

## SQL Case Study: Texture Tales

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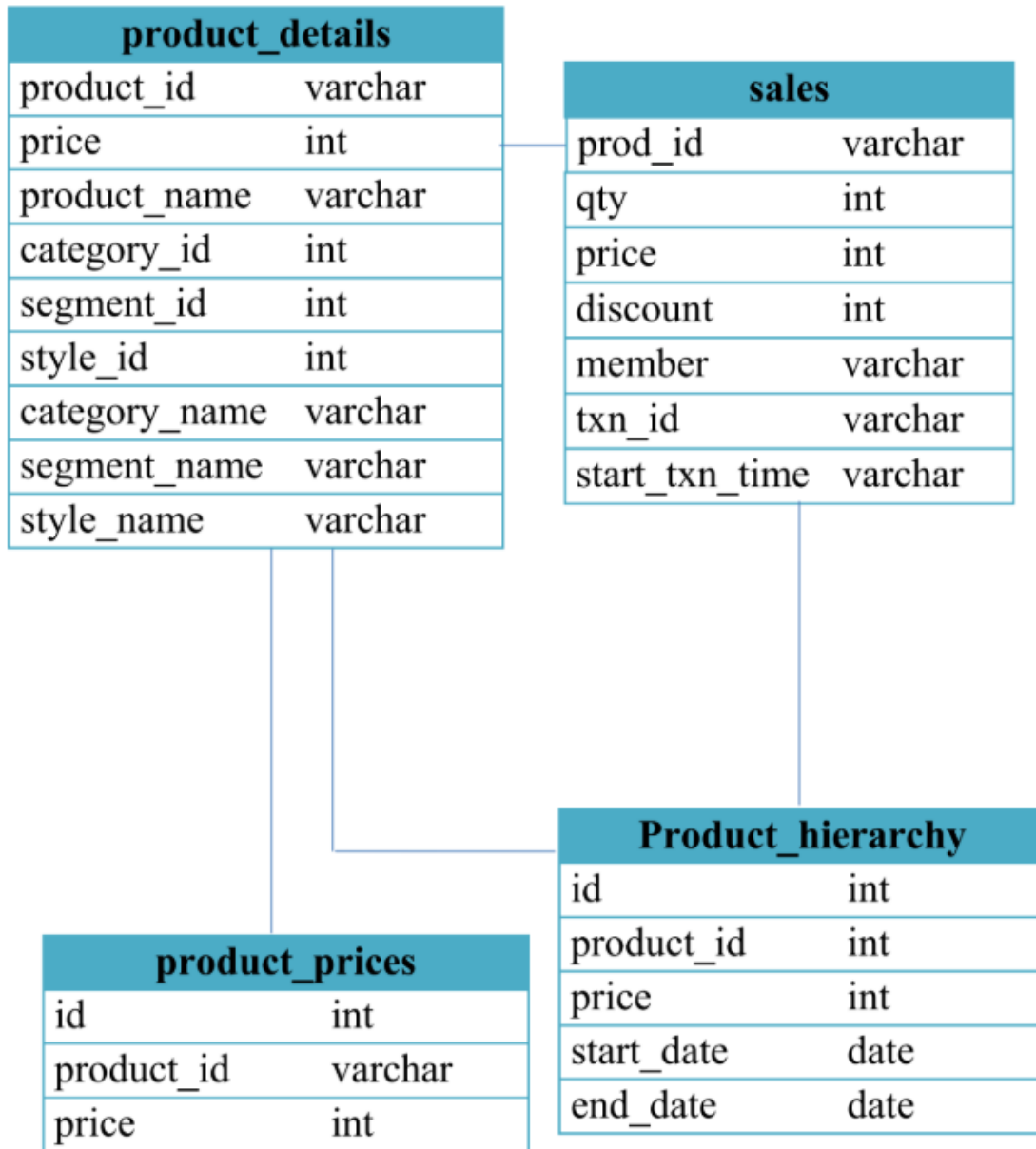


### INTRODUCTION:

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

I, the CEO of this trendy fashion company is asking you 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



## CASE STUDY QUESTIONS

1. What was the total quantity sold for all products?

```
select product_name,sum(qty) as total from sales join product_details on  
prod_id=product_id
```

```
group by product_name
```

```
order by 2 desc;
```

	product_name	total
1	White Tee Shirt - Mens	503
2	Grey Fashion Jacket - Womens	490
3	Navy Oversized Jeans - Womens	479
4	Cream Relaxed Jeans - Womens	471
5	White Striped Socks - Mens	464
6	Black Straight Jeans - Womens	453
7	Teal Button Up Shirt - Mens	451
8	Pink Fluro Polkadot Socks - Mens	440
9	Khaki Suit Jacket - Womens	428
10	Navy Solid Socks - Mens	425
11	Blue Polo Shirt - Mens	421
12	Indigo Rain Jacket - Womens	379

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2. What is the total generated revenue for all products before discounts?

```
select sum(qty*price) as total_revenue from sales;
```

	total_revenue
1	153513

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3. What was the total discount amount for all products?

```
select sum(qty*price*discount)/100 as total_discount_amount from sales;
```

	total_discount_amount
1	19348

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4. How many unique transactions were there?

```
select count(distinct txn_id) as Unique_transactions from sales;
```

