

SQL Case Study on Ecommerce Data

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Tools Used



CSVFiddle

- CSVFiddle is a free tool to explore and share insights from CSV files using SQL



SQL

- Query the data

Data Dictionary

CSV file is present in this sheets link →

https://docs.google.com/spreadsheets/d/1JKovn-_OICmVPHaKGmTGQT58Gw1WbE7cZ6IQwWCkLHc/edit?usp=sharing



About the dataset



This dataset has 18
columns and 3900
rows



will be running
the actual queries
in the browser on
an online SQL
compiler



Create a
conclusion from
the data.

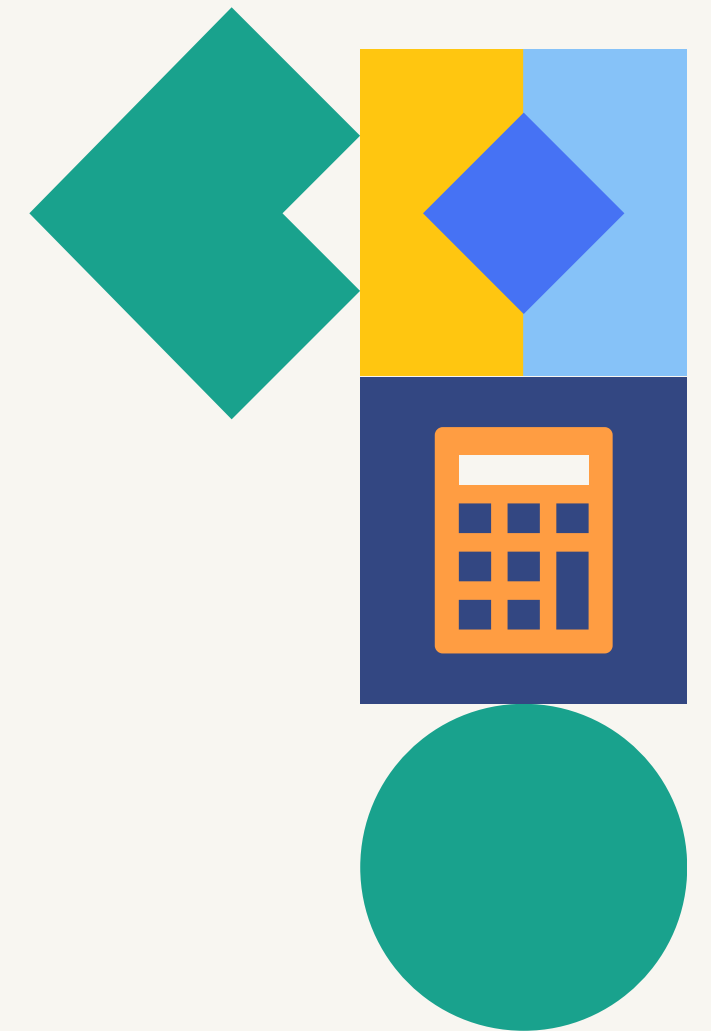
Questions for Case Study

1. Fetch the top 5 age groups which have the highest number of Customers.

Query:

```
select Age,  
count(*) as age_count  
from customer_details  
group by 1  
order by 2 DESC  
limit 5;
```

