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Actionable Insights & Tech Hub

Hobby Stores

Case Study

Background

Hobby Stores is a leading retail chain that operates across different regions in the United States. They offer a wide range of products, including furniture, office supplies, and more. The company aims to enhance its customer experience and optimize its product offerings and supply chain processes.

Objective: Hobby Stores aims to analyze its sales data to better understand its customer segments, popular product categories, and shipping patterns. This analysis will help them make informed decisions to improve customer satisfaction and operational efficiency.

Data Dictionary

1. Store Data

Row_ID: Unique identifier for each row.

Order_ID: Unique identifier for each order.

Order_Date: Date of the order placement.

Ship_Date: Date when the order was shipped.

Ship_Mode: Shipping mode (e.g., Second Class).

Customer_ID: Unique identifier of the customer placing the order.

Product_ID: Unique identifier of the product being purchased.

Sales: Total sales amount for the transaction.

Discount: Discount applied to the transaction.

Data Dictionary

2. Master Customer

- Customer_ID: Unique identifier for each customer
- Customer_Name: Name of the customer
- Segment: Customer segment (e.g., consumer, corporate)
- Country: Customer's country
- City: Customer's city
- State: Customer's state
- Postal_Code: Customer's postal code
- Region: Geographic region of the customer
- Age: Age of the customer

3. Master Product Table

- Product_ID: Unique identifier for each product.
- Category: Product category (e.g., furniture, office supplies).
- Sub_Category: Product sub-category (e.g., chairs, labels).
- Product_Name: Name of the product.

Tailored Analysis

1. Create a Database and name it e.g Hobby Stores
2. Create a table for the store data, master customer and master product dataset.
3. Import the datasets into the table.
4. Write a query that shows the store data, master customer and master product tables.
5. How many unique customers, and products exist?
6. Using the WHERE CLAUSE, write a query that retrieves customer names who are 30 years old.
7. What is the distribution of customer ages across different regions?
8. Which customer segments make the most purchases?
9. What product category makes the most sales?
10. Revisit the queries you've written before and use the LIMIT clause where appropriate (Limit by 3).