PAYTM MALL EPURCHASE DATA ANALYSIS

In our project, we learned how to use SQL to manage data in databases. We mastered about 17 different types of queries, which helped us find specific information, perform calculations, and organize data neatly.

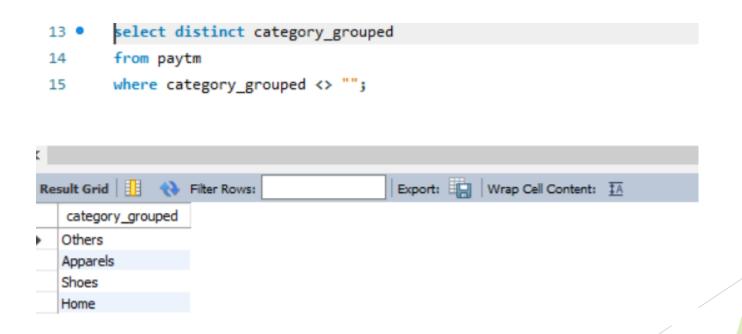
We saw how SQL can be used for simple tasks like finding a name in a list, as well as for more complex tasks like analyzing large amounts of data. This project showed us how important it is to know SQL in today's world, where efficiently handling lots of data is crucial for businesses.

Now, we're applying our SQL skills to analyze Paytm e-purchase data, helping us uncover valuable insights to drive informed decision-making.

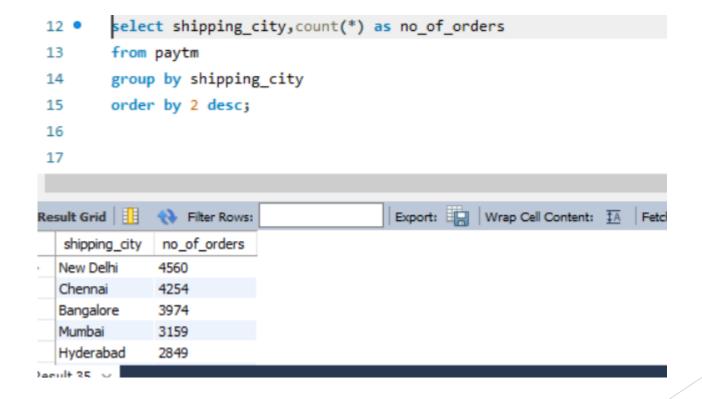


1. What does the "Category_Grouped" column represent, and how many unique categories are there?

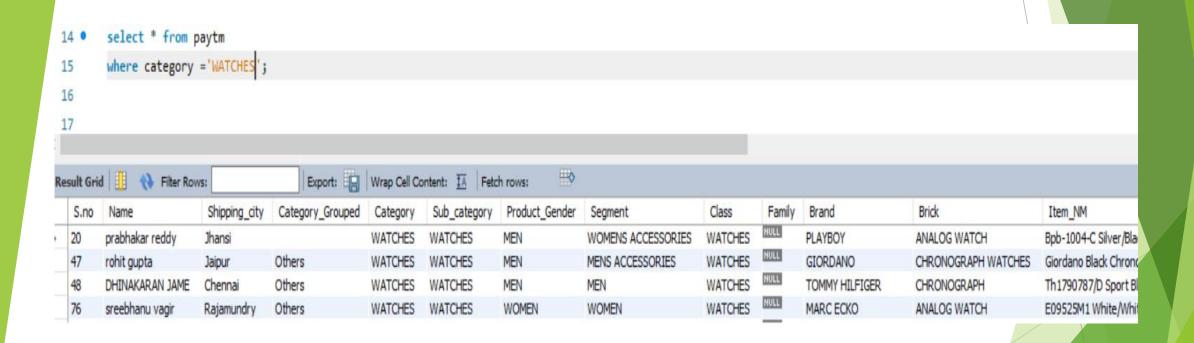
Each entry in this column indicates the category to which the purchased product belongs.



