

SQL

Project

Danny  
& Sons

Electronics

## # Danny & Sons Electronics

Is a leading retail company with the reputation of providing high quality TV brands.

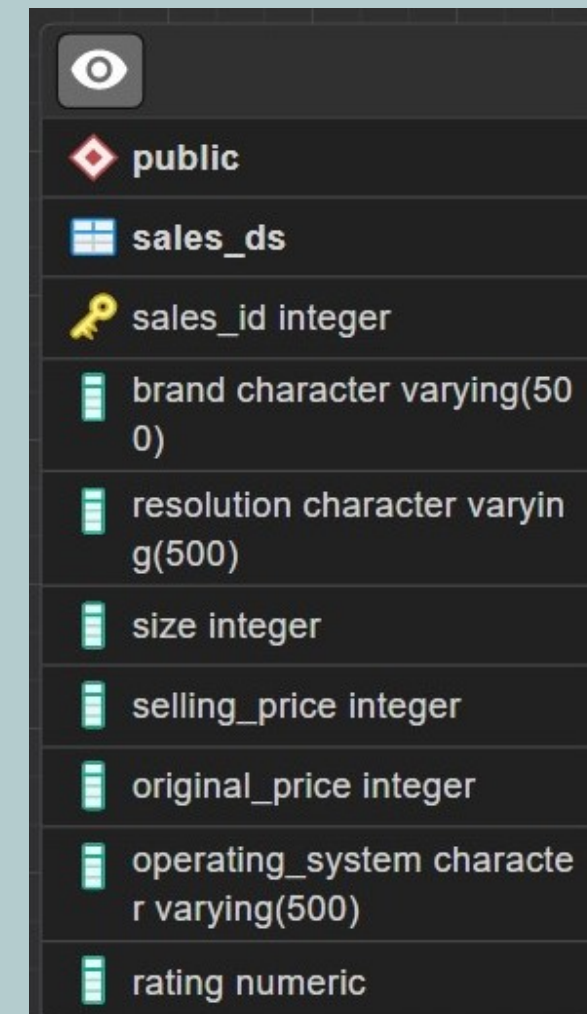
Unfortunately, competition has become stifling and Danny & Sons Electronic must find ways to stay ahead of the curve and maintain competitive edge.

## # Task

Generate insights from company database to guide future sales decisions to stay ahead of competition.

## # Action

- Created a database Danny& Sons in Postgres
- Created table sales\_ds in the database with the columns below



	public
	sales_ds
	sales_id integer
	brand character varying(500)
	resolution character varying(500)
	size integer
	selling_price integer
	original_price integer
	operating_system character varying(500)
	rating numeric

# # Action

- Imported database CSV file into Postgres
- Performed some queries using:

SELECT DISTINCT  
COUNT, SUM , AVERAGE  
GROUP BY , HAVING  
ORDER BY  
BETWEEN  
LIKE, WILDCARDS  
ALIASES  
CAST  
CONCATENATE  
ROUND  
LIMIT



-- Top 5 brand with the highest demand

```
SELECT brand, COUNT(brand) AS number_of_sales  
FROM sales_ds  
GROUP BY brand  
ORDER BY number_of_sales DESC  
LIMIT 5;
```

	brand	number_of_sales			
	character varying (500)	bigint			
1	SAMSUNG	140			
2	LG	122			
3	SONY	62			
4	TCL	44			
5	Panasonic	30			
Total rows: 5 of 5			Query complete 00:00:00.461		



-- Brand with total sales between \$1m and \$1.5m

```
SELECT brand, SUM(selling_price) AS total_sales
FROM sales_ds
GROUP BY brand
HAVING SUM(selling_price) BETWEEN 1000000 AND 1500000;
```

	brand character varying (500)	total_sales bigint
1	Sharp	1197376
2	Vu	1072947
3	iFFALCON by TCL	1030454



-- Average rating by brand

```
SELECT brand, ROUND(AVG(rating),1) AS average_rating
FROM sales_ds
GROUP BY brand;
```

	brand character varying (500)	average_rating numeric
1	Dyanora	3.7
2	Panasonic	4.2
3	Intex	4.2
4	LG	4.3
5	AISEN	3.3
6	Thomson	4.3



```
SELECT * FROM sales_ds
WHERE brand LIKE 'K%AK';
```

	sales_id [PK] integer	brand character varying (500)	resolution character varying (500)	size integer	selling_price integer	original_price integer	operating_system character varying (500)	rating numeric
1	344	KODAK	Ultra HD LED	49	47990	50999	Android	4.1
2	448	KODAK	Ultra HD LED	55	36999	47999	Android	4.4
3	495	KODAK	Ultra HD LED	55	34499	39990	Android	4.3
4	510	KODAK	Ultra HD LED	50	32999	42999	Android	4.4
5	530	KODAK	Ultra HD LED	50	30999	33999	Android	4.3
6	604	KODAK	Ultra HD LED	43	25999	37999	Android	4.4
Total rows: 15 of 15		Query complete 00:00:00.121						

## # Findings

- Samsung is the highest selling brand in both quantities and amount with 140 TVs sold at \$14.89m.
- TV brands with Android operating system generates most sales in both units and amount followed closely by Tizen operating system TVs.
- 23% of TVs sold received a rating of more than 3.5 out of 5 from customers.
- High discounts to customers even as high as 71% off original price.

Thank  
You