	Age	age_count
1	69	88
2	57	87
3	41	86
4	25	85
5	49	84

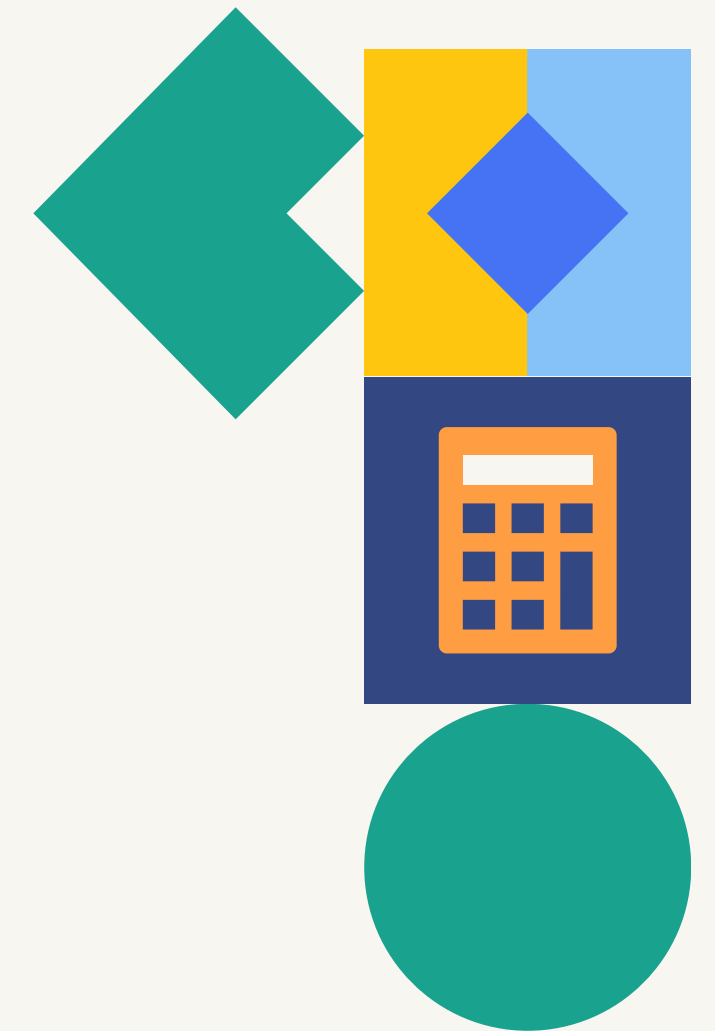


2. Fetch the percentage of Male and Female Customers.

Query:

```
select Gender ,  
count(*) as gender_count,  
(count(*)* 100 / (select  
count(*) from  
customer_details)) as  
Percentage  
from customer_details  
group by 1 ;
```

	Gender	gender_count	Percentage
1	Male	2652	68
2	Female	1248	32

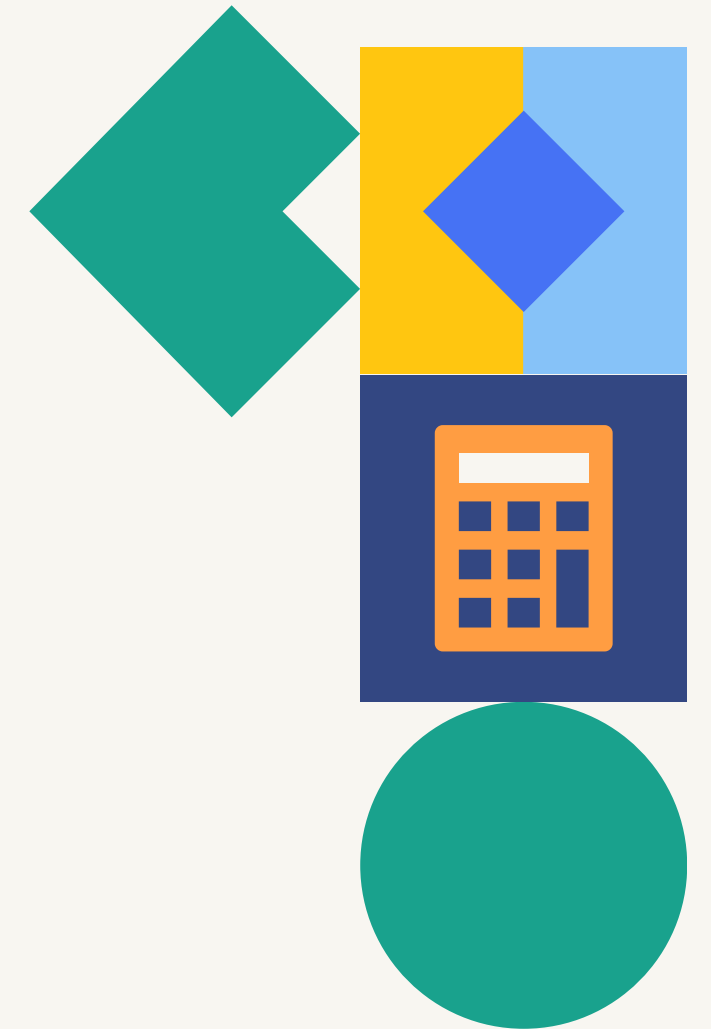


3 . Fetch the top 4 Categories with the highest sales.

Query:

```
select Category ,  
sum("Purchase Amount  
(USD)") as Total_Sales  
from customer_details  
group by 1  
order by 2 DESC  
limit 4 ;
```

	Category	Total_Sales
1	Clothing	"104264"
2	Accessories	"74200"
3	Footwear	"36093"
4	Outerwear	"18524"