	Unique_transactions
1	297

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5. What are the average unique products purchased in each transaction?

```
select avg(product_count) from (select txn_id, count(distinct prod_id)as  
product_count from sales  
group by txn_id)a
```

	(No column name)
1	6

---

6. What is the average discount value per transaction?

```
select avg(total_discount_amount) from (select  
txn_id,sum(qty*price*discount)/100 as total_discount_amount from sales  
group by txn_id)a
```

	(No column name)
1	64

---

7. What is the average revenue for member transactions and non- member transactions?

```
select case when member = 'true' then 'member' else 'non-member' end as  
member_status, avg(qty * price * (1 - discount / 100.0)) as avg_revenue  
from sales  
group by case when member = 'true' then 'member' else 'non-member' end;
```

	member_status	avg_revenue
1	member	75.196385
2	non-member	74.299661

---

8. What are the top 3 products by total revenue before discount?

```
select top 3 prod_id,sum(qty * price) as total_revenue_before_discount  
from sales  
group by prod_id  
order by total_revenue_before_discount desc;
```

	prod_id	total_revenue_before_discount
1	9ec847	26460
2	2a2353	23997
3	5d267b	20120

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9. What are the total quantity, revenue and discount for each segment?

```
select pd.segment_name, sum(s.qty) as total_quantity, sum(s.qty * s.price  
* (1 - s.discount / 100.0)) as total_revenue,sum(s.qty * s.price *  
s.discount / 100.0) as total_discount  
from sales s join product_details pd on s.prod_id = pd.product_id  
group by pd.segment_name;
```

	segment_name	total_quantity	total_revenue	total_discount
1	Jacket	1297	37916.680000	5588.320000
2	Jeans	1403	22386.050000	3046.950000
3	Shirt	1375	42403.770000	6223.230000
4	Socks	1329	31457.940000	4490.060000

#### 10. What is the top selling product for each segment?

```
select b.segment_id,b.segment_name,b.product_id,b.product_name,sum(a.qty)
as Product_Qty
from sales as a join product_details as b on a.prod_id = b.product_id
group by b.segment_id,b.segment_name,b.product_id,b.product_name
order by Product_Qty desc;
```

	segment_id	segment_name	product_id	product_name	Product_Qty
1	5	Shirt	5d267b	White Tee Shirt - Mens	503
2	4	Jacket	9ec847	Grey Fashion Jacket - Womens	490
3	3	Jeans	c4a632	Navy Oversized Jeans - Womens	479
4	3	Jeans	e31d39	Cream Relaxed Jeans - Womens	471
5	6	Socks	b9a74d	White Striped Socks - Mens	464
6	3	Jeans	e83aa3	Black Straight Jeans - Womens	453
7	5	Shirt	c8d436	Teal Button Up Shirt - Mens	451
8	6	Socks	2feb6b	Pink Fluro Polkadot Socks - Mens	440
9	4	Jacket	d5e9a6	Khaki Suit Jacket - Womens	428
10	6	Socks	f084eb	Navy Solid Socks - Mens	425
11	5	Shirt	2a2353	Blue Polo Shirt - Mens	421
12	4	Jacket	72f5d4	Indigo Rain Jacket - Womens	379

#### 11. What are the total quantity, revenue and discount for each category?

```
select pd.category_name, sum(s.qty) as total_quantity, sum(s.qty * s.price
* (1 - s.discount / 100.0)) as total_revenue,sum(s.qty * s.price *
s.discount / 100.0) as total_discount
from sales s join product_details pd on s.prod_id = pd.product_id
group by pd.category_name;
```

	category_name	total_quantity	total_revenue	total_discount
1	Mens	2704	73861.710000	10713.290000
2	Womens	2700	60302.730000	8635.270000

#### 12. What is the top selling product for each category?

```
select category_id,category_name,product_id,product_name,sum(qty) from product_details
join sales on product_id=prod_id

group by category_id,category_name,product_id,product_name
```

order by 5 desc;

	category_id	category_name	product_id	product_name	(No column name)
1	2	Mens	5d267b	White Tee Shirt - Mens	503
2	1	Womens	9ec847	Grey Fashion Jacket - Womens	490
3	1	Womens	c4a632	Navy Oversized Jeans - Womens	479
4	1	Womens	e31d39	Cream Relaxed Jeans - Womens	471
5	2	Mens	b9a74d	White Striped Socks - Mens	464
6	1	Womens	e83aa3	Black Straight Jeans - Womens	453
7	2	Mens	c8d436	Teal Button Up Shirt - Mens	451
8	2	Mens	2feb6b	Pink Fluro Polkadot Socks - Mens	440
9	1	Womens	d5e9a6	Khaki Suit Jacket - Womens	428
10	2	Mens	f084eb	Navy Solid Socks - Mens	425
11	2	Mens	2a2353	Blue Polo Shirt - Mens	421
12	1	Womens	72f5d4	Indigo Rain Jacket - Womens	379

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