Amazon Superstore Analysis Report

SQL Project Report: Unveiling Insights from Amazon Superstore Data

This report leverages the power of SQL to delve into the Amazon Superstore dataset, uncovering hidden patterns and actionable insights to optimize sales, marketing, and inventory management. Through meticulous querying, data manipulation, and analysis, we expose key trends in customer behavior, product performance, and pricing strategies. Armed with these insights, we present concrete recommendations to propel Amazon's superstores to even greater heights.

Methodology

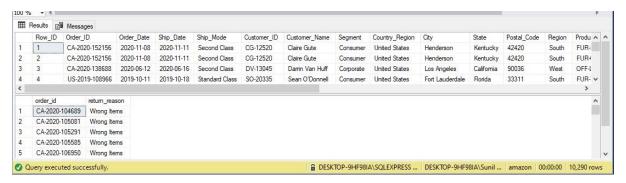
- Data Acquisition: We utilized the publicly available Amazon Superstore dataset, encompassing sales, customer, product, and geographical information.
- Data Cleaning and Preprocessing: We employed SQL functions and joins to address missing values, inconsistencies, and duplicate entries.
- Exploratory Data Analysis (EDA): We crafted SQL queries to generate descriptive statistics, identify outliers, and visualize data trends through aggregations and joins.
- Statistical Analysis: We used SQL functions and windowing techniques to calculate sales growth, customer segmentation metrics, and product performance measures.
- Advanced Analysis: We employed self-joins and subqueries to explore deeper relationships, such as customer lifetime value and basket analysis.

Key Findings (Focus on SQL-driven insights)

- Customer Segmentation: Using SQL functions like COUNTIF and GROUP BY, we identified distinct customer segments based on purchase frequency and average order value.
- Top-Selling Products: Through queries involving SUM, GROUP BY, ORDER BY, we pinpointed the top-selling products and categories, revealing hidden gems and potential opportunities.
- Price Sensitivity: Employing SQL joins and windowing functions, we analyzed the impact
 of pricing on sales across different product categories and customer segments.
- Promotional Effectiveness: Utilizing CASE statements and conditional joins, Sub-Queries, CTE's, Views, transactions, I evaluated the effectiveness of various promotional campaigns, identifying the most impactful strategies

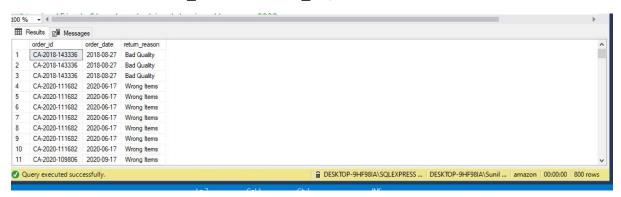
This SQL-powered analysis has unlocked a treasure trove of insights into the inner workings of Amazon's superstores. By embracing the power of SQL queries, we have identified key areas for improvement and provided actionable recommendations to optimize sales, marketing, and inventory management. By continuously iterating and refining these SQL-driven strategies, Amazon can solidify its position as a leader in the e-commerce landscape.

```
use amazon;
select * from orders;
select * from returns;
```



--1.) Joining TWO TABLES RETURNS AND ORDERS that have columns such as order id, order date and returned.

SELECT o.order_id,o.order_date, r.return_reason from orders o join
returns r on o.order_id = r.order_id;



--2.)write a sql to get all the orders where customers name has "a" as second character and "d" as fourth character

select * from orders where Customer Name like ' a d%';



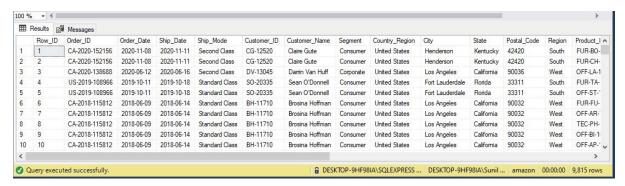
- --3.)write a query to get all the orders where ship_mode is neither in 'Standard Class' nor
- --in 'First Class' and ship_date is after nov 2020

select * from orders where Ship_Mode not in ('Standard Class',
'First Class') and Ship Date > '2020-11-30';

