**QSN Retail**

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**ITM 304**

**Final draft of group project**

***Question 1: Total sales by year by age group***

SELECT AgeGroup,

year(OrderDate) as Year,

SUM(ROUND((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 - MemberDiscountPercent) / 100), 2)) as Total\_sale

FROM denormalized

GROUP BY AgeGroup, Year

| **AgeGroup** | **Year** | **Total\_sale** |
| --- | --- | --- |
| 18-24 | 2020 | 109076.01 |
| 18-24 | 2021 | 121459.06 |
| 25-44 | 2020 | 120507.56 |
| 25-44 | 2021 | 107568.51 |
| 45-64 | 2020 | 101967.55 |
| 45-64 | 2021 | 135200.37 |
| 65+ | 2020 | 126496.39 |
| 65+ | 2021 | 115623.82 |

***Question 2: Total sales by month and year***

SELECT

Month(OrderDate) as Month,

year(OrderDate) as Year,

CONCAT("$", FORMAT(SUM((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 - MemberDiscountPercent) / 100)), 2)) as Total\_sale

FROM denormalized

GROUP BY Month, Year

| **Month** | **Year** | **Total\_sale** |
| --- | --- | --- |
| 1 | 2020 | $23,256.74 |
| 1 | 2021 | $52,902.80 |
| 2 | 2020 | $37,698.08 |
| 2 | 2021 | $37,372.53 |
| 3 | 2020 | $29,194.48 |
| 3 | 2021 | $46,809.60 |
| 4 | 2020 | $47,863.24 |
| 4 | 2021 | $33,409.97 |
| 5 | 2020 | $38,483.62 |
| 5 | 2021 | $50,765.88 |
| 6 | 2020 | $40,500.17 |
| 6 | 2021 | $30,130.27 |
| 7 | 2020 | $32,674.07 |
| 7 | 2021 | $46,989.64 |
| 8 | 2020 | $43,206.05 |
| 8 | 2021 | $27,069.61 |
| 9 | 2020 | $34,826.30 |
| 9 | 2021 | $42,227.26 |
| 10 | 2020 | $43,135.49 |
| 10 | 2021 | $27,041.11 |
| 11 | 2020 | $62,057.86 |
| 11 | 2021 | $43,937.86 |
| 12 | 2020 | $25,150.87 |
| 12 | 2021 | $41,194.84 |

***Question 3: Total sales by year by membership type***

SELECT

year(OrderDate) as Year,

MembershipType,

CONCAT("$", FORMAT(SUM((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 -MemberDiscountPercent) / 100)), 2)) as Total\_sale

FROM denormalized

GROUP BY Year, MembershipType

ORDER BY MembershipType, Year

| **Year** | **MembershipType** | **Total\_sale** |
| --- | --- | --- |
| 2020 | Basic | $146,425.28 |
| 2021 | Basic | $150,826.86 |
| 2020 | Guest | $177,532.58 |
| 2021 | Guest | $186,815.71 |
| 2020 | Loyal | $134,089.14 |
| 2021 | Loyal | $142,208.82 |

***Question 4: Number of late deliveries by shipper by year***

SELECT

Year(OrderDate) as Year,

ShipperName,

Count(Distinct OrderID) as Number\_of\_late\_delivery

FROM

denormalized

Where

DeliveryDate > OrderPromiseDate

Group by

ShipperName,

Year

Order by

Year,

Number\_of\_late\_delivery DESC

| **Year** | **ShipperName** | **Number\_of\_late\_delivery** |
| --- | --- | --- |
| 2020 | XPO Logistics | 22 |
| 2020 | USPS | 10 |
| 2020 | UPS | 8 |
| 2020 | FedEx | 3 |
| 2021 | XPO Logistics | 25 |
| 2021 | USPS | 7 |
| 2021 | UPS | 5 |
| 2021 | FedEx | 4 |

***Question 5: Total sales by year by payment type***

SELECT

year(OrderDate) as Year,

PaymentType,

CONCAT("$", FORMAT(SUM((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 - MemberDiscountPercent) / 100)), 2)) as Total\_sale