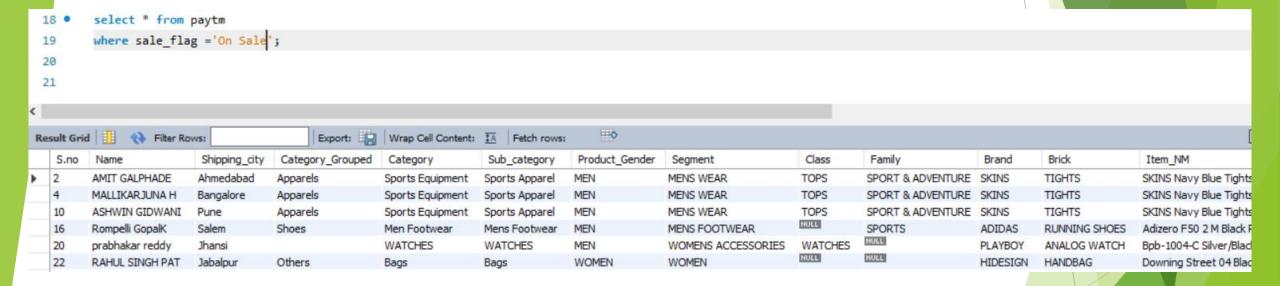
2. List the top 5 shipping cities in terms of the number of orders.



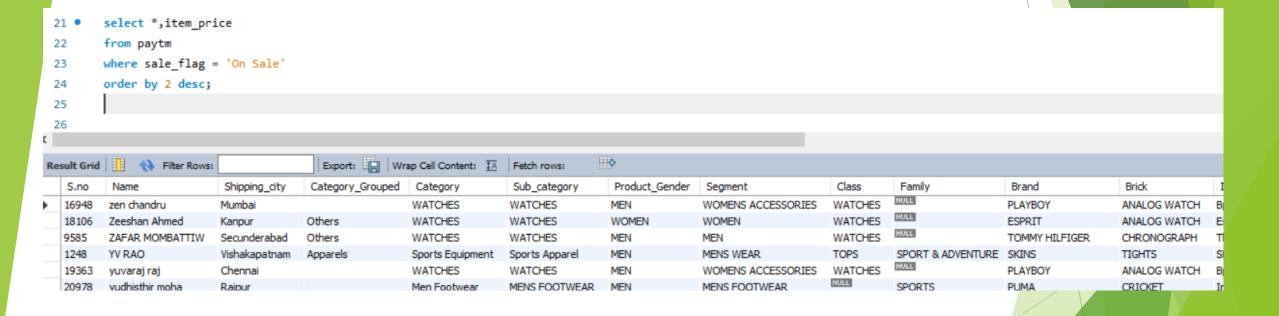
3. Show me a table with all the data for products that belong to the "Watches" category.



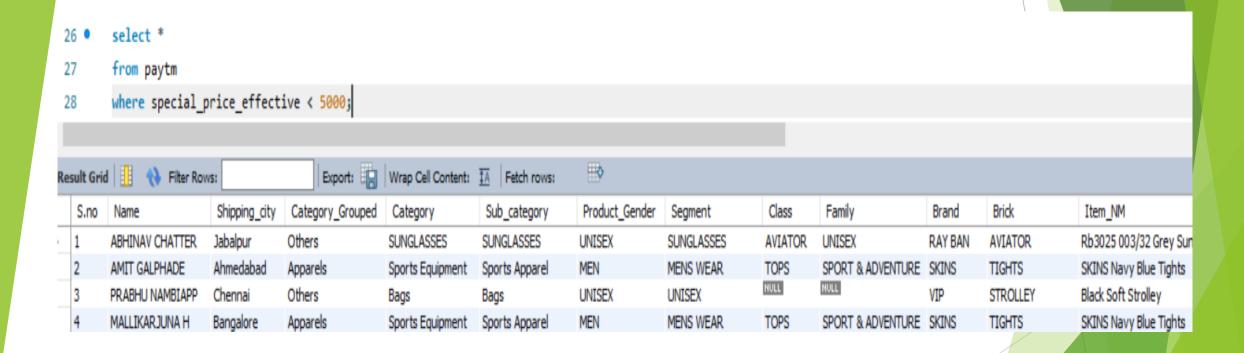
4. Filter the data to show only rows with a "Sale_Flag" of 'Yes'.