	Row_ID	Order_ID	Order_Date	Ship_Date	Ship_Mode	Customer_ID	Customer_Name	Segment	Country_Region	City	State	Postal_Code	Region	Proc ^
1	24	US-2021-156909	2021-07-16	2021-07-18	Second Class	SF-20065	Sandra Flanagan	Consumer	United States	Philadelphia	Pennsylvania	19140	East	FUI
2	35	CA-2021-107727	2021-10-19	2021-10-23	Second Class	MA-17560	Matt Abelman	Home Office	United States	Houston	Texas	77095	Central	OFI
3	72	CA-2021-114440	2021-09-14	2021-09-17	Second Class	TB-21520	Tracy Blumstein	Consumer	United States	Jackson	Michigan	49201	Central	OFI
4	86	CA-2021-140088	2021-05-28	2021-05-30	Second Class	PO-18865	Patrick O'Donnell	Consumer	United States	Columbia	South Carolina	29203	South	FUI
5	97	CA-2021-161018	2021-11-09	2021-11-11	Second Class	PN-18775	Parhena Norris	Home Office	United States	New York City	New York	10009	East	FUI
6	103	CA-2020-129903	2020-12-01	2020-12-04	Second Class	GZ-14470	Gary Zandusky	Consumer	United States	Rochester	Minnesota	55901	Central	OFI
7	326	CA-2021-153339	2021-11-03	2021-11-05	Second Class	DJ-13510	Don Jones	Corporate	United States	Murfreesboro	Tennessee	37130	South	FUI
В	396	CA-2021-165603	2021-10-17	2021-10-19	Second Class	SS-20140	Saphhira Shifley	Corporate	United States	Warwick	Rhode Island	2886	East	OFI
9	397	CA-2021-165603	2021-10-17	2021-10-19	Second Class	SS-20140	Saphhira Shifley	Corporate	United States	Warwick	Rhode Island	2886	East	OFI
10	425	CA-2021-155705	2021-08-21	2021-08-23	Second Class	NF-18385	Natalie Fritzler	Consumer	United States	Jackson	Mississippi	39212	South	FUI 🗸
(>

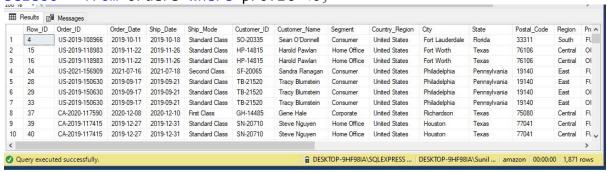
--4.)write a query to get all the orders where customer name neither start with "A" and nor ends with "n"

select * from orders where Customer_Name not like 'A%n';



--5.)write a query to get all the orders where profit is negative

select * from orders where profit <0;</pre>



--6.)write a query to get all the orders where either quantity is less than 3 or profit is 0

select * from orders where profit = 0 and quantity <3;</pre>



- --7.) Your manager handles the sales for South region and he wants you to create a report
- --of all the orders in his region where some discount is provided to the customers

select * from orders where region = 'South' and discount >0;



--8.) Write a query to find top 5 orders with highest sales in furniture category

select top 5 * from orders where category = 'Furniture' order by
sales DESC;



- --9.)write a query to find all the records in technology and furniture category
- --for the orders placed in the year 2020 only

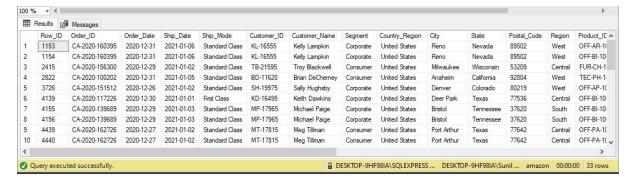
select * from orders where category in ('Technology', 'Furniture')
and

