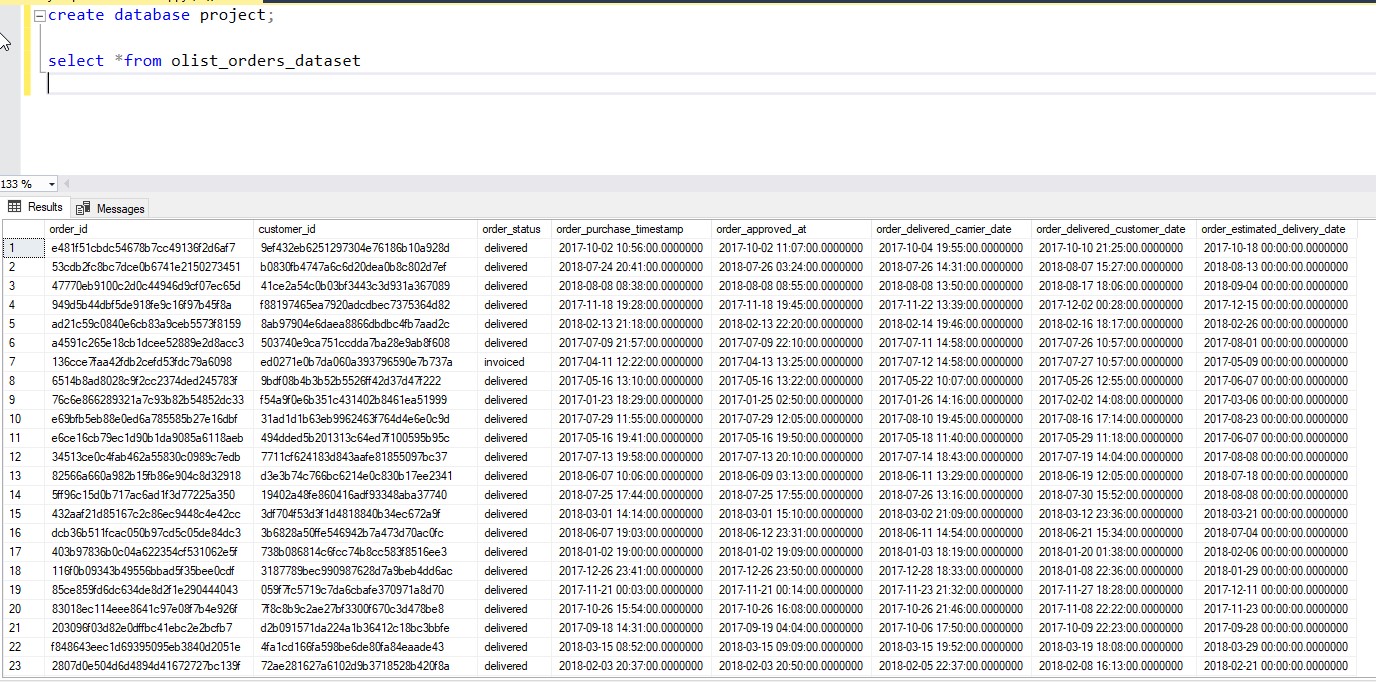
OPERATION TEAM :

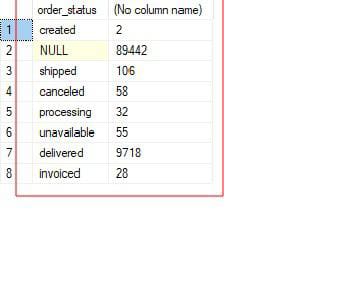
* FOR UNDERSTANDING SUPPLY CHAIN OF COMPANY

select \*from olist\_orders\_dataset



* **TO UNDERSTAND THE ORDER STATUS AND PERFORMANCE**

select order\_status,count(\*) from olist\_orders\_dataset group by order\_status;

