**SQL Analysis**

Analysis done on PostgreSQL Platform.

Results got from the Analysis is the same with which we got from the data visualization technique using Tableau.(See ‘Customer\_Demographic\_Analysis.pdf’)

**Q1. Gender Contribution:**

SELECT

count(male\_accounts)\* 100.0 /(select count(\*) from black\_friday) AS Male\_account,

count(female\_accounts)\* 100.0 /(select count(\*) from black\_friday) AS Female\_account

FROM(

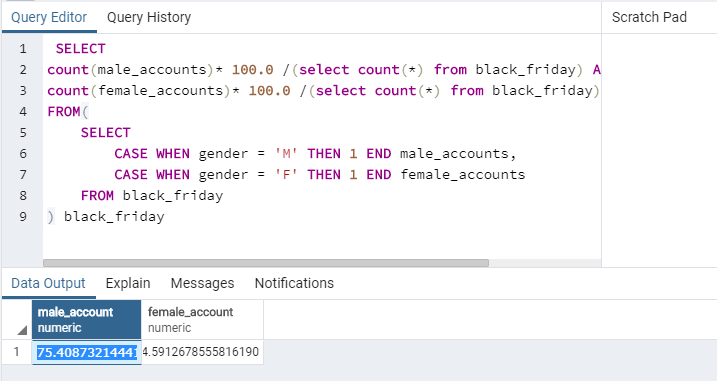
SELECT

CASE WHEN gender = 'M' THEN 1 END male\_accounts,

CASE WHEN gender = 'F' THEN 1 END female\_accounts

FROM black\_friday

) black\_friday



**Q2. Sales Distribution in every city:**

SELECT

CASE WHEN city\_category = 'A' THEN 'city\_A'

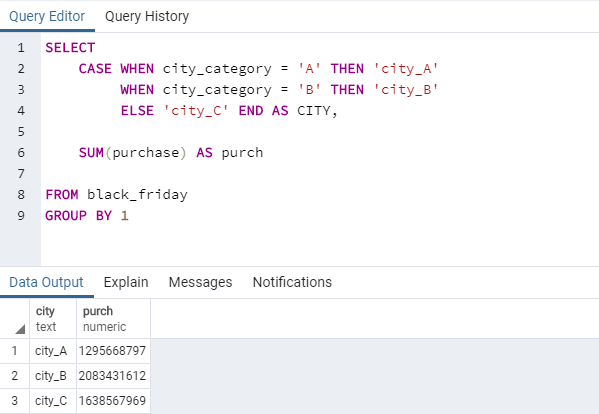
WHEN city\_category = 'B' THEN 'city\_B'

ELSE 'city\_C' END AS CITY,

SUM(purchase) AS purch

FROM black\_friday

GROUP BY 1

****

**Q3. 10 products with highest amount of sales**

SELECT

product\_id AS Product\_ID,

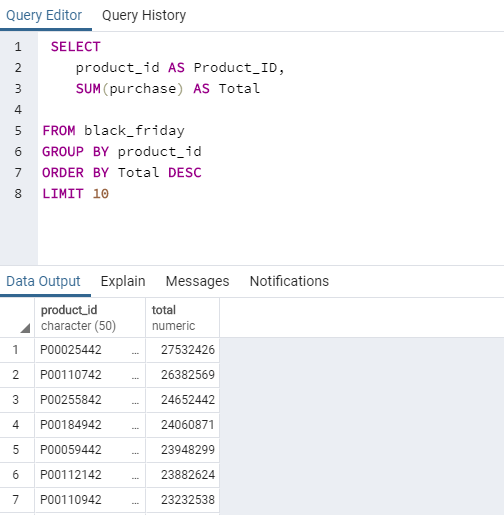
SUM(purchase) AS Total

FROM black\_friday

GROUP BY product\_id

ORDER BY Total DESC

LIMIT 10



Conclusion is done in the end of the Tableau Report.