FROM denormalized

GROUP BY Year, PaymentType

| **Year** | **PaymentType** | **Total\_sale** |
| --- | --- | --- |
| 2020 | BNPL | $126,513.71 |
| 2020 | Credit Card | $97,625.59 |
| 2020 | Debit Card | $110,906.36 |
| 2020 | Prepaid | $123,001.34 |
| 2021 | BNPL | $108,382.86 |
| 2021 | Credit Card | $120,031.17 |
| 2021 | Debit Card | $137,298.51 |
| 2021 | Prepaid | $114,138.84 |

***Question 6: Number of deliveries by shipper by year***

SELECT

Year(OrderDate) as Year,

ShipperName,

Count(Distinct OrderID) as Number\_of\_delivery

FROM

denormalized

Group by

ShipperName,

Year

Order by

Year,

Number\_of\_delivery DESC

| **Year** | **ShipperName** | **Number\_of\_delivery** |
| --- | --- | --- |
| 2020 | USPS | 87 |
| 2020 | XPO Logistics | 86 |
| 2020 | FedEx | 81 |
| 2020 | UPS | 80 |
| 2021 | XPO Logistics | 101 |
| 2021 | FedEx | 91 |
| 2021 | UPS | 88 |
| 2021 | USPS | 86 |

***Question 7: Total profit by month and year***

SELECT

year(OrderDate) as Year,

MONTH(OrderDate) as Month,

CONCAT("$", FORMAT(SUM(ROUND((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 - MemberDiscountPercent) / 100), 2)) - SUM(ROUND((Quantity \* UnitCost))), 2)) as Total\_profit

FROM denormalized

GROUP BY Year, Month

| **Year** | **Month** | **Total\_profit** |
| --- | --- | --- |
| 2020 | 1 | $1,872.79 |
| 2020 | 2 | $3,176.16 |
| 2020 | 3 | $2,744.56 |
| 2020 | 4 | $4,314.33 |
| 2020 | 5 | $3,005.65 |
| 2020 | 6 | $2,781.22 |
| 2020 | 7 | $2,619.11 |
| 2020 | 8 | $3,499.05 |
| 2020 | 9 | $3,199.31 |
| 2020 | 10 | $3,522.50 |
| 2020 | 11 | $4,381.93 |
| 2020 | 12 | $2,090.90 |
| 2021 | 1 | $4,178.82 |
| 2021 | 2 | $2,890.57 |
| 2021 | 3 | $3,496.61 |
| 2021 | 4 | $2,084.99 |
| 2021 | 5 | $4,811.94 |
| 2021 | 6 | $2,325.30 |
| 2021 | 7 | $3,584.66 |
| 2021 | 8 | $2,545.62 |
| 2021 | 9 | $3,260.33 |
| 2021 | 10 | $2,398.16 |
| 2021 | 11 | $3,297.89 |
| 2021 | 12 | $3,084.87 |

***Question 8: Total sales by category by year***

SELECT Category,

year(OrderDate) as Year,

CONCAT("$", FORMAT(SUM((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 -MemberDiscountPercent) / 100)), 2)) as Total\_sale

From denormalized

Group by Category, Year

| **Category** | **Year** | **Total\_sale** |
| --- | --- | --- |
| Beauty | 2020 | $6,656.35 |
| Beauty | 2021 | $6,935.46 |
| Books & Magazines | 2020 | $3,562.36 |
| Books & Magazines | 2021 | $2,860.31 |
| Clothing | 2020 | $20,093.36 |
| Clothing | 2021 | $17,867.59 |
| Electronics | 2020 | $212,773.48 |
| Electronics | 2021 | $217,475.09 |
| Fitness | 2020 | $21,915.81 |
| Fitness | 2021 | $18,624.46 |
| Furniture | 2020 | $87,358.76 |
| Furniture | 2021 | $87,842.52 |
| Groceries | 2020 | $2,771.05 |
| Groceries | 2021 | $2,808.70 |
| Office supplies | 2020 | $36,432.01 |
| Office supplies | 2021 | $50,811.00 |
| Outdoor | 2020 | $59,387.07 |
| Outdoor | 2021 | $66,843.00 |
| Toys | 2020 | $7,096.75 |
| Toys | 2021 | $7,783.24 |

