# Overview

In a company, you want to see the growth or development of customers, where the development of customers is one of the important factors that can certainly make the company advance by assessing what kind of customer demand. Therefore, this paper will analyze how e-commerce companies perform, by taking into account several business metrics, namely customer growth, analyzing product trends, and product sales.

Analysis of total users and prices other than Apple and Samsung brands based on views

	total_unique_user_session bigint	harga_terendah numeric	harga_tertinggi numeric	rata_rata_harga numeric
1	12550	0.88	2574.07	246.25

The full query can be seen here

Analysis of total users and prices other than Apple and Samsung brands based on views

Total Unique User Session	Harga Terendah	Harga Tertinggi	Rata-rata Harga
12550	$ 0,88	$ 2574,07	$ 246,25
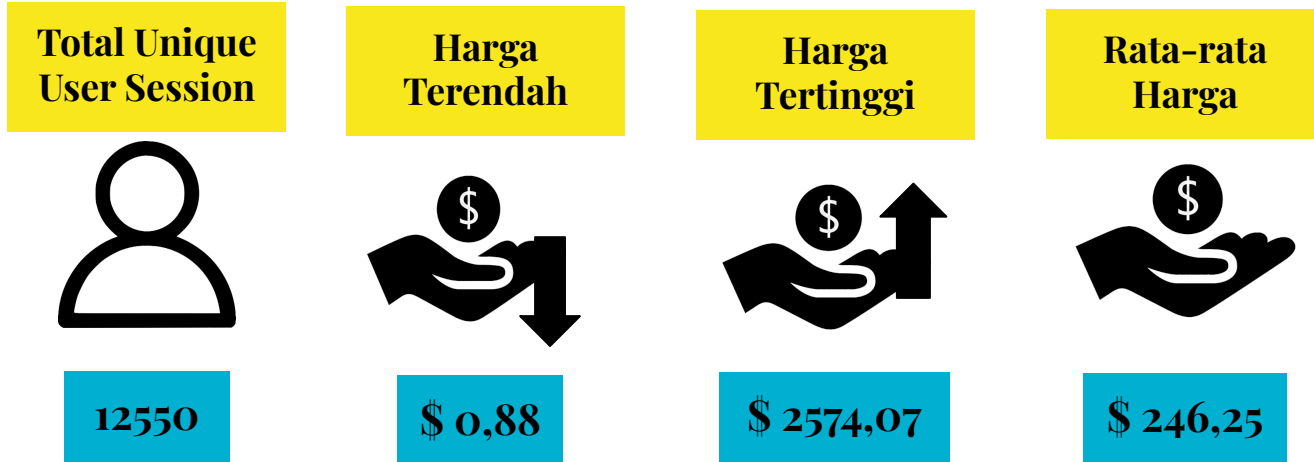
From this analysis, we can see the results of the total unique user session without the Apple and Samsung brands based on the view, and we get the results of the lowest prices, the highest prices and the average prices without the Apple and Samsung brands based on the view.

Analysis of total product id based on brands starting with the letters A and K from the date after October 04, 2019

	total_product_id 🔒 bigint
1	891

The full query can be seen here

Analysis of total product id based on brands starting with the letters A and K from the date after October 04, 2019

Total Unique Product ID

891

From this analysis, we can see the results obtained from the total product ID based on the brand starting with the letters A and K from the date after October 04, 2019.

Analysis of total products and total users for each order date

	tanggal timestamp without time zone 🔒	total_unique_product_id 🔒 bigint	total_unique_user_id 🔒 bigint
1	2019-10-31 00:00:00	440	576
2	2019-10-30 00:00:00	428	556
3	2019-10-29 00:00:00	431	569
4	2019-10-28 00:00:00	459	588
5	2019-10-27 00:00:00	499	686
6	2019-10-26 00:00:00	497	659
7	2019-10-25 00:00:00	494	704
8	2019-10-24 00:00:00	476	631
9	2019-10-23 00:00:00	497	649
10	2019-10-22 00:00:00	465	643
11	2019-10-21 00:00:00	499	666
12	2019-10-20 00:00:00	535	724
13	2019-10-19 00:00:00	503	686
14	2019-10-18 00:00:00	527	689
15	2019-10-17 00:00:00	489	616
16	2019-10-16 00:00:00	483	673
17	2019-10-15 00:00:00	497	681
18	2019-10-14 00:00:00	546	735

