

SQL

Project

Danny
& Sons

Electronics

Danny & Sons Electronics

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

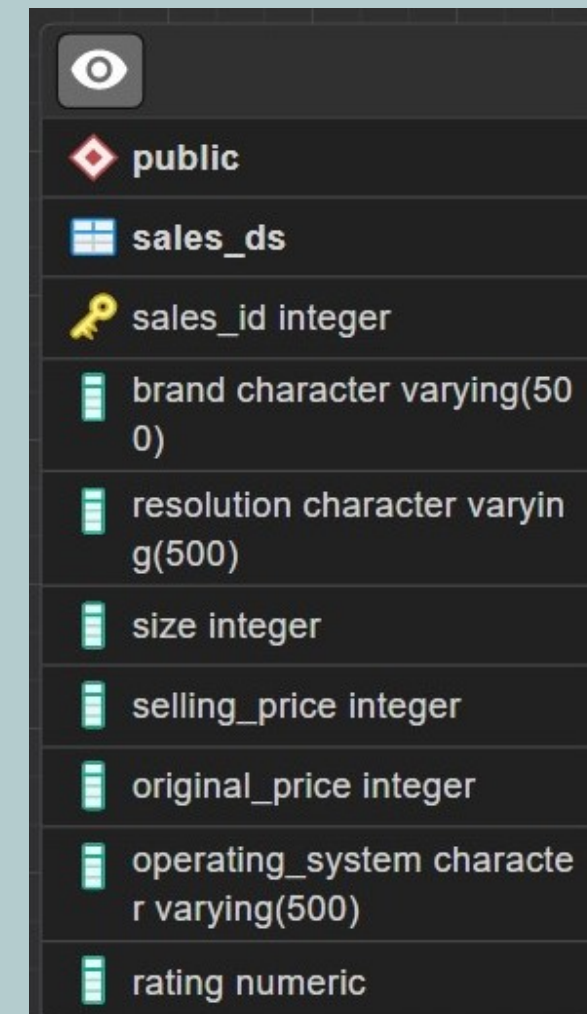
Unfortunately, competition has become stifling and Danny & Sons Electronic must find ways to stay ahead of the curve and maintain competitive edge.

Task

Generate some insights from company database to guide future sales decisions and 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

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

	brand character varying (500) 	number_of_sales 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

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