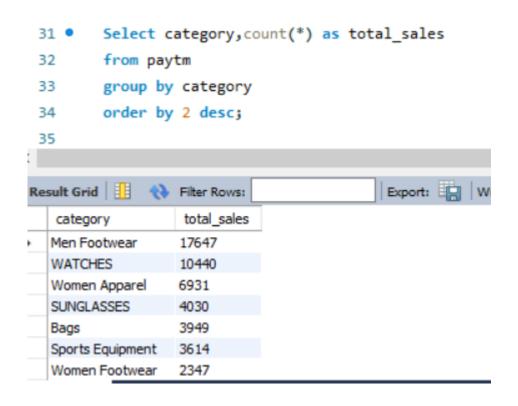
5. Sort the data by "Item_Price" in descending order. What is the most expensive item?



6. Which products have a 'Special_Price_effective' value of less than \$5000 ?



7. Find the total sales value for each category.



8. Calculate the average "Quantity" sold for products in the "Home" category, grouped by "Product_Gender."

```
select round(avg(quantity),2) as avg_category ,category

from paytm

where category = 'Home'

group by product_gender;

40

41

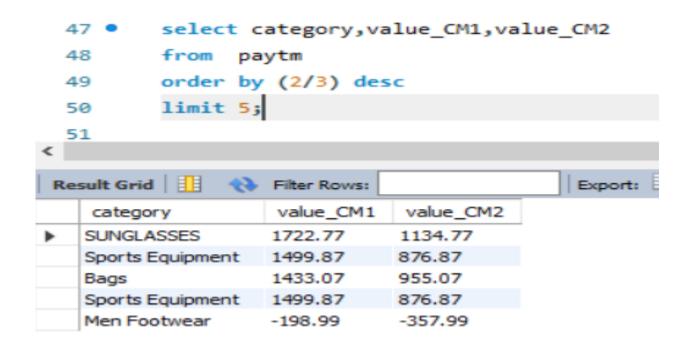
42

Result Grid Filter Rows: Export: Wrap Cell Content: A

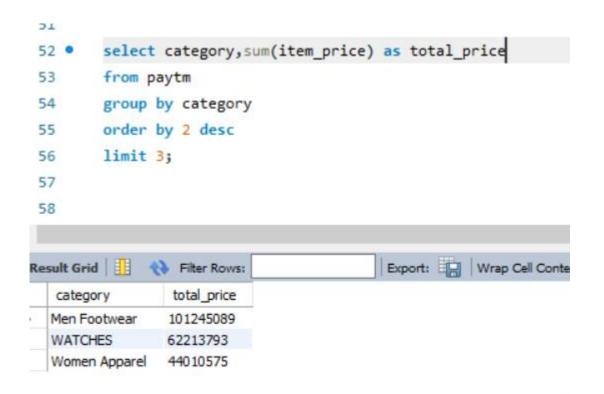
avg_category category

Home
```

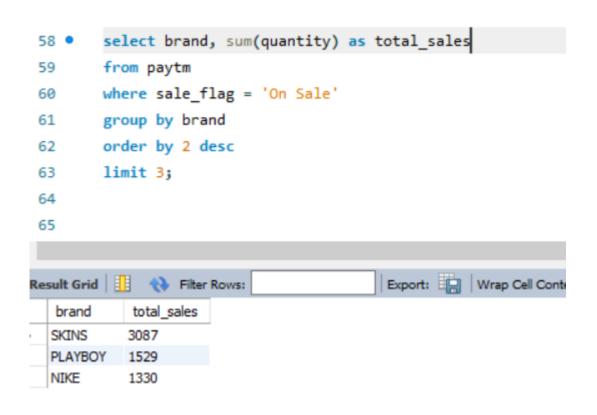
9. Find the top 5 products with the highest "Value_CM1" and "Value_CM2" ratios.



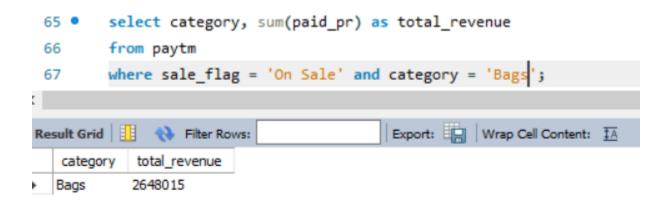
10. Identify the top 3 "Class" categories with the highest total sales.