Total rows: 31 of 31   Query complete 00:00:01.908

The full query can be seen here

# Analysis of total products and total users for each order date
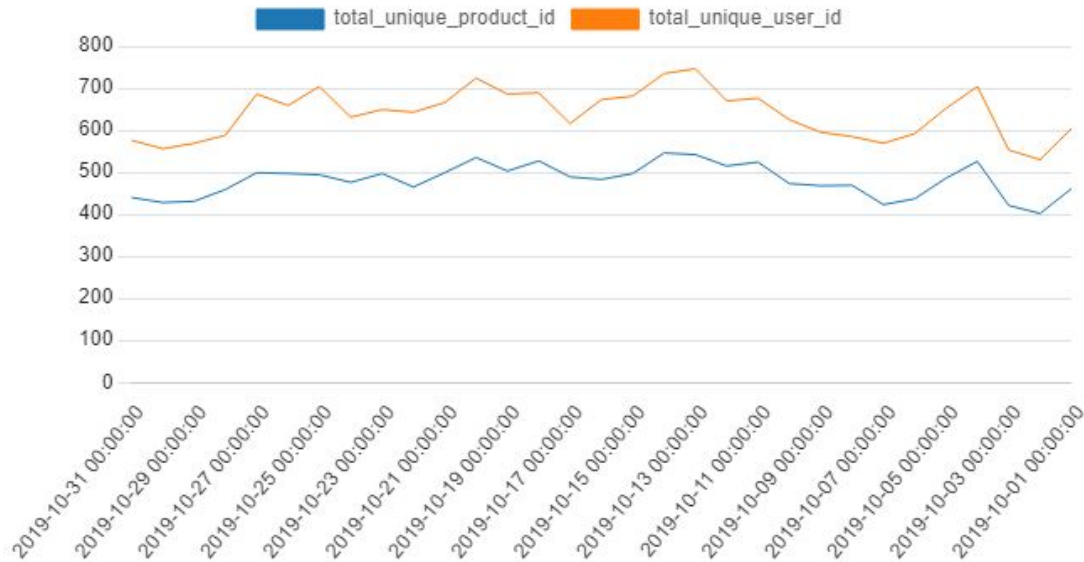
From this analysis, we can see that not all users on the same day order products, this is indicated by a gap in the line chart so that product orders never exceed users. Product orders were highest on October 14, 2019.

Analysis of total products and total users for each date whose bookings exceed 500

	tanggal timestamp without time zone 🔒	total_unique_product_id 🔒 bigint	total_unique_user_id 🔒 bigint
1	2019-10-20 00:00:00	535	724
2	2019-10-19 00:00:00	503	686
3	2019-10-18 00:00:00	527	689
4	2019-10-14 00:00:00	546	735
5	2019-10-13 00:00:00	542	746
6	2019-10-12 00:00:00	515	670
7	2019-10-11 00:00:00	524	676
8	2019-10-04 00:00:00	526	704