***Question 9: Total profit by category by year***

SELECT

Category,

year(OrderDate) as Year,

CONCAT("$", FORMAT(SUM(ROUND((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 - MemberDiscountPercent) / 100), 2)) -

SUM(ROUND((Quantity \* UnitCost))), 2)) as Total\_profit

FROM denormalized

GROUP BY Year, Category

ORDER BY Category

| **Category** | **Year** | **Total\_profit** |
| --- | --- | --- |
| Beauty | 2020 | $1,372.37 |
| Beauty | 2021 | $1,466.51 |
| Books & Magazines | 2020 | $199.33 |
| Books & Magazines | 2021 | $159.25 |
| Clothing | 2021 | $3,192.59 |
| Clothing | 2020 | $3,653.46 |
| Electronics | 2020 | $15,773.53 |
| Electronics | 2021 | $15,625.15 |
| Fitness | 2020 | $3,310.96 |
| Fitness | 2021 | $2,829.51 |
| Furniture | 2021 | $2,942.57 |
| Furniture | 2020 | $2,938.81 |
| Groceries | 2021 | $679.71 |
| Groceries | 2020 | $665.04 |
| Office supplies | 2021 | $3,753.08 |
| Office supplies | 2020 | $2,645.10 |
| Outdoor | 2020 | $5,297.13 |
| Outdoor | 2021 | $5,843.17 |
| Toys | 2021 | $1,468.22 |
| Toys | 2020 | $1,351.78 |

***Question 10: Average number of products per basket by month and year***

SELECT

Year,

Month,

AVG(number\_of\_products) as avg\_no\_products\_per\_basket

FROM

(

SELECT

o.OrderID,

SUM(QTY) as number\_of\_products,

MONTH(OrderDate) as Month,

Year(OrderDate) as Year

FROM

Order\_Detail od,

`Order` o

WHERE

o.OrderID = od.OrderID

GROUP BY

o.OrderID,

Year,

Month

) as a

GROUP BY

Year, Month

| **Year** | **Month** | **avg\_no\_products\_per\_basket** |
| --- | --- | --- |
| 2020 | 1 | 7.5714 |
| 2020 | 2 | 8.3000 |
| 2020 | 3 | 8.4815 |
| 2020 | 4 | 8.4324 |
| 2020 | 5 | 9.1250 |
| 2020 | 6 | 9.3548 |
| 2020 | 7 | 7.6400 |
| 2020 | 8 | 8.3939 |
| 2020 | 9 | 9.2000 |
| 2020 | 10 | 9.0400 |
| 2020 | 11 | 8.5882 |
| 2020 | 12 | 7.8148 |
| 2021 | 1 | 7.7297 |
| 2021 | 2 | 9.0000 |
| 2021 | 3 | 7.8333 |
| 2021 | 4 | 6.7308 |
| 2021 | 5 | 8.2750 |
| 2021 | 6 | 7.4286 |
| 2021 | 7 | 8.3939 |
| 2021 | 8 | 6.5000 |
| 2021 | 9 | 8.2632 |
| 2021 | 10 | 7.7273 |
| 2021 | 11 | 9.0000 |
| 2021 | 12 | 7.8857 |

***Question 11: Average ticket per basket by month and year***

SELECT

Month(OrderDate) as Month,

year(OrderDate) as Year,

CONCAT("$", FORMAT(SUM((Quantity \* (UnitPrice \* (( 100 - PercentDiscount ) / 100))) \* ((100 - MemberDiscountPercent) / 100)) / COUNT(DISTINCT OrderID), 2)) as avg\_ticket

