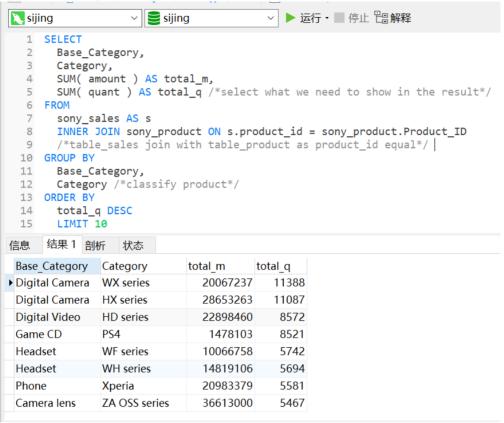
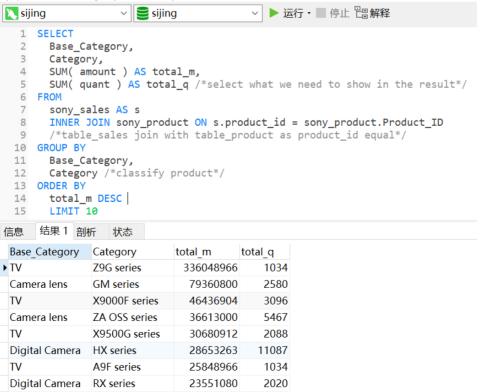
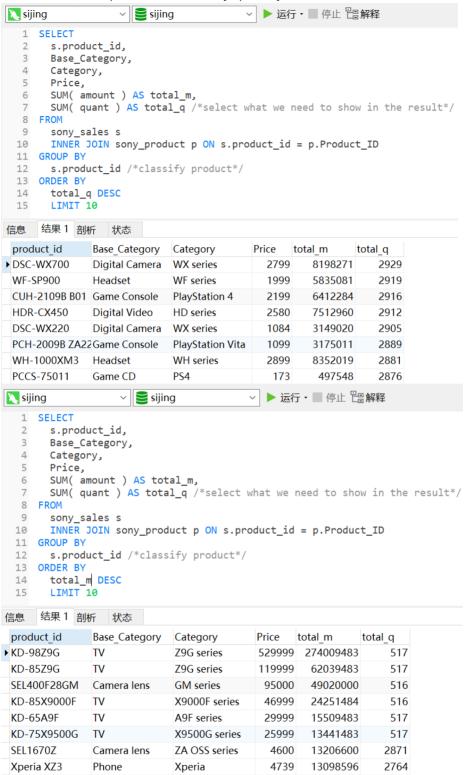
- 1. What's the best-selling product based on the data provided
 - Figure out what's the 'best-selling' meaning, one is 'highest sales amount', the other one is 'most product quantity'
 - By product category, order by quantity



By product category, order by amount

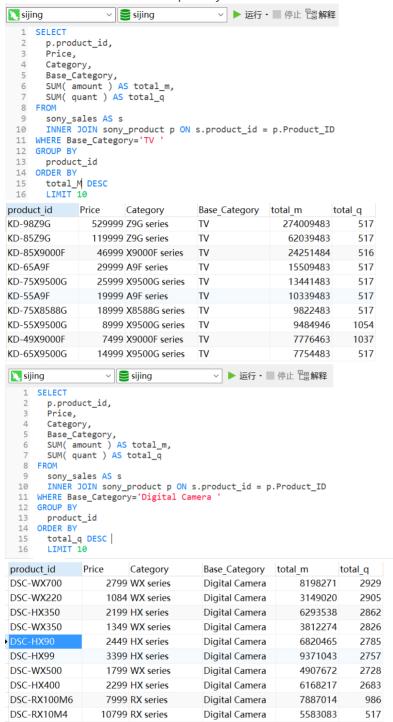


More details, add product id, order by quantity and amount



- (1) Based on quantity can see the top 10 products are: DSC-WX700, WF-SP900, CUH-2109B B01, HDR-CX450, DSC-WX220, PCH-2009B ZA22, WH-1000XM3, PCCS-75011, SEL1670Z, HDR-CX405
- (2) Based on amount can see the top 10 are: KD-98Z9G, KD-85Z9G, SEL400F28GM, KD-85X9000F, KD-65A9F, KD-75X9500G, SEL1670Z, Xperia XZ3, SEL35F14Z, KD-55A9F
- (3) We can easily see TV has the highest sale amount, the most quantity belong to Digital Camera