The full query can be seen here

Analysis of total products and total users for each date whose bookings exceed 500
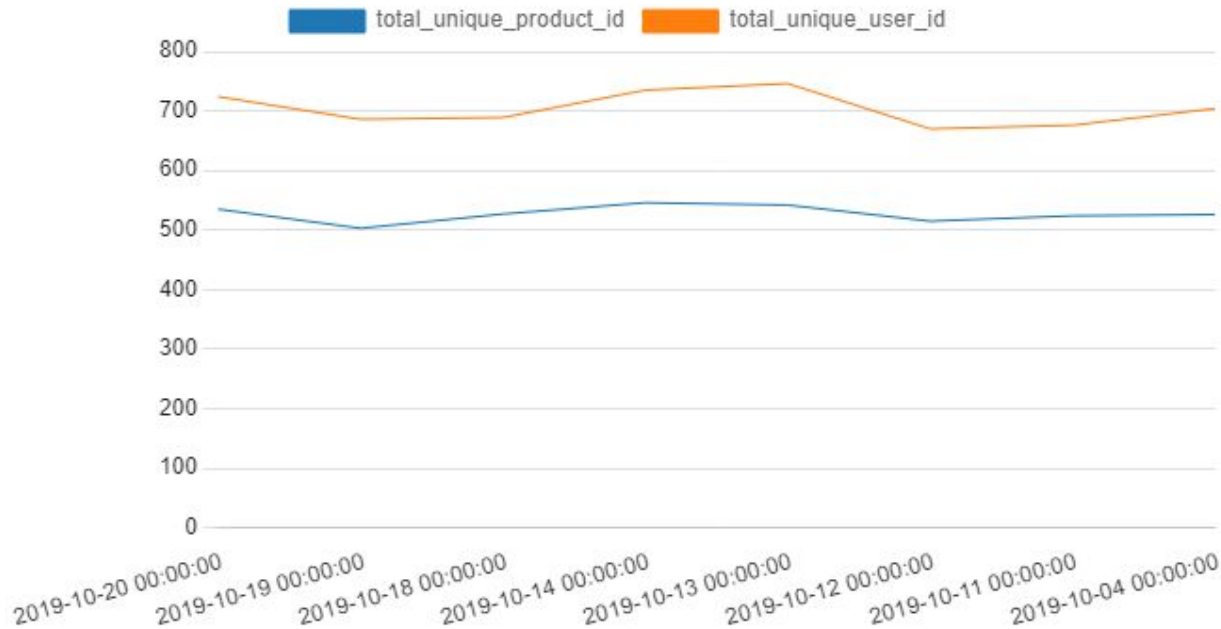

From this analysis, we can see the results that orders exceeding 500 there are 8 days, and there have been 3 consecutive days in getting orders above 500.

Gender analysis of which is more sessions in October

	gender character varying 🔒	total_unique_user_session bigint 🔒
1	Female	9886
2	Male	10012

The full query can be seen <u>here</u>

Gender analysis of which is more sessions in October
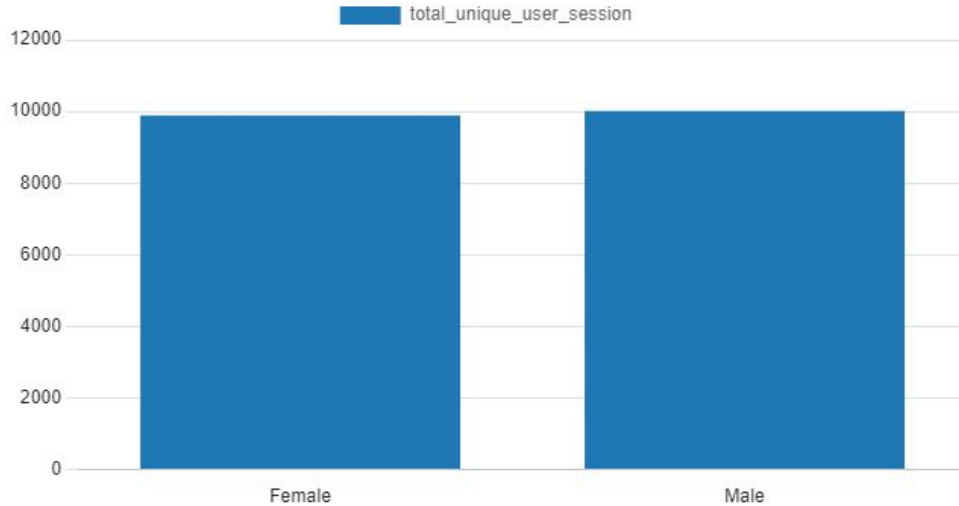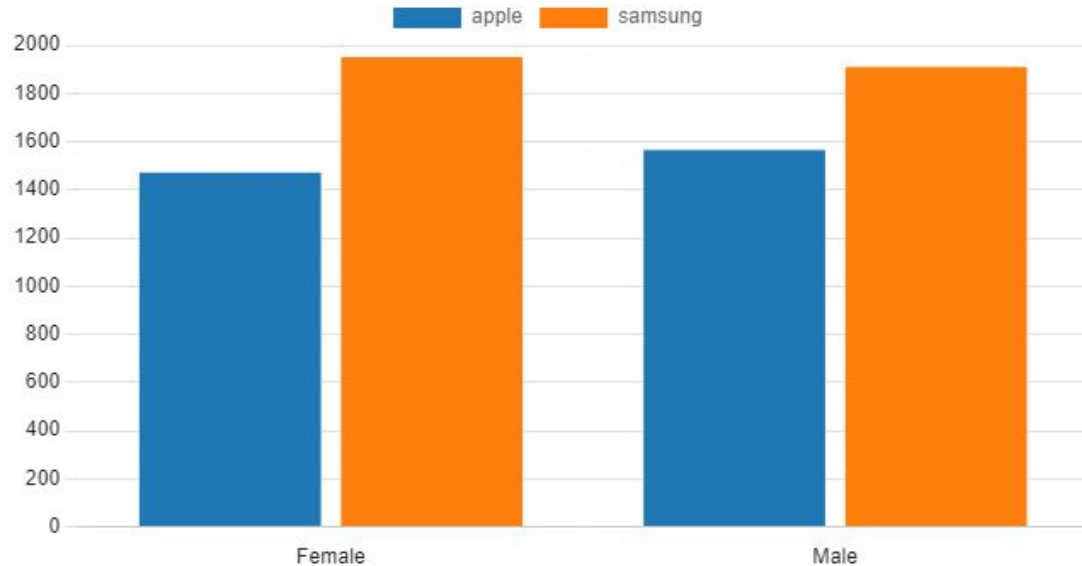