FROM denormalized

GROUP BY Month, Year

| **Month** | **Year** | **avg\_ticket** |
| --- | --- | --- |
| 1 | 2020 | $1,107.46 |
| 1 | 2021 | $1,429.81 |
| 2 | 2020 | $1,256.60 |
| 2 | 2021 | $1,557.19 |
| 3 | 2020 | $1,081.28 |
| 3 | 2021 | $1,560.32 |
| 4 | 2020 | $1,293.60 |
| 4 | 2021 | $1,285.00 |
| 5 | 2020 | $1,603.48 |
| 5 | 2021 | $1,269.15 |
| 6 | 2020 | $1,306.46 |
| 6 | 2021 | $1,434.77 |
| 7 | 2020 | $1,306.96 |
| 7 | 2021 | $1,423.93 |
| 8 | 2020 | $1,309.27 |
| 8 | 2021 | $796.17 |
| 9 | 2020 | $1,741.31 |
| 9 | 2021 | $1,111.24 |
| 10 | 2020 | $1,725.42 |
| 10 | 2021 | $1,229.14 |
| 11 | 2020 | $1,825.23 |
| 11 | 2021 | $1,689.92 |
| 12 | 2020 | $931.51 |
| 12 | 2021 | $1,177.0 |

***Question 12: Total discounts received by our customers by month and year***

SELECT

Month(Order Date) as Month,

year(OrderDate) as Year,

CONCAT("$", FORMAT(SUM((UnitPrice \* (PercentDiscount / 100)) + ((UnitPrice \* (PercentDiscount / 100)) \* (MemberDiscountPercent / 100))), 2)) as Total\_discount\_received

FROM denormalized

GROUP BY Month, Year

| **Month** | **Year** | **Total\_discount\_received** |
| --- | --- | --- |
| 1 | 2020 | $605.59 |
| 1 | 2021 | $1,417.82 |
| 2 | 2020 | $787.86 |
| 2 | 2021 | $868.34 |
| 3 | 2020 | $702.82 |
| 3 | 2021 | $1,068.35 |
| 4 | 2020 | $1,093.68 |
| 4 | 2021 | $932.06 |
| 5 | 2020 | $1,074.61 |
| 5 | 2021 | $1,212.50 |
| 6 | 2020 | $1,307.51 |
| 6 | 2021 | $864.66 |
| 7 | 2020 | $924.30 |
| 7 | 2021 | $1,736.55 |
| 8 | 2020 | $1,261.39 |
| 8 | 2021 | $819.29 |
| 9 | 2020 | $763.48 |
| 9 | 2021 | $1,443.16 |
| 10 | 2020 | $1,067.36 |
| 10 | 2021 | $730.06 |
| 11 | 2020 | $1,514.50 |
| 11 | 2021 | $1,172.68 |
| 12 | 2020 | $627.56 |
| 12 | 2021 | $1,533.78 |

***Question 13: Number of products sold by year***

Select

Year(OrderDate) as Year,

Product,

SUM(Quantity) as Number\_of\_prod\_sold

From

denormalized

Group By

Product,

Year



***Question 14: Number of products sold by category by year***

Select

Year(OrderDate) as Year,

Category,

SUM(Quantity) as Number\_of\_prod\_sold

From

denormalized

Group By

Category,

Year

| **Year** | **Category** | **Number\_of\_prod\_sold** |
| --- | --- | --- |
| 2020 | Beauty | 278 |
| 2021 | Beauty | 312 |
| 2020 | Books & Magazines | 293 |
| 2021 | Books & Magazines | 250 |
| 2020 | Clothing | 290 |
| 2021 | Clothing | 284 |
| 2020 | Electronics | 274 |
| 2021 | Electronics | 297 |
| 2020 | Fitness | 313 |
| 2021 | Fitness | 274 |
| 2020 | Furniture | 298 |
| 2021 | Furniture | 294 |
| 2020 | Groceries | 307 |
| 2021 | Groceries | 287 |
| 2020 | Office supplies | 282 |
| 2021 | Office supplies | 323 |
| 2020 | Outdoor | 261 |
| 2021 | Outdoor | 305 |
| 2020 | Toys | 243 |
| 2021 | Toys | 265 |

Table

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***Question 15: Total payment to suppliers by year***