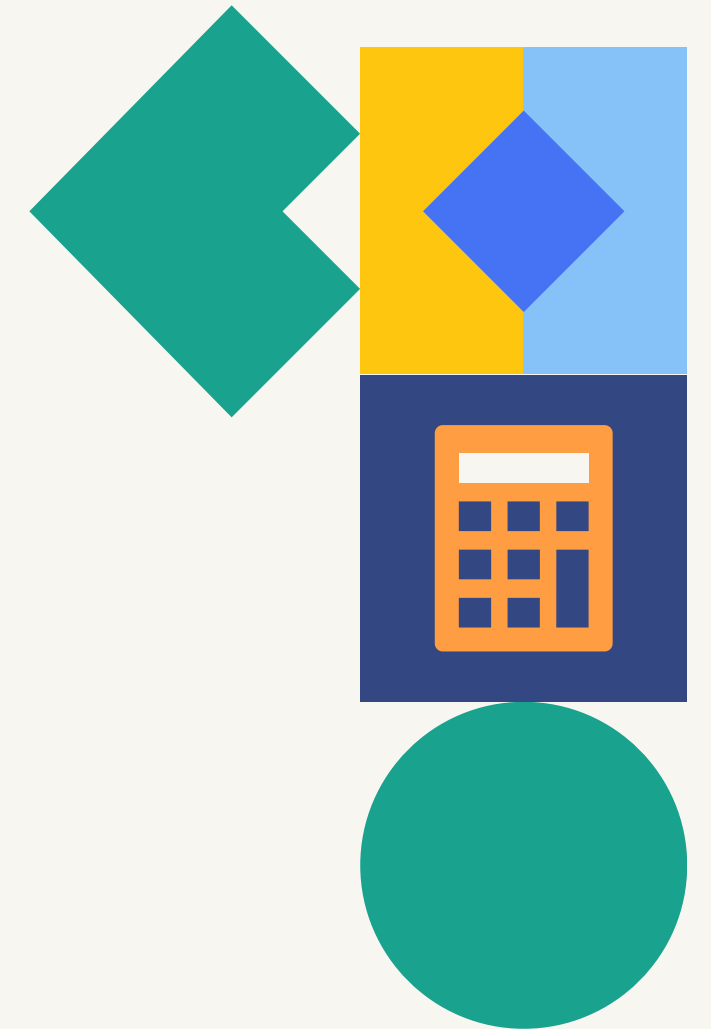


4. Fetch the percentage of top 5 Item Purchased.

Query:

```
select "Item Purchased",  
count(*) as Item_count ,  
round((count(*) * 100.0 /  
(select count(*) from  
customer_details)),2) as  
Percentage  
from customer_details  
group by 1  
order by 2 desc  
limit 5;
```

	Item Purchased	Item_count	Percentage
1	Blouse	171	4.38
2	Pants	171	4.38
3	Jewelry	171	4.38
4	Shirt	169	4.33
5	Dress	166	4.26

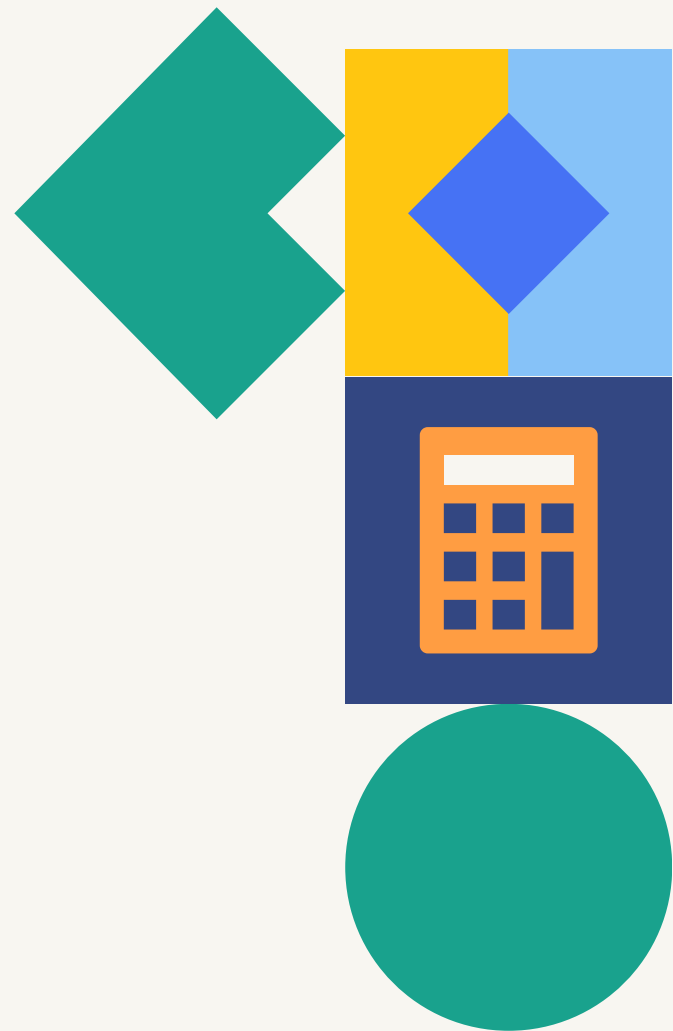


5. Fetch the top 5 locations where most orders come from and tell the percentage of orders from those locations.

Query:

```
select Location ,
count(*) as
location_count ,
round((count(*) * 100.0 /
(select count(*) from
customer_details)),2) as
Percentage
from customer_details
group by 1
order by 2 desc
limit 5;
```

	Location	location_count	Percentage
1	Montana	96	2.46
2	California	95	2.44
3	Idaho	93	2.38
4	Illinois	92	2.36
5	Alabama	89	2.28

