand) AS total_value_inventory
FROM
    inventory AS i
JOIN
    products AS p
ON
    p.product_id = i.product_id;
```



EASY
QUESTION 3

Most sale transactions (volume) by product category and location.

```sql
/*
Q3: Most sale transactions (volume) by product category and location.
*/
SELECT
    p.product_category,
    st.store_location,
    COUNT (*) AS transaction_volume
FROM
    products AS p
JOIN
    sales AS s
ON
    p.product_id = s.product_id
JOIN
    stores AS st
ON
    st.store_id = s.store_id
GROUP BY
    p.product_category, st.store_location
ORDER BY
    transaction_volume DESC
```

Data Output | Messages | Notifications

	product_category character varying	store_location character varying	transaction_volume bigint
1	Art & Crafts	Downtown	132474
2	Toys	Downtown	130214
3	Games	Downtown	88908
4	Sports & Outdoors	Downtown	76287
5	Electronics	Downtown	52341
6	Toys	Commercial	46453
7	Art & Crafts	Commercial	45714
8	Games	Commercial	35877
9	Sports & Outdoors	Commercial	29448
10	Toys	Residential	27333
11	Electronics	Commercial	27213
12	Art & Crafts	Residential	25948
13	Games	Residential	17339
14	Toys	Airport	17227
15	Art & Crafts	Airport	16537
16	Sports & Outdoors	Residential	14963
17	Games	Airport	14882
18	Sports & Outdoors	Airport	10633

Total rows: 20 of 20 | Query complete 00:00:00.702

MODERATE
QUESTION I

Top 10 most revenue stores

Query | Query History

```sql
/*
Q4: Top 10 most revenue stores
*/
SELECT
    st.store_name,
    SUM(p.product_price * s.units) AS revenue
FROM
    stores AS st
JOIN
    sales AS s
ON
    s.store_id = st.store_id
JOIN
    products AS p
ON
    p.product_id = s.product_id
GROUP BY
    st.store_name
ORDER BY
    revenue DESC
LIMIT 10;
```

Data Output | Messages | Notifications

	store_name character varying	revenue money
1	Maven Toys Ciudad de Mexico 2	$554,553.43
2	Maven Toys Guadalajara 3	$449,354.91
3	Maven Toys Ciudad de Mexico 1	$433,556.21
4	Maven Toys Toluca 1	$411,157.32
5	Maven Toys Monterrey 2	$372,998.82
6	Maven Toys Guadalajara 4	$348,466.64
7	Maven Toys Hermosillo 3	$344,846.64
8	Maven Toys Xalapa 2	$344,307.04
9	Maven Toys Ciudad de Mexico 3	$337,424.66
10	Maven Toys Saltillo 1	$330,408.90

MODERATE
QUESTION 2

Bottom 10 least revenue stores

Query | Query History

```
87
88  /*
89  Q5: Bottom 10 least revenue stores
90  */
91  SELECT
92      st.store_name,
93      SUM(p.product_price * s.units) AS revenue
94  FROM
95      stores AS st
96  JOIN
97      sales AS s
98  ON
99      s.store_id = st.store_id
100 JOIN
101     products AS p
102 ON
103     p.product_id = s.product_id
104 GROUP BY
105     st.store_name
106 ORDER BY
107     revenue ASC
108 LIMIT 10;
```

Data Output | Messages | Notifications

	store_name character varying	revenue money
1	Maven Toys Campeche 2	$206,055.23
2	Maven Toys La Paz 1	$210,897.83
3	Maven Toys Cuernavaca 1	$221,587.26
4	Maven Toys Durango 1	$222,318.78
5	Maven Toys Toluca 2	$222,364.36
6	Maven Toys Tuxtla Gutierrez 1	$229,698.27
7	Maven Toys Zacatecas 1	$229,983.04
8	Maven Toys Merida 1	$232,097.72
9	Maven Toys Hermosillo 1	$235,115.18
10	Maven Toys Pachuca 1	$237,676.15