

Analysis Using SQL Queries:

Creating the database:

```
CREATE DATABASE ecommerce;
```

Using the database:

```
USE ecommerce;
```

Creating the table in the database:

```
CREATE TABLE fnp_sales  
( Order_ID      VARCHAR(50),  
  Order_Date    DATE,  
  Customer_ID   VARCHAR(50),  
  Product_ID    VARCHAR(50),  
  Category      VARCHAR(100),  
  Quantity      INT,  
  UnitPrice     INT,  
  TotalAmount   INT,  
  City          VARCHAR(100)  
);
```

After importing the data from the csv file .Checking if the data is import correctly or not:

```
SELECT * FROM fnp_sales LIMIT 3;
```

	Order_ID	Order_Date	Customer_ID	Product_ID	Category	Quantity	UnitPrice	TotalAmount	City
►	1	2023-02-24	C037	67	Raksha Bandhan	5	1374	6870	Davanagere
	2	2023-11-07	C019	41	Sweets	2	1977	3954	Danapur
	3	2023-07-14	C029	67	Raksha Bandhan	5	1374	6870	Haridwar

Generating the key insights by querying

Getting total revenue:

```
SELECT SUM(TotalAmount) AS total_revenue  
  
FROM fnp_sales;
```

	total_revenue
▶	7041968

Getting the number of total orders and total customers:

```
SELECT COUNT(DISTINCT Order_ID) AS total_orders,  
  
COUNT(DISTINCT Customer_ID) AS total_customers  
  
FROM fnp_sales;
```

	total_orders	total_customers
▶	1000	100

Getting Average Order values:

```
SELECT  
  
SUM(TotalAmount)/NULLIF(COUNT(DISTINCT Order_ID),0) AS avg_order_values  
  
FROM fnp_sales;
```

	avg_order_values
▶	7041.9680

Getting top 10 products by revenue:

```
SELECT Product_ID,Category,SUM(TotalAmount) AS revenue,  
  
SUM(Quantity) AS qty_sold  
  
FROM fnp_sales  
  
GROUP BY Product_ID,Category  
  
ORDER BY revenue DESC  
  
LIMIT 10;
```

	Product_ID	Category	revenue	qty_sold
►	1	Soft Toys	243810	126
	55	Soft Toys	213248	112
	47	Colors	203112	124
	14	Colors	195330	102
	64	Soft Toys	195312	104
	22	Soft Toys	193402	118
	35	Colors	182770	98
	23	Sweets	180072	164

Getting sales by Category:

```

SELECT Category,SUM(TotalAmount) AS revenue,
SUM(Quantity) AS qty_sold
FROM fnp_sales
GROUP BY Category
ORDER BY revenue DESC;

```

	Category	revenue	qty_sold
►	Colors	2011290	1620
	Soft Toys	1481662	1006
	Sweets	1467684	1082
	Cake	659724	750
	Raksha Bandhan	594744	556
	Plants	424562	612
	Mugs	402302	464

Getting top cities:

```

SELECT City,SUM(TotalAmount) AS revenue,
SUM(Quantity) AS qty_sold
FROM fnp_sales
GROUP BY City
ORDER BY revenue DESC
LIMIT 20;

```

	City	revenue	qty_sold
►	Imphal	251708	216
	Kavali	219958	168
	Dhanbad	187626	170
	North Dumdum	163326	122
	Haridwar	161466	146
	Dibrugarh	153644	140
	Machilipatnam	150058	108
	Bhatpara	145946	124

