**HIVE JOBS:**

1. **Customer Segmentation**

Categorizing customers based on their spendings

**SELECT customer\_id,**

**CASE**

**WHEN total\_spending < 1000 THEN 'Low Spending'**

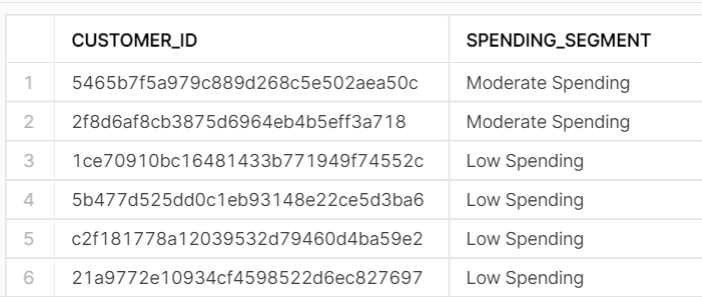
**WHEN total\_spending >= 1000 AND total\_spending < 5000 THEN 'Moderate Spending'**

**WHEN total\_spending >= 5000 THEN 'High Spending'**

**ELSE 'Unknown'**

**END AS spending\_segment**

**FROM (SELECT customer\_id, SUM(payment) AS total\_spending FROM ecommerce\_sales GROUP BY customer\_id) AS total\_spending\_by\_customer;**



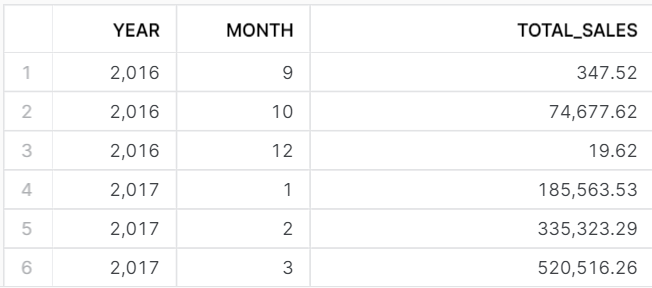
2. **Monthly Trend Forecasting**

the monthly trend of sales

**SELECT year(timestamp) as year,month(timestamp) AS month, SUM(payment) AS total\_sales**

**FROM ecommerce\_sales GROUP BY year,month(timestamp)**

**ORDER BY year, month;**

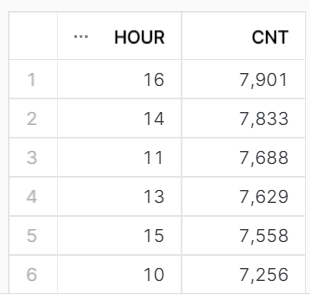


3. **Hourly Sales Analysis**

Which hour has more no. of sales?

**select extract(hour,timestamp) as Hour, count(order\_id) as cnt from ecommerce\_sales**

**group by Hour order by cnt desc limit 10;**

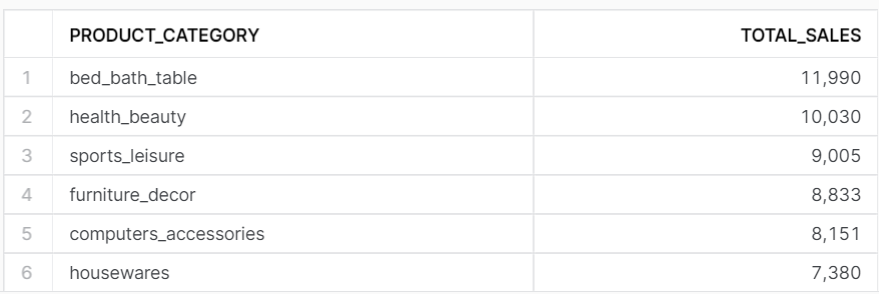


1. **Product Based Analysis**

Which category product has sold more?

**select product\_category, count(order\_id) as Total\_sales from ecommerce\_sales**

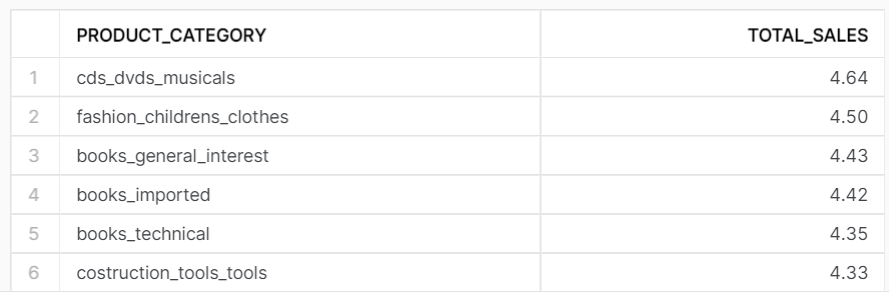
**group by product\_category order by Total\_sales desc limit 10;**



Which category product has more rating?

**select product\_category, count(order\_id) as Total\_sales from ecommerce\_sales**

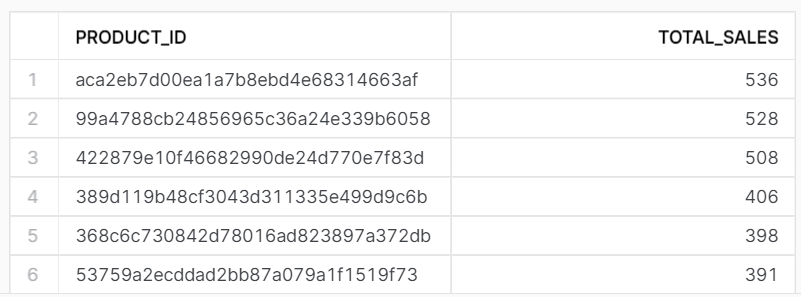
**group by product\_category order by Total\_sales desc limit 10;**



Which product has sold more?