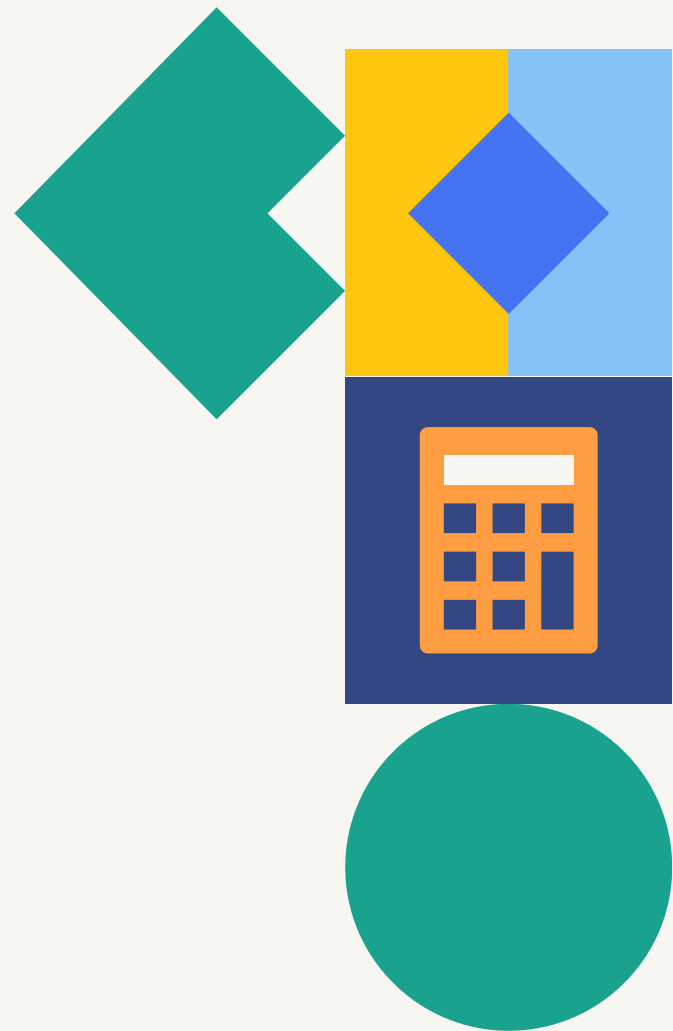


6. Based on the Size column, tell the percentage of order contribution for each Size.

Query:

```
select Size ,
count(*) as size_count ,
round((count(*) * 100.0 /
(select count(*) from
customer_details)),2) as
Percentage
from customer_details
group by 1
order by 1
```

	Size	size_count	Percentage
1	L	1053	27
2	M	1755	45
3	S	663	17
4	XL	429	11

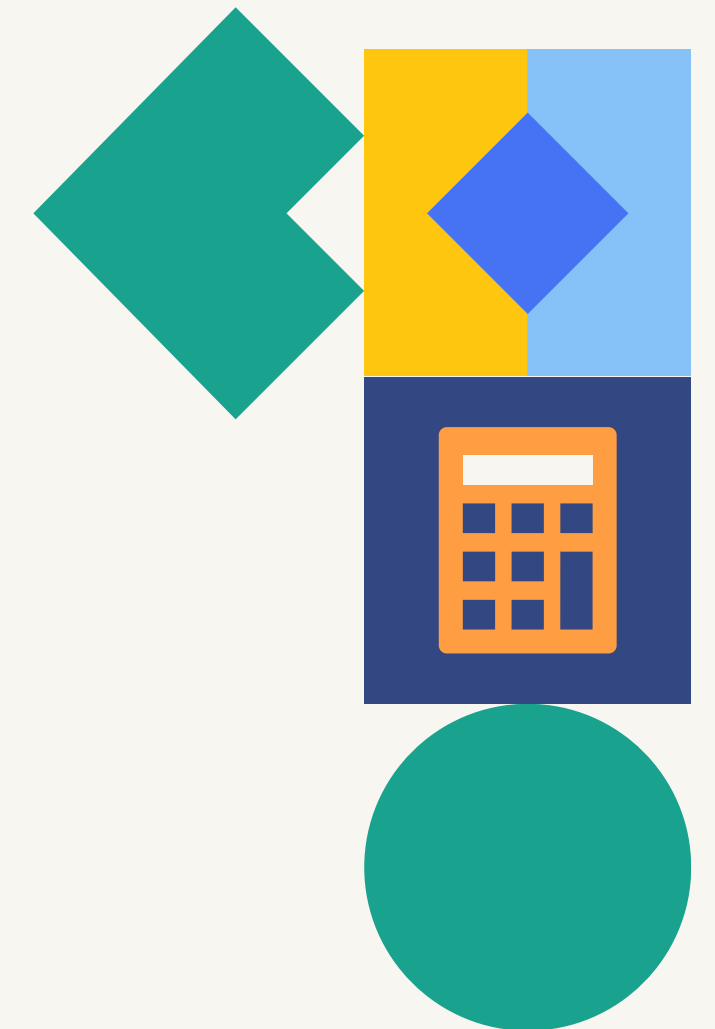


7. Fetch the top 4 colors bought by the customers.

Query:

```
select Color ,  
count(*) as color_count  
from customer_details  
group by 1  
order by 2 desc  
limit 4;
```