From this analysis, that Gander Male had fewer sessions than gender female in October.

Iphone and Samsung brand analysis by gender

	gender character varying 🔒	apple bigint 🔒	samsung bigint 🔒
1	Female	1471	1950
2	Male	1564	1909

The full query can be seen here
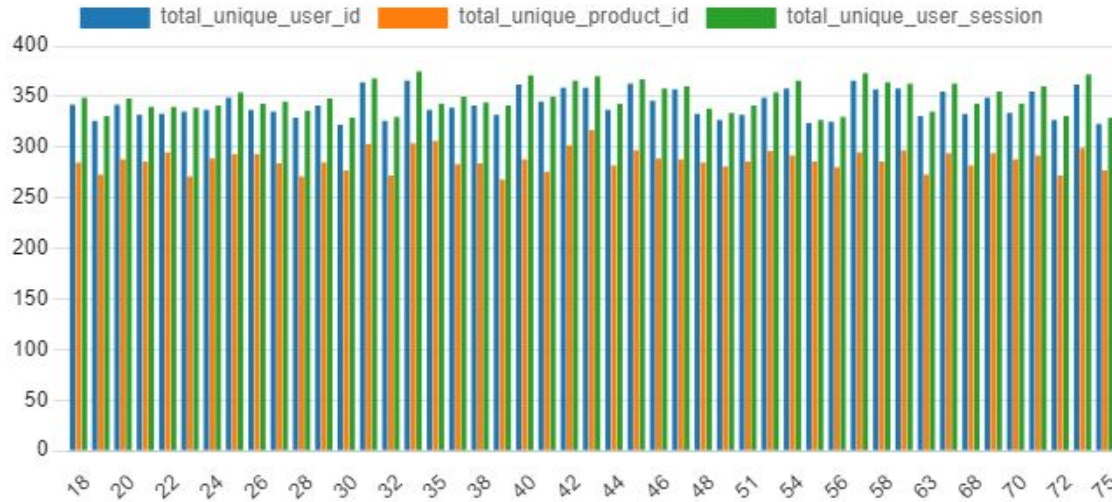
Iphone and Samsung brand analysis by gender

From this analysis, we can see that the Apple brand is dominated by the Male gender, and the Samsung brand is dominated by the Female gender.