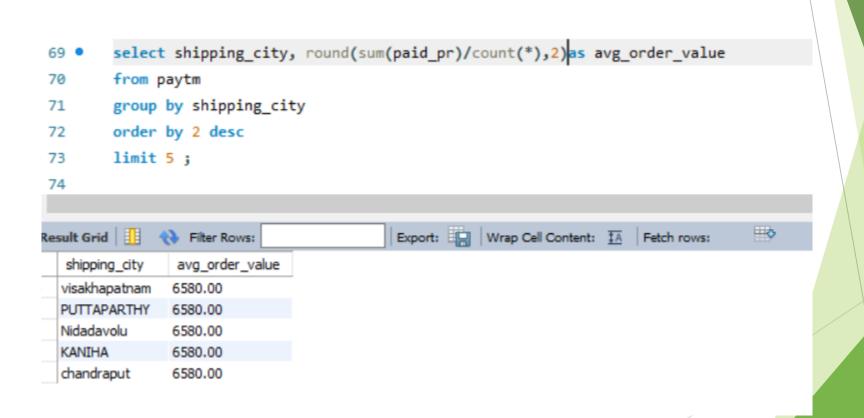
11. Find the total sales for each "Brand" and display the top 3 brands in terms of sales.



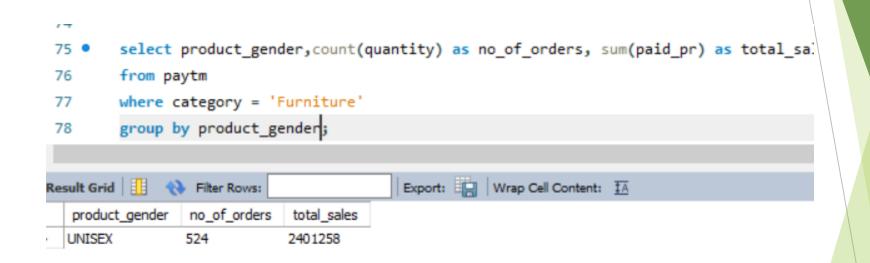
12. Calculate the total revenue generated from "Bags" category products with a "Sale_Flag" of 'Yes'



13. Identify the top 5 shipping cities based on the average order value (total sales amount divided by the number of orders) and display their average order values.



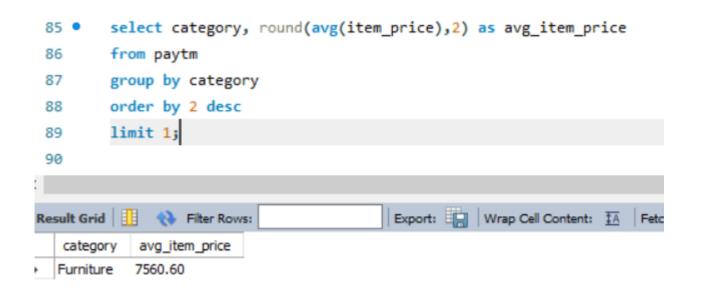
14. Determine the total number of orders and the total sales amount for each "Product_Gender" within the "Clothing" category.



15. Calculate the percentage contribution of each "Category" to the overall total sales.

```
select category, sum(paid_pr) as total_sales,
 81
                  round(sum(paid pr)/(select sum(paid pr) from paytm )* 100,2) as Per contribution
                  from paytm
 82
 83
                  group by category;
 84
                                              Export: Wrap Cell Content: TA
Result Grid
                   Filter Rows:
                    total_sales
                               Per_contribution
   category
  SUNGLASSES
                   20372305
                              8.09
  Sports Equipment
                   17485201
                              6.94
                   18949494
                              7.52
  Bags
  Men Footwear
                   85645319
                              34.01
  Women Footwear
                   11801140
                              4.69
  WATCHES
                   51219020
                              20.34
  Women Apparel
                   37533749
                               14.90
```

16. Identify the "Category" with the highest average "Item_Price" and its corresponding average price.



17. Calculate the total sales for each "Segment" and the average quantity sold per order for each segment