	Color	color_count
1	Olive	177
2	Yellow	174
3	Silver	173
4	Teal	172

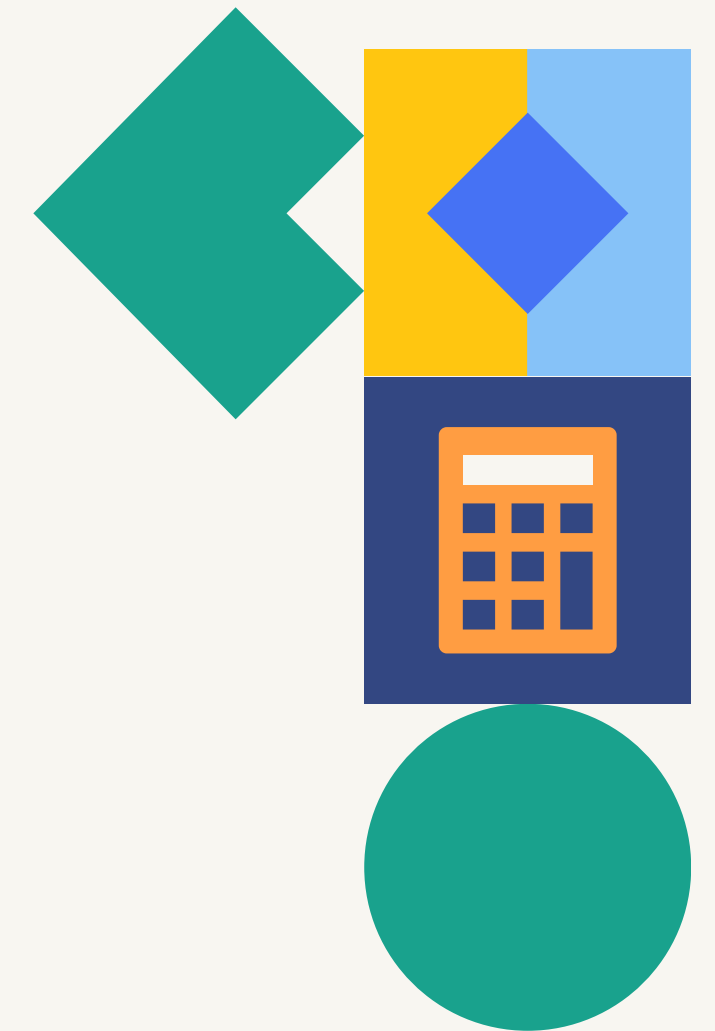


8 . Fetch the Season which has the highest and second highest orders

Query:

```
select Season ,  
count(*) as Season_count  
from customer_details  
group by 1  
order by 2 desc  
limit 2;
```