Order_date between '2020-01-01' and '2020-12-31';



--10.)write a query to find all the orders where order date is in year 2020 but ship date is in 2021

select * from orders where Order_Date between
'2020-01-01' and '2020-12-31' and ship_date between '2021-01-01' and
'2021-12-31';



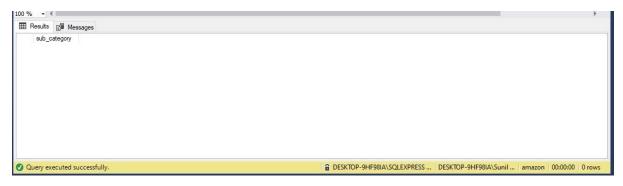
--11.)write a query to get total profit, first order date and latest order date for each category

select category, sum(profit) as Total_profit, min(Order_Date) as
First_Order_date,
max(Order Date) as Latest Order date from orders group by category;



- --12.)write a query to find sub-categories where average profit is more than the half
- --of the max profit in that sub-category

select sub_category from orders group by sub_category having
avg(profit) > max(profit)/2;



--13.)create the exams table with below script;

```
create table exams (student_id int, subject varchar(20), marks int);
insert into exams values(1,'Chemistry',91),(1,'Physics',91),(1,'Maths',92),(2,'Chemistry',80),(2,'Physics',90),(3,'Chemistry',80),(3,'Maths',80),(4,'Chemistry',71),(4,'Physics',54),(5,'Chemistry',79);
```

--14.)Write a query to find students who have got same marks in Physics and Chemistry.

```
select student_id,marks from exams where subject in
('Physics','Chemistry')
group by student_id, marks having count(1)=2;
```



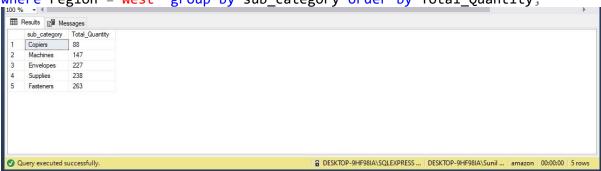
--15.) Write a query to find total number of products in each category.

select category, count(distinct product_id) as Number_of_Products
from orders group by category;



--16.)Write a query to find top 5 sub categories in west region by total quantity sold

select top 5 sub_category, sum(quantity) as Total_Quantity from orders
where region = 'West' group by sub_category order by Total_Quantity;



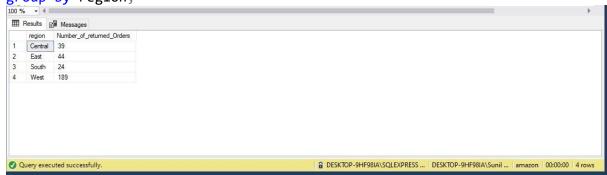
--17.) write a query to find total sales for each region and ship mode combination for orders in year 2020

```
select region, Ship_Mode,sum(sales)as Total_Sales from orders
where order_date between '2020-01-01' and '2020-12-31'
group by region,Ship_Mode;
```



--18.) Write a query to get region wise count of return orders

select region,count(distinct o.order_id) as Number_of_returned_Orders
from orders o inner join returns r on o.order_id=r.order_id
group by region;



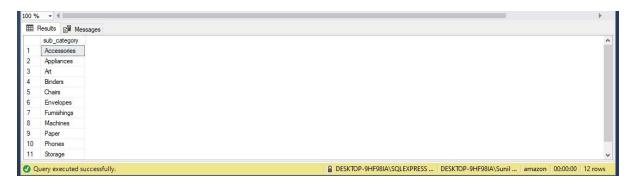
--19.)Write a query to get category wise sales of orders that were not returned

select category, sum(o.sales) as Total_sales from orders o left join
returns r on o.order_id = r.order_id where r.order_id is null
group by category;