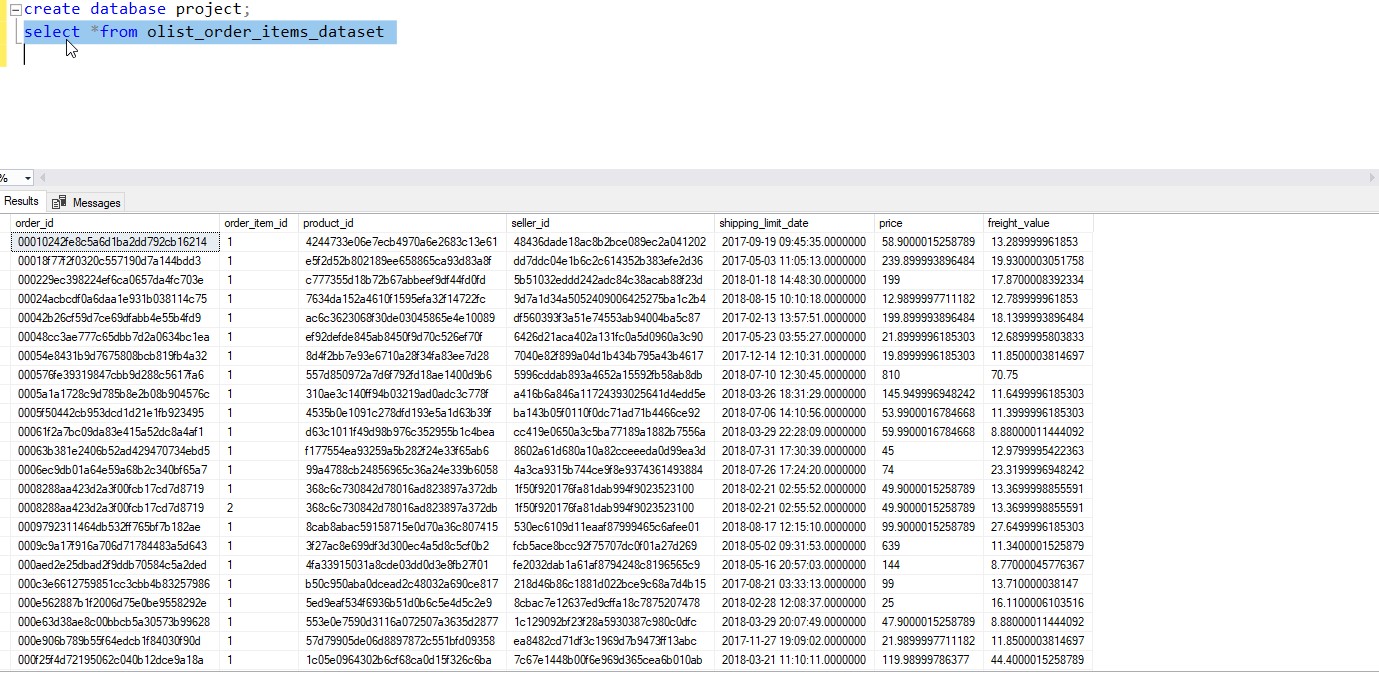


select avg(datediff(DAYOFYEAR,order\_delivered\_customer\_date,order\_purchase\_timestamp )) as avg\_delivered\_time from olist\_orders\_dataset

where order\_status='delivered';

* About selling details

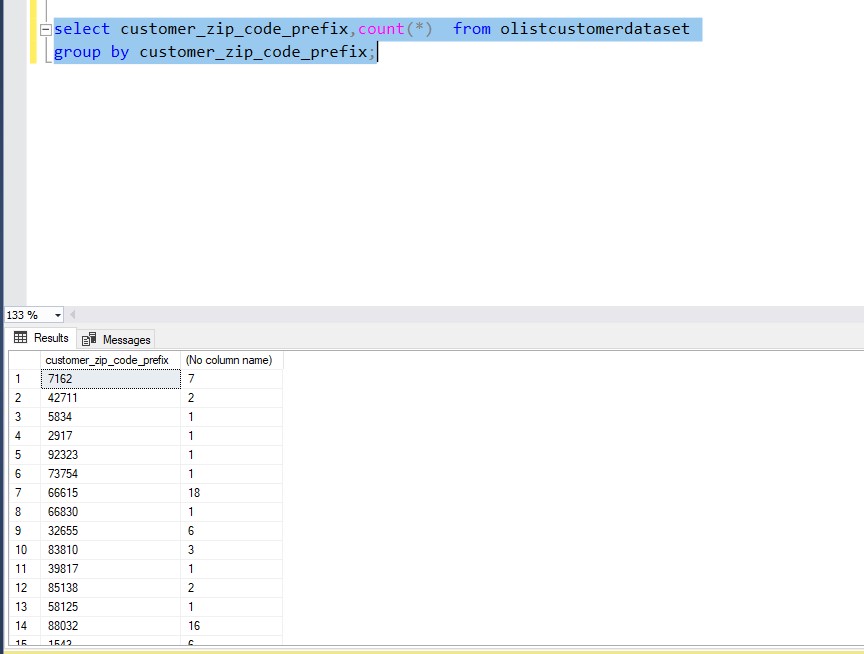
select \*from olist\_order\_items\_dataset