Analysis of total product, total users and total sessions based on age with total users more than 320

	age integer	total_unique_user_id bigint	total_unique_product_id bigint	total_unique_user_session bigint
1	18	342	285	349
2	19	326	273	331
3	20	342	288	348
4	21	332	286	340
5	22	333	295	340
6	23	335	271	339
7	24	337	289	341
8	25	349	293	354
9	26	337	293	343
10	27	335	284	345
11	28	329	271	336
12	29	341	285	348
13	30	322	277	329
14	31	364	303	368
15	32	326	272	330
16	34	366	304	375
17	35	337	306	343
18	37	339	283	350

Total rows: 47 of 47   Query complete 00:00:00.485

The full query can be seen here

From this analysis, we can see that the most users have the age of 34 years.

Calculate revenue per day per user

	daily timestamp without time zone	revenue numeric	total_unique_user_id bigint
1	2019-10-01 00:00:00	3198.2	6
2	2019-10-02 00:00:00	1539.91	8
3	2019-10-03 00:00:00	3532.24	12
4	2019-10-04 00:00:00	5926.47	21
5	2019-10-05 00:00:00	4729.19	15
6	2019-10-06 00:00:00	2546.34	13
7	2019-10-07 00:00:00	4064.42	10
8	2019-10-08 00:00:00	4956.02	16
9	2019-10-09 00:00:00	5070.7	11
10	2019-10-10 00:00:00	5174.15	17
11	2019-10-11 00:00:00	2260.29	5
12	2019-10-12 00:00:00	6649.35	15
13	2019-10-13 00:00:00	10180.35	24
14	2019-10-14 00:00:00	5729.3	20
15	2019-10-15 00:00:00	1832.13	9
16	2019-10-16 00:00:00	8591.1	22
17	2019-10-17 00:00:00	6257.74	8
18	2019-10-18 00:00:00	4896.5	16

Total rows: 31 of 31   Query complete 00:00:00.261

The full query can be seen here

Calculate revenue per day per user
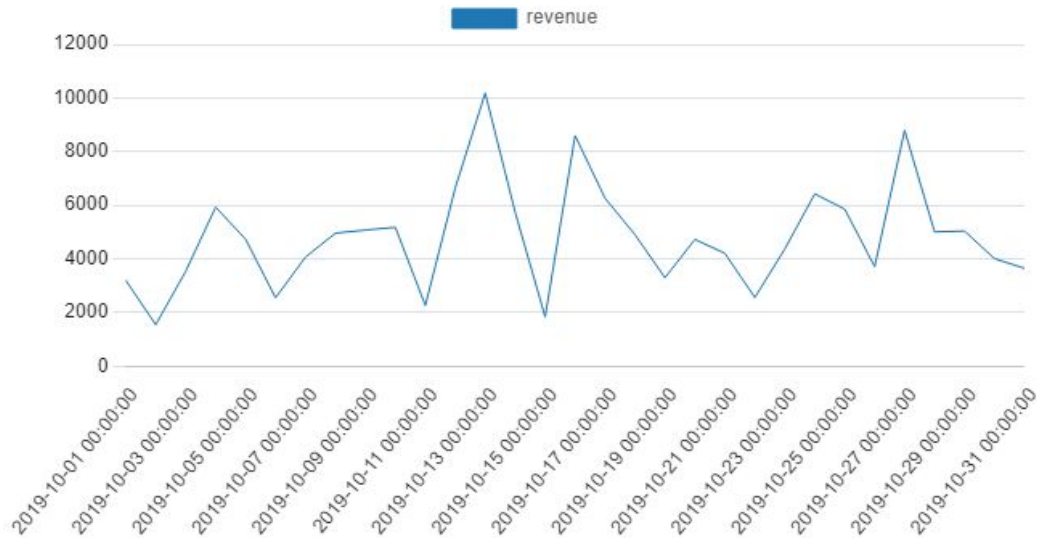
From this analysis, we can see that the highest revenue was on October 13, 2019, then the lowest revenue was on October 02, 2019.