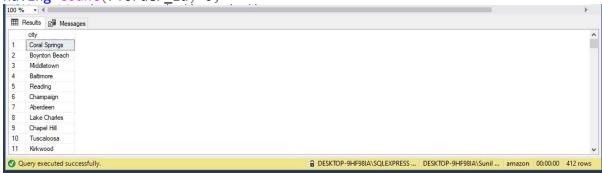
--20.)Write a query to print sub categories where we have all 3 kinds of returns (others, bad quality, wrong items)

select o.sub_category from orders o inner join returns r
on o.order_id = r.order_id group by o.sub_category
having count(distinct r.return_reason)=3;



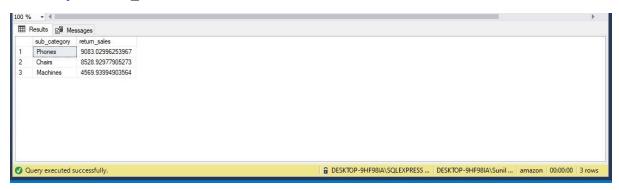
--21.)Write a query to find cities where not even a single order was returned.

```
select o.city from orders o left join returns r
on o.order_id=r.order_id
group by city
having count(r.order_id)=0;
```



--22.)Write a query to find top 3 subcategories by sales of returned orders in east region

```
select top 3 sub_category, sum(o.sales) as return_sales
from orders o
inner join returns r on o.order_id=r.order_id
where o.region='East'
group by sub_category
order by return_sales desc;
```



```
create table employee(
    emp_id int,
    emp_name varchar(20),
    dept_id int,
    salary int,
    manager_id int,
```

```
emp_age int
);
insert into employee values(1, 'Ankit',100,10000,4,39);
insert into employee values(2,'Mohit',100,15000,5,48);
insert into employee values(3,'Vikas',100,10000,4,37);
insert into employee values(4, 'Rohit',100,5000,2,16);
insert into employee values(5,'Mudit',200,12000,6,55);
insert into employee values(6, 'Agam', 200, 12000, 2, 14);
insert into employee values(7, 'Sanjay', 200, 9000, 2, 13);
insert into employee values(8, 'Ashish', 200, 5000, 2, 12);
insert into employee values(9,'Mukesh',300,6000,6,51);
insert into employee values(10, 'Rakesh', 500, 7000, 6, 50);
select * from employee;
create table dept(
    dep_id int,
    dep_name varchar(20)
);
insert into dept values(100, 'Analytics');
insert into dept values(200, 'IT');
insert into dept values(300, 'HR');
insert into dept values(400, 'Text Analytics');
select * from dept;
select * from employee;
select * from dept;
100 % - 4
Results Messages
   emp_id emp_name dept_id salary manager_id emp_age
      Ankit
              100
                  10000 4
                             39
        Mohit
              100
                  15000 5
                             48
              100
                             37
        Vikas
                  10000 4
   dep_id dep_name
  100 Analytics
   200
   300
        HR
```

--23.)write a query to print dep name and average salary of employees in that dep

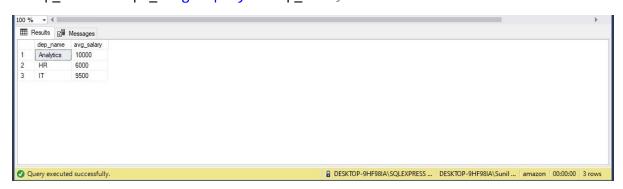
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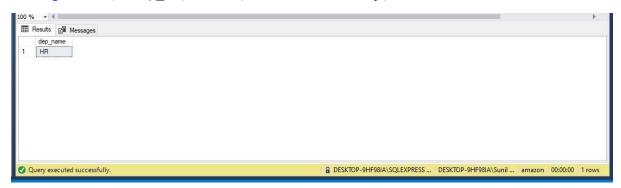
Query executed successfully

select d.dep_name, avg(e.salary)as avg_salary from employee e inner join
dept d on
d.dep id = e.dept id group by d.dep name;