* Customer locations

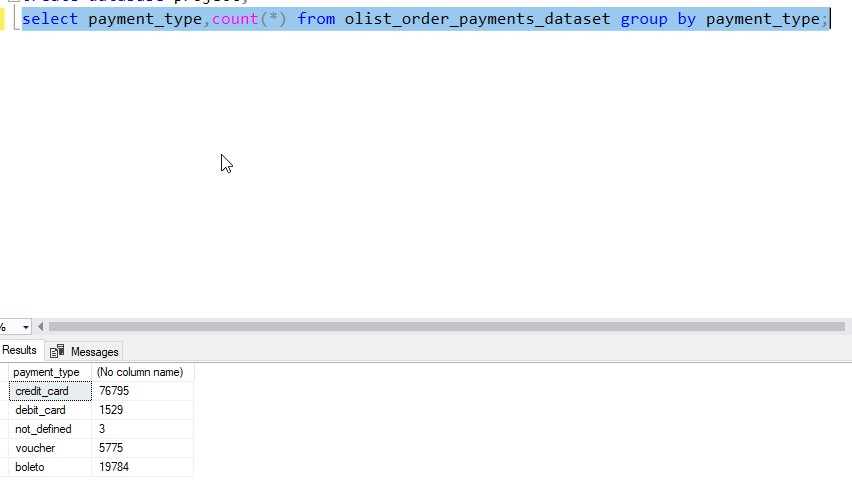
select customer\_zip\_code\_prefix,count(\*) from olistcustomerdataset

group by customer\_zip\_code\_prefix;



* Payment method analysis

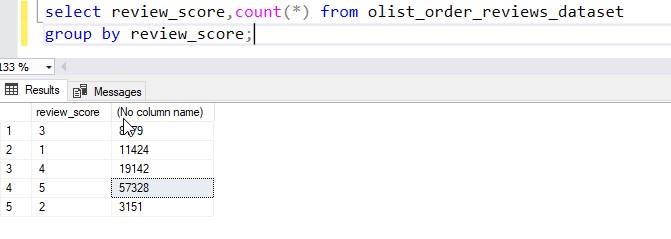
select payment\_type,count(\*) from olist\_order\_payments\_dataset group by payment\_type;



* Order review

select review\_score,count(\*) from olist\_order\_reviews\_dataset

group by review\_score;

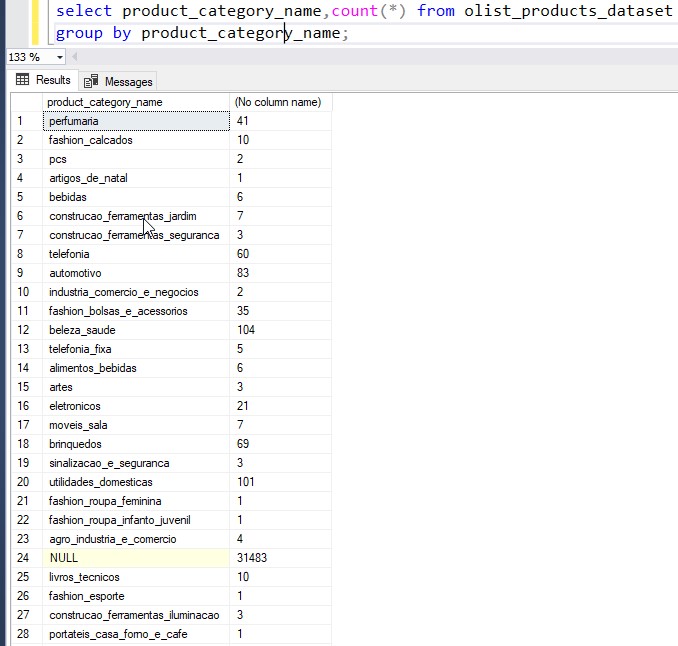


SALES TEAM :

* Product category
* To identify the popular product category

select product\_category\_name,count(\*) from olist\_products\_dataset

group by product\_category\_name;

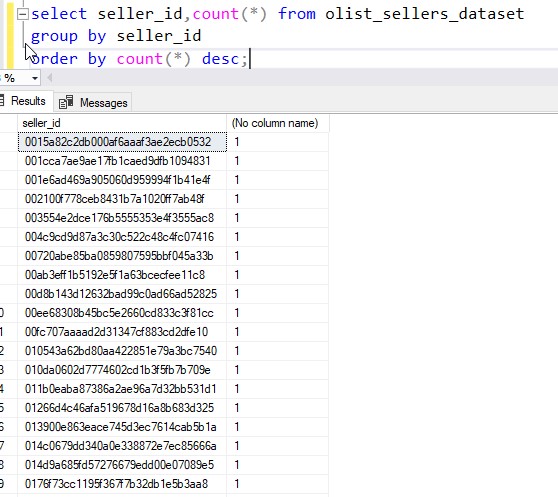


* Vendor performance

select seller\_id,count(\*) from olist\_sellers\_dataset

group by seller\_id

order by count(\*) desc;