Calculates daily income and unique men-only users for each date

	daily timestamp without time zone 🔒	revenue numeric 🔒	total_unique_user_id 🔒 bigint
1	2019-10-01 00:00:00	791.73	4
2	2019-10-02 00:00:00	543.73	3
3	2019-10-03 00:00:00	870.27	4
4	2019-10-04 00:00:00	3032.52	13
5	2019-10-05 00:00:00	2282.64	9
6	2019-10-06 00:00:00	1454.01	5
7	2019-10-07 00:00:00	3293.33	7
8	2019-10-08 00:00:00	3020.71	11
9	2019-10-09 00:00:00	2308.83	6
10	2019-10-10 00:00:00	874.96	5
11	2019-10-11 00:00:00	403.99	2
12	2019-10-12 00:00:00	4374.43	8
13	2019-10-13 00:00:00	7142.11	13
14	2019-10-14 00:00:00	622.39	6
15	2019-10-15 00:00:00	1127.59	5
16	2019-10-16 00:00:00	5289.16	11
17	2019-10-17 00:00:00	905.62	2

Total rows: 31 of 31   Query complete 00:00:00.289

The full query can be seen here

## Calculates daily income and unique men-only users for each date
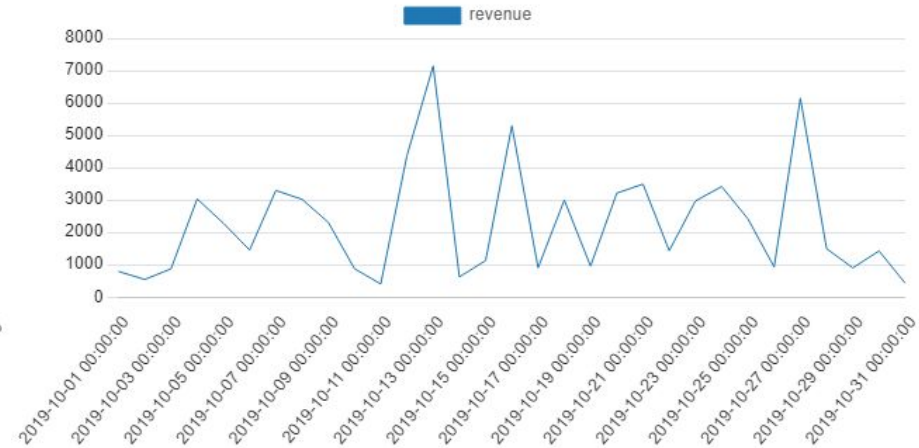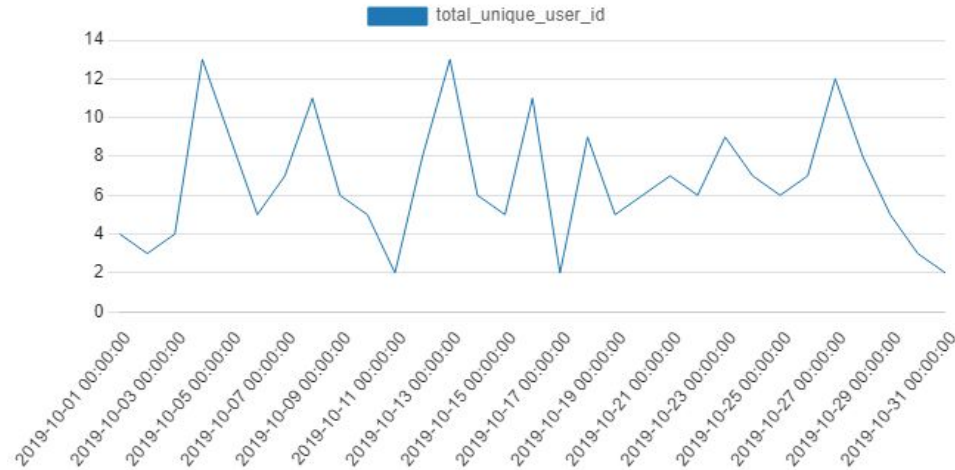
We can see the chart that left is the growth of male-only users. pGrowth is highest on the 4th and 13th, while the lowest on the 11th, 17th, and 31st. Meanwhile, the graph is a special daily income for male users. The income was highest on the 13th, while the lowest income was on the 11th.