	Season	Season_count
1	Spring	999
2	Fall	975

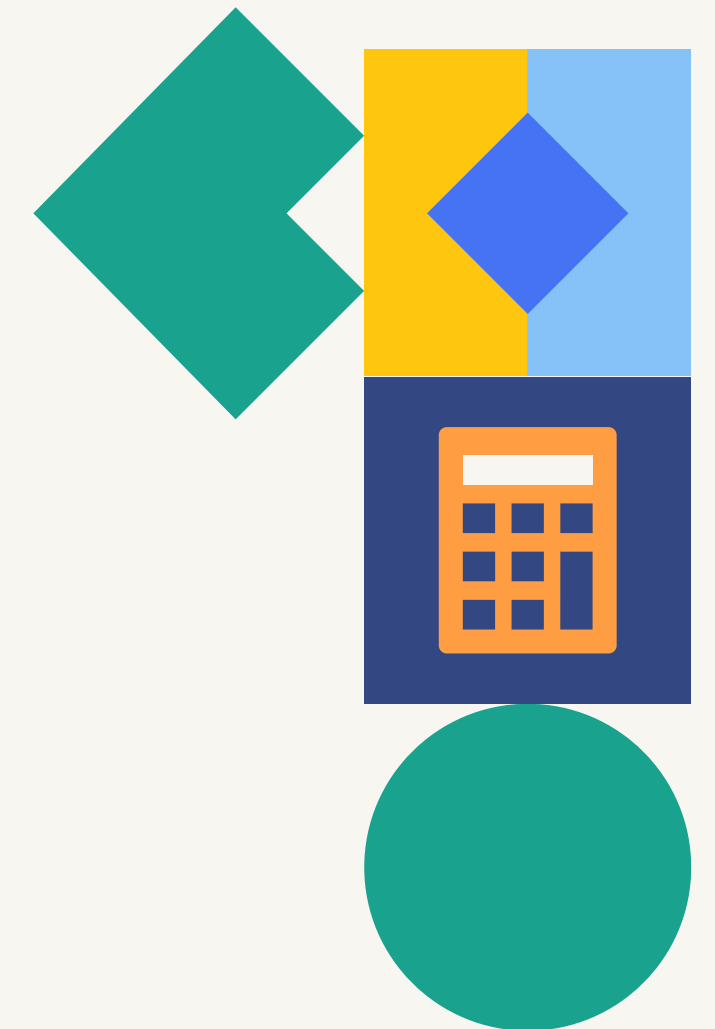


9.Fetch the rating which was given maximum times by the customer.

Query:

```
select "Review Rating" ,  
count(*) as review_count  
from customer_details  
group by 1  
order by 2 desc  
limit 1;
```

	Review Rating	review_count
1	3.4	182

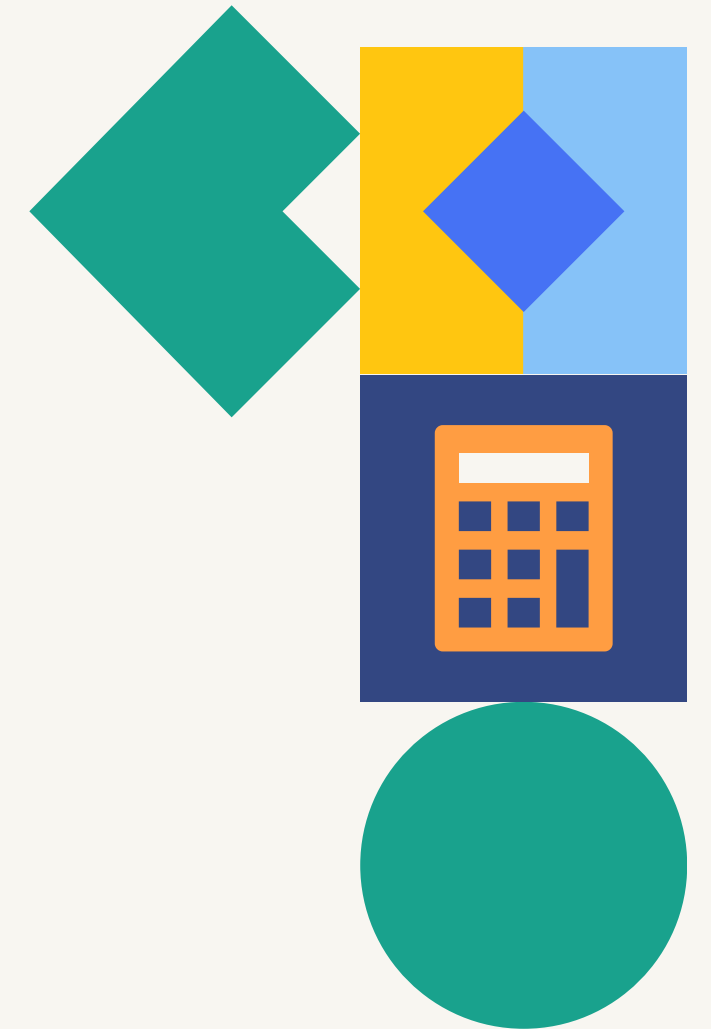


10. Which type of shipping has the highest amount of buyers .

Query:

```
select "Shipping Type" ,  
count(*) as  
Shipping_count  
from customer_details  
group by 1  
order by 2 desc  
limit 1;
```