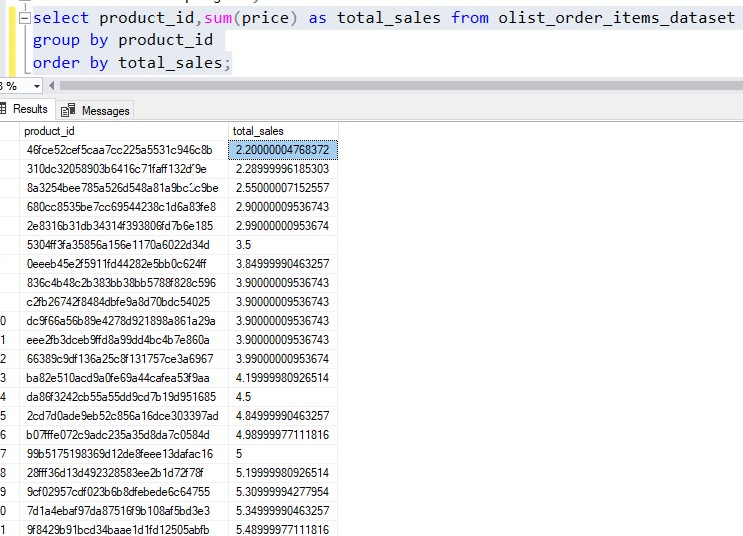


* Customer preferences
* To analyze buying trends

select product\_id,sum(price) as total\_sales from olist\_order\_items\_dataset

group by product\_id

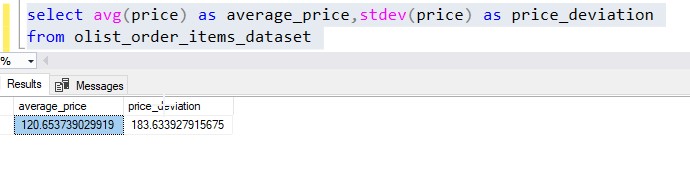
order by total\_sales;



* **Pricing stratergies**

select avg(price) as average\_price,stdev(price) as price\_deviation

from olist\_order\_items\_dataset



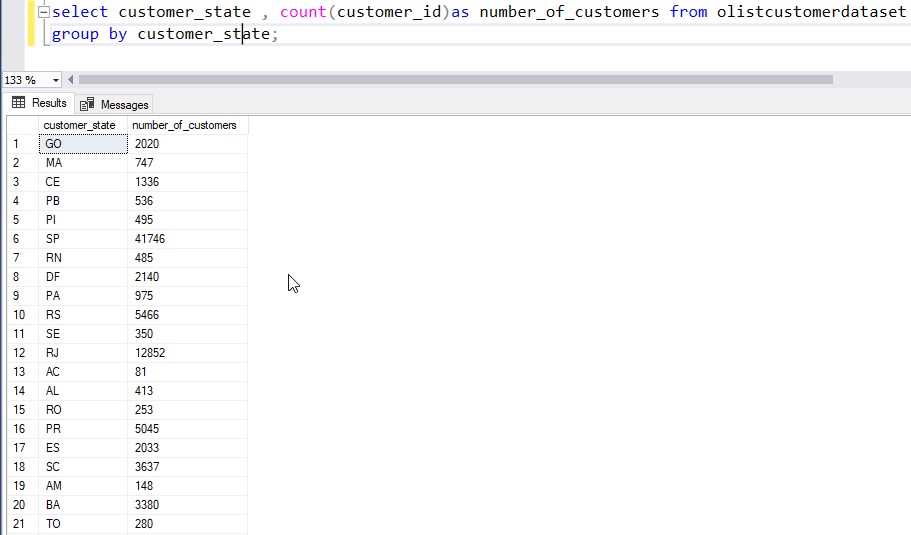
MARKETING TEAM :

* Customer segmentation

select customer\_state , count(customer\_id)as number\_of\_customers

from olistcustomerdataset

group by customer\_state;



Insights

These sql queries are extract valuable insights for each department to aid flipkart in setting up its business in the brazillian market….

The operation team can get a clear view of the supply chain and delivery performance and the marketing team can segment customers effectively .