Calculates average daily revenue per user for each date with revenue above 3000

	daily timestamp without time zone	revenue numeric	arpu numeric
1	2019-10-01 00:00:00	3198.20	533.03
2	2019-10-03 00:00:00	3532.24	294.35
3	2019-10-04 00:00:00	5926.47	282.21
4	2019-10-05 00:00:00	4729.19	315.28
5	2019-10-07 00:00:00	4064.42	406.44
6	2019-10-08 00:00:00	4956.02	309.75
7	2019-10-09 00:00:00	5070.70	460.97
8	2019-10-10 00:00:00	5174.15	304.36
9	2019-10-12 00:00:00	6649.35	443.29
10	2019-10-13 00:00:00	10180.35	424.18
11	2019-10-14 00:00:00	5729.30	286.47
12	2019-10-16 00:00:00	8591.10	390.50
13	2019-10-17 00:00:00	6257.74	782.22
14	2019-10-18 00:00:00	4896.50	306.03
15	2019-10-19 00:00:00	3295.35	299.58
16	2019-10-20 00:00:00	4723.74	429.43
17	2019-10-21 00:00:00	4201.76	350.15

Total rows: 26 of 26   Query complete 00:00:00.234

The full query can be seen here

Calculates average daily revenue per user for each date with revenue above 3000
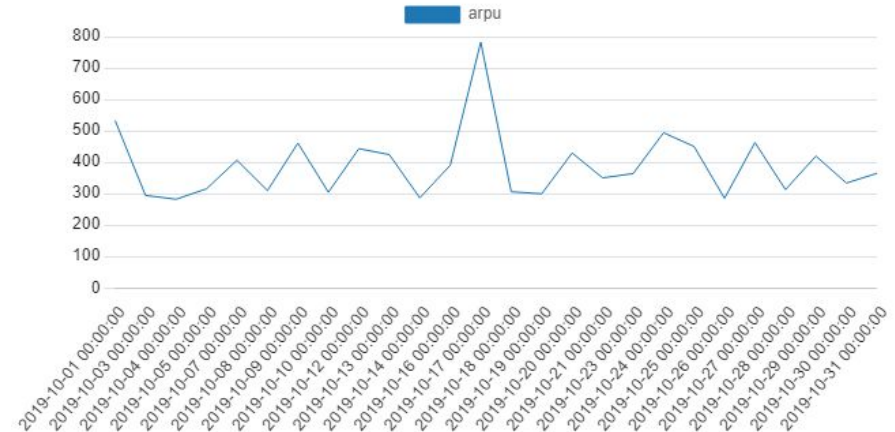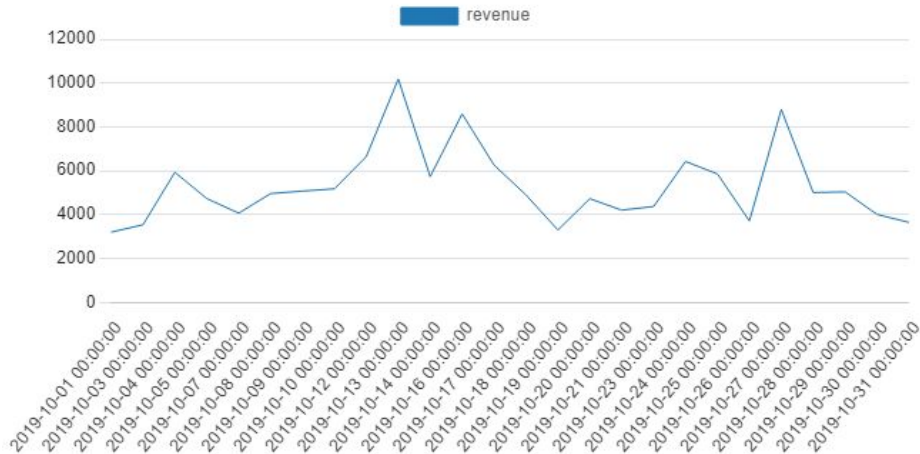
We can see the graph on the left is the revenue per day per user. The highest income is on the 13th, while the lowest is on the 1st. in the graph on the right is the average income per day per user. The highest average is on the 17th while the lowest average is on the 3rd.

Thanks You