**select product\_id, count(order\_id) as Total\_sales from ecommerce\_sales**

**group by product\_id order by Total\_sales desc limit 10;**



Top 10 highest & least product rating?

**with cte1 as**

**(select product\_category, round(avg(rating),2) as Total\_sales from ecommerce\_sales**

**group by product\_category order by Total\_sales desc limit 10),**

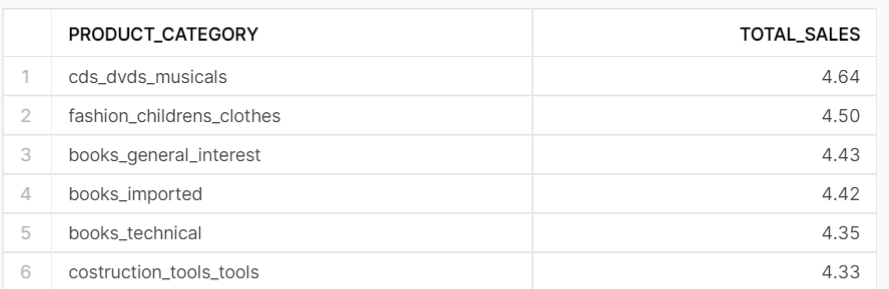
**cte2 as(select product\_category, round(avg(rating),2) as Total\_sales from ecommerce\_sales**

**group by product\_category order by Total\_sales asc limit 10)**

**select \* from cte1**

**union**

**select \* from cte2;**

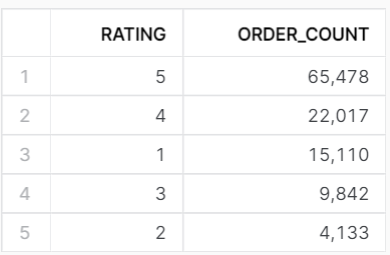




Order Count for each rating?

**select rating, count(order\_id) as order\_count from ecommerce\_sales**

**group by rating order by order\_count desc;**

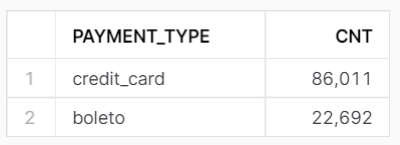


5. **Payment Preference**

What are the most commonly used payment types?

**select payment\_type, count(order\_id) as cnt from ecommerce\_sales**

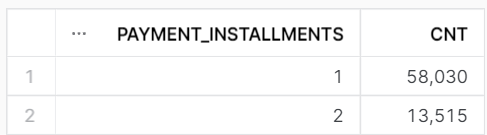
**group by payment\_type order by cnt desc limit 2;**



Count of Orders With each No. of Payment Installments?

**select payment\_installments, count(order\_id) as cnt from ecommerce\_sales**

**group by payment\_installments order by cnt desc;**

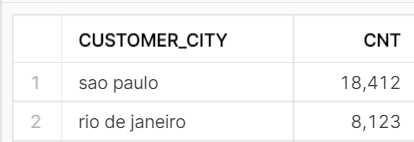


6. **Potential Customer's Location**

Where do most customers come from?

**select customer\_city, count(order\_id) as cnt from ecommerce\_sales**

**group by customer\_city order by cnt desc limit 10;**

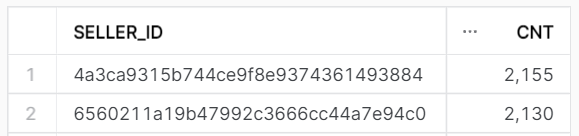


7. **Seller Rating**

Which seller sold more?

**select seller\_id, count(order\_id) as cnt from ecommerce\_sales**

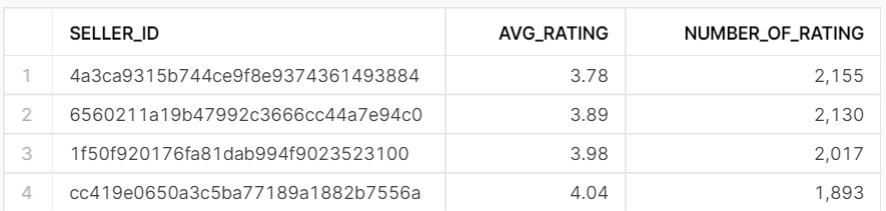
**group by seller\_id order by cnt desc limit 10;**



Which seller got more rating?

**select seller\_id, round(avg(rating),2) as avg\_rating, count(rating) as number\_of\_rating from ecommerce\_sales**

**group by seller\_id order by number\_of\_rating desc,avg\_rating desc;**



8. **Logistics based Optimization Insights**

Which city buys heavy weight products and low weight products?

**with cte1 as**

**(select customer\_city,product\_weight\_g from ecommerce\_sales order by product\_weight\_g desc limit 1),**

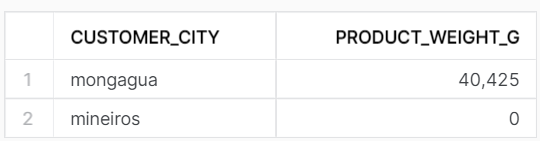
**cte2 as**

**(select customer\_city,product\_weight\_g from ecommerce\_sales order by product\_weight\_g asc limit 1)**

**select \* from cte1**

**union all**

**select\* from cte2;**



How much products sold within seller state?

**select seller\_state, sum(quantity) as products\_sold from ecommerce\_sales group by 1 order by 2 desc;**