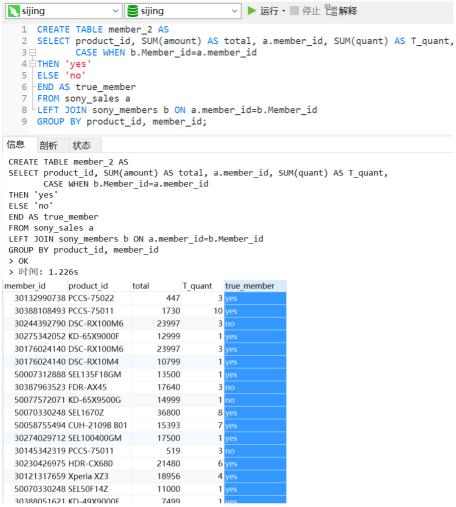
So, we can select TV and Digital Camera to make a further investigation on how product unit price influence sales amount and quantity



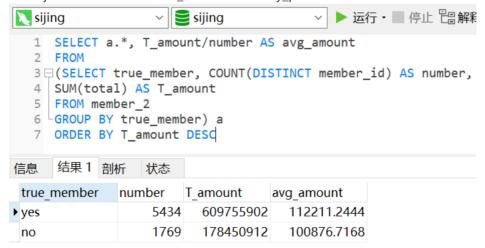
In conclusion, for TV: the unit price>10000 for the quantity is around 520, the highest amount is KD-98Z9G as its price is 529999; for Digital Camera: the price is around 3000 as the quantity is between 2500 and 3000, the unit price>5000 the quantity get much lower.

2. What's the difference between member and non-member in sales amount and product category

Create a new table containing the info if the customer is member or not

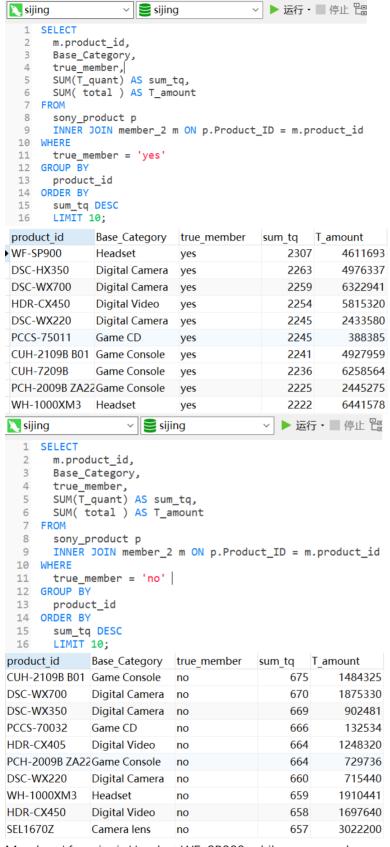


Inner join the table member_2 and table sony_product



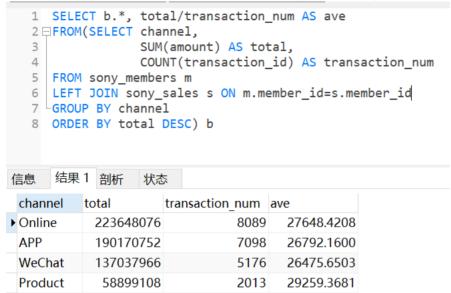
From the result can see the number of member is about 3 times more than non-member, and the total purchase amount is much larger than non-number, while the average purchase amount per person got little difference.

Figure out the most popular product among the member and non-member

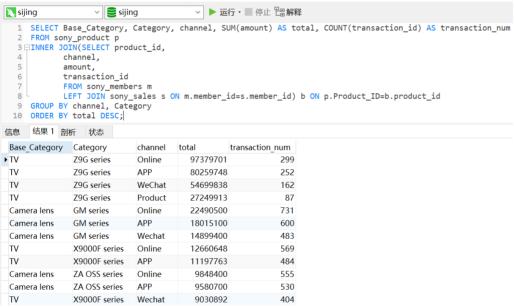


Members' favorite is Headset WF-SP900; while non-member prefer Game Console CUH-2109B B01.

3. What's the main difference in sales amount and product category according to register channel



Among these 4 channels, online channel got the highest total sales amount, product got the highest average sales amount.



For these 4 channels the best-selling product all is TV Z9G series. From the top 10 result, each kind of product can be bought by different register channel, there are more kinds of product were bought by online and APP, less by product channel. No significant correlation between register channel and product category.