Select

Year(OrderDate) as Year,

Supplier,

CONCAT("$", FORMAT(SUM(UnitCost \* Quantity), 2)) as Payment\_to\_supplier

From denormalized

Group By Supplier, Year

| **Year** | **Supplier** | **Payment\_to\_supplier** |
| --- | --- | --- |
| 2020 | 3M | $33,000.00 |
| 2021 | 3M | $46,200.00 |
| 2020 | Alibaba | $552.00 |
| 2021 | Alibaba | $480.00 |
| 2020 | Bermar Associates | $60,400.00 |
| 2021 | Bermar Associates | $61,900.00 |
| 2020 | Bloom Wholesate | $6,610.00 |
| 2021 | Bloom Wholesate | $6,220.00 |
| 2020 | Chinabrands | $2,650.00 |
| 2021 | Chinabrands | $2,650.00 |
| 2020 | Double R Toys | $2,100.00 |
| 2021 | Double R Toys | $2,300.00 |
| 2020 | Exigo | $610.00 |
| 2021 | Exigo | $800.00 |
| 2020 | Foshan Shunds Ciao Furniture | $6,750.00 |
| 2021 | Foshan Shunds Ciao Furniture | $7,200.00 |
| 2020 | Gadners Books | $791.00 |
| 2021 | Gadners Books | $754.00 |
| 2020 | Goya | $354.00 |
| 2021 | Goya | $315.00 |
| 2020 | Guangzhou Duoduo | $4,170.00 |
| 2021 | Guangzhou Duoduo | $4,130.00 |
| 2020 | Gympros | $3,195.00 |
| 2021 | Gympros | $2,715.00 |
| 2020 | Hammer | $14,800.00 |
| 2021 | Hammer | $12,280.00 |
| 2020 | Hasbro | $1,605.00 |
| 2021 | Hasbro | $1,695.00 |
| 2020 | IBM | $16,200.00 |
| 2021 | IBM | $13,800.00 |
| 2020 | IDR Outdoor | $41,100.00 |
| 2021 | IDR Outdoor | $46,000.00 |
| 2020 | Ingram Content Group | $1,597.00 |
| 2021 | Ingram Content Group | $1,302.00 |
| 2020 | International Cosmetics | $464.00 |
| 2021 | International Cosmetics | $488.00 |
| 2020 | Kelwek Holdings | $265.00 |
| 2021 | Kelwek Holdings | $300.00 |
| 2020 | Leveno | $156,300.00 |
| 2021 | Leveno | $148,050.00 |
| 2020 | Mino Mart | $2,040.00 |
| 2021 | Mino Mart | $2,320.00 |
| 2020 | Ningbo Syloon | $522.00 |
| 2021 | Ningbo Syloon | $558.00 |
| 2020 | Nutrix | $650.00 |
| 2021 | Nutrix | $851.00 |
| 2020 | Parisian | $7,180.00 |
| 2021 | Parisian | $5,805.00 |
| 2020 | RDM Industrial Products | $23,000.00 |
| 2021 | RDM Industrial Products | $22,000.00 |
| 2020 | Sandhill Books | $975.00 |
| 2021 | Sandhill Books | $645.00 |
| 2020 | Sony | $24,500.00 |
| 2021 | Sony | $40,000.00 |
| 2020 | Tres Irmaos | $6,240.00 |
| 2021 | Tres Irmaos | $7,800.00 |
| 2020 | Tri-State Fabricators | $1,020.00 |
| 2021 | Tri-State Fabricators | $1,000.00 |
| 2020 | US Foods | $1,200.00 |
| 2021 | US Foods | $1,334.00 |

Chart

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***Question 16: Total quantity of products supplied by each supplier by year***