	Shipping Type	Shipping_count
1	Free Shipping	675

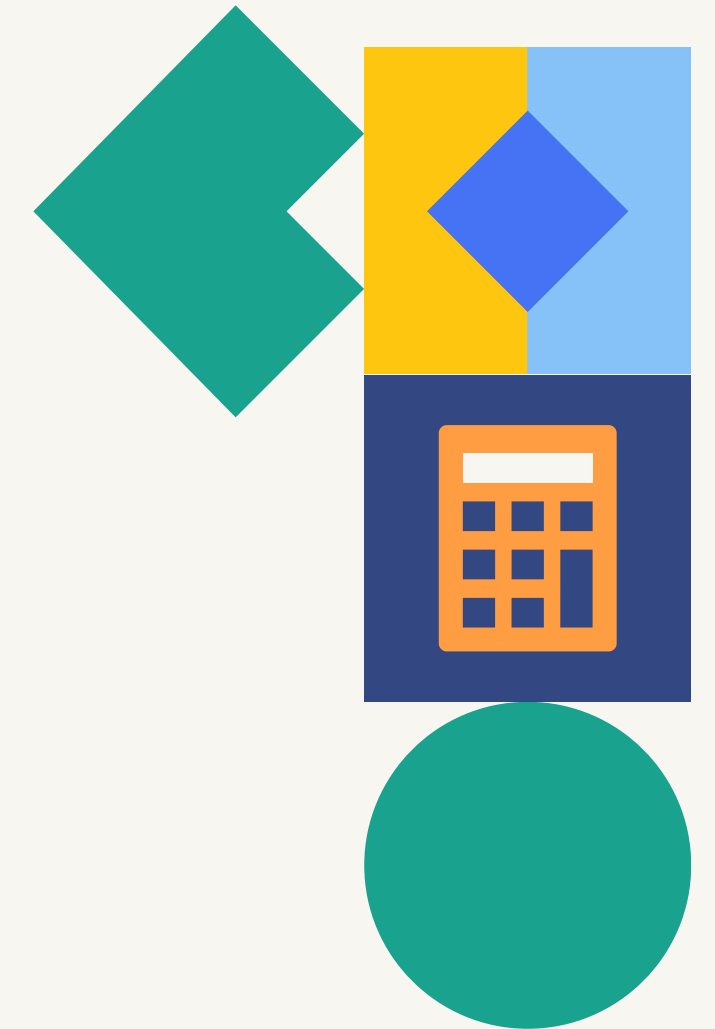


11 . How many buyers have not used Promo code .

Query:

```
select count(*) as  
no_of_buyers_with_no_pr  
omo  
from customer_details  
where "Promo Code Used"  
= 'No'
```

	no_of_buyers_with_...
1	2223

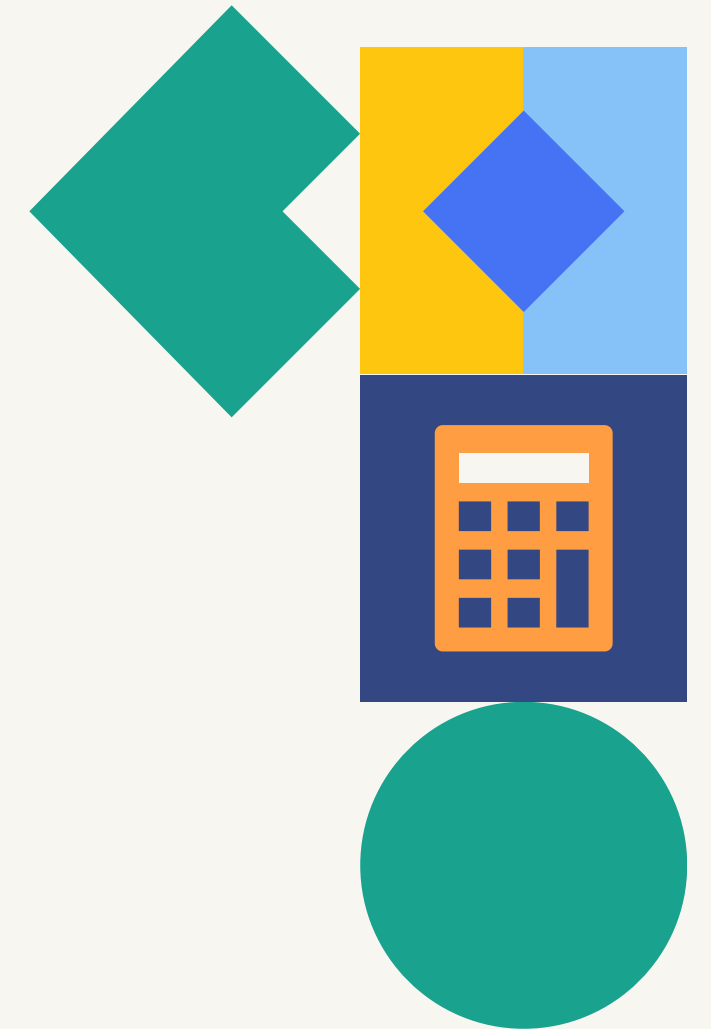


12. How many buyers have purchased an item before .

Query:

```
select count(*) as  
buyers_purchased_before  
from customer_details  
where "Previous  
Purchases" > 0 ;
```

	buyers_purchased_...
1	3900



13 What are the top 3 payment method of the buyers?

Query:

```
select "Payment Method" ,  
count(*) as  
payment_method_count  
from customer_details  
group by 1  
order by 2 desc  
limit 3;
```

	Payment Method	payment_method_...
1	PayPal	677
2	Credit Card	671
3	Cash	670

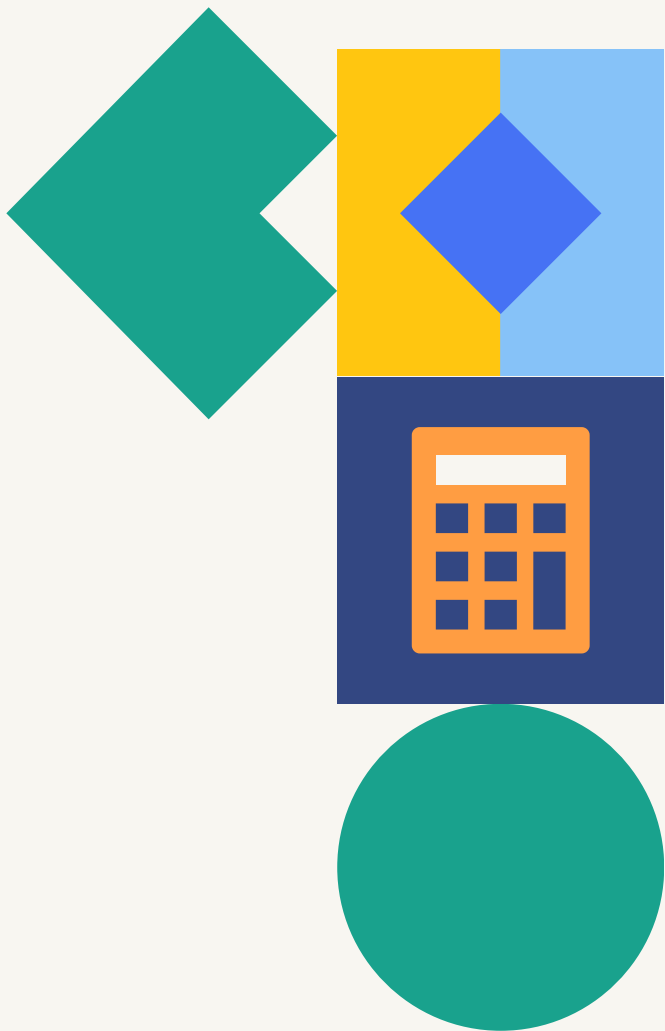


14. Which category has the most purchased amount?

Query:

```
select Category ,  
sum("Purchase Amount  
(USD)") as  
total_amount_purchase  
from customer_details  
group by 1  
order by 2 desc  
limit 1;
```

	Category	total_amount_purc...
1	Clothing	"104264"

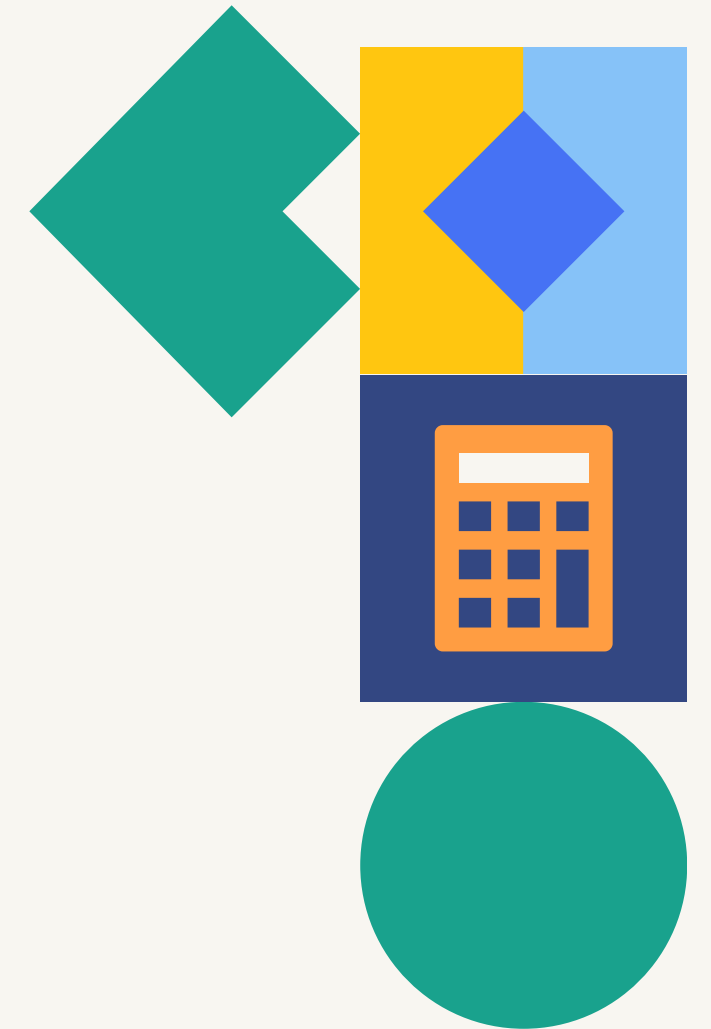


15. Which gender has the most ratings?

Query:

```
select Gender ,  
count(*) as ratings_count  
from customer_details  
group by 1  
order by 2 desc  
limit 1;
```

	Gender	ratings_count
1	Male	2652





Thank you !!