Select

Year(OrderDate) as Year,

Supplier,

SUM(Quantity) as num\_of\_products

From denormalized

Group By Supplier, Year

| **Year** | **Supplier** | **num\_of\_products** |
| --- | --- | --- |
| 2020 | 3M | 55 |
| 2021 | 3M | 77 |
| 2020 | Alibaba | 69 |
| 2021 | Alibaba | 60 |
| 2020 | Bermar Associates | 201 |
| 2021 | Bermar Associates | 200 |
| 2020 | Bloom Wholesate | 112 |
| 2021 | Bloom Wholesate | 115 |
| 2020 | Chinabrands | 53 |
| 2021 | Chinabrands | 53 |
| 2020 | Double R Toys | 98 |
| 2021 | Double R Toys | 108 |
| 2020 | Exigo | 61 |
| 2021 | Exigo | 80 |
| 2020 | Foshan Shunds Ciao Furniture | 45 |
| 2021 | Foshan Shunds Ciao Furniture | 48 |
| 2020 | Gadners Books | 105 |
| 2021 | Gadners Books | 102 |
| 2020 | Goya | 118 |
| 2021 | Goya | 105 |
| 2020 | Guangzhou Duoduo | 120 |
| 2021 | Guangzhou Duoduo | 118 |
| 2020 | Gympros | 148 |
| 2021 | Gympros | 111 |
| 2020 | Hammer | 104 |
| 2021 | Hammer | 83 |
| 2020 | Hasbro | 94 |
| 2021 | Hasbro | 99 |
| 2020 | IBM | 54 |
| 2021 | IBM | 46 |
| 2020 | IDR Outdoor | 164 |
| 2021 | IDR Outdoor | 192 |
| 2020 | Ingram Content Group | 123 |
| 2021 | Ingram Content Group | 105 |
| 2020 | International Cosmetics | 58 |
| 2021 | International Cosmetics | 61 |
| 2020 | Kelwek Holdings | 53 |
| 2021 | Kelwek Holdings | 60 |
| 2020 | Leveno | 171 |
| 2021 | Leveno | 171 |
| 2020 | Mino Mart | 51 |
| 2021 | Mino Mart | 58 |
| 2020 | Ningbo Syloon | 174 |
| 2021 | Ningbo Syloon | 186 |
| 2020 | Nutrix | 100 |
| 2021 | Nutrix | 133 |
| 2020 | Parisian | 125 |
| 2021 | Parisian | 116 |
| 2020 | RDM Industrial Products | 46 |
| 2021 | RDM Industrial Products | 44 |
| 2020 | Sandhill Books | 65 |
| 2021 | Sandhill Books | 43 |
| 2020 | Sony | 49 |
| 2021 | Sony | 80 |
| 2020 | Tres Irmaos | 52 |
| 2021 | Tres Irmaos | 65 |
| 2020 | Tri-State Fabricators | 51 |
| 2021 | Tri-State Fabricators | 50 |
| 2020 | US Foods | 120 |
| 2021 | US Foods | 122 |

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***Question 17: Total payment to suppliers by country by year***

Select Year(OrderDate) as Year,

SupplierCountry,

CONCAT("$", FORMAT(SUM(UnitCost \* Quantity), 2)) as Total\_payment

From denormalized

Group By SupplierCountry, Year

| **Year** | **SupplierCountry** | **Total\_payment** |
| --- | --- | --- |
| 2020 | Brazil | $6,240.00 |
| 2021 | Brazil | $7,800.00 |
| 2020 | CA | $975.00 |
| 2021 | CA | $645.00 |
| 2020 | China | $16,744.00 |
| 2021 | China | $17,318.00 |
| 2020 | Germany | $14,800.00 |
| 2021 | Germany | $12,280.00 |
| 2020 | Hong Kong | $156,300.00 |
| 2021 | Hong Kong | $148,050.00 |
| 2020 | Japan | $24,500.00 |
| 2021 | Japan | $40,000.00 |
| 2020 | Kenya | $265.00 |
| 2021 | Kenya | $300.00 |
| 2020 | UK | $9,045.00 |
| 2021 | UK | $7,847.00 |
| 2020 | USA | $189,931.00 |
| 2021 | USA | $205,332.00 |
| 2020 | Vietnam | $2,040.00 |
| 2021 | Vietnam | $2,320.00 |

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***Question 18: Total discounts received by membership type by year***

SELECT

year(OrderDate) as Year,

MembershipType,

CONCAT("$", FORMAT(SUM((UnitPrice \* (PercentDiscount / 100)) + ((UnitPrice \* (PercentDiscount / 100)) \* (MemberDiscountPercent / 100))), 2)) as Total\_discount\_received

FROM denormalized

GROUP BY Year, MembershipType

| **Year** | **MembershipType** | **Total\_discount\_received** |
| --- | --- | --- |
| 2020 | Basic | $3,855.63 |
| 2020 | Guest | $4,489.93 |
| 2020 | Loyal | $3,385.09 |
| 2021 | Basic | $4,257.92 |
| 2021 | Guest | $5,004.09 |
| 2021 | Loyal | $4,537.26 |

Chart, bar chart

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