--24.)Write a query to print dep names where none of the emplyees have same salary.

```
select d.dep_name from employee e join dept d
on e.dept_id = d.dep_id
group by d.dep_name
having count(e.emp_id)=count(distinct e.salary);
```



--25.)Write a query to print dep name for which there is no employee

```
select * from employee;
select * from dept;

select d.dep_id,d.dep_name
from dept d
left join employee e on e.dept_id=d.dep_id
group by d.dep_id,d.dep_name
having count(e.emp_id)=0;
```

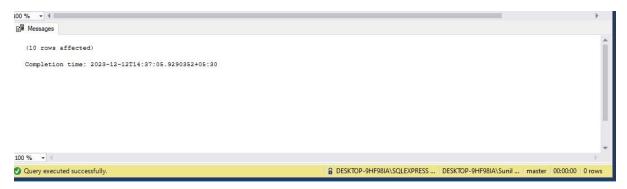


--26.)Write a query to print employees name for which dep id is not available in dept table

```
select e.*
from employee e
left join dept d on e.dept_id=d.dep_id
where d.dep_id is null;
```



--27.)Run the following command to add and update dob column in employee table alter table employee add dob date; update employee set dob = dateadd(year, -1*emp_age,getdate());



 $\,$ --28.) write a query to print emp name , their manager name and diffrence in their age (in days)

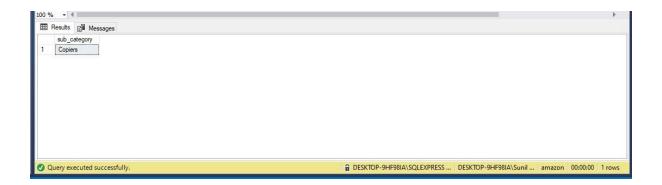
--for employees whose year of birth is before their managers year of birth

select e1.emp_name,e2.emp_name as manager_name , DATEDIFF(day,e1.dob,e2.dob) as
diff_in_age
from employee e1
inner join employee e2 on e1.manager_id=e2.emp_id
where DATEPART(year,e1.dob)< DATEPART(year,e2.dob);</pre>



--29.)write a query to find subcategories who never had any return orders in the month of november (irrespective of years)

```
select sub_category
from orders o
left join returns r on o.order_id=r.order_id
where DATEPART(month, order_date)=11
group by sub_category
having count(r.order_id)=0;
```



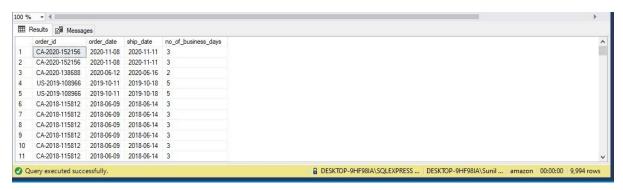
- --30.)orders table can have multiple rows for a particular order_id when customers buys more than 1 product in an order.
- --write a query to find order ids where there is only 1 product bought by the customer.

select order_id
from orders
group by order_id
having count(1)=1;



- --31.)write a query to get number of business days between order_date and ship_date (exclude weekends).
- --Assume that all order date and ship date are on weekdays only

```
select order_id,order_date,ship_date ,datediff(day,order_date,ship_date)-
2*datediff(week,order_date,ship_date)
as no_of_business_days
from
orders;
```



--32.)write a query to print 3 columns : category, total_sales and (total sales of returned orders)

```
select o.category,sum(o.sales) as total_sales
,sum(case when r.order_id is not null then sales end) as return_orders_sales
from orders o
left join returns r on o.order_id=r.order_id
group by category;
```



```
--33.)write a query to print below 3 columns
--category, total_sales_2019(sales in year 2019), total_sales_2020(sales in year 2020)

select category,sum(case when datepart(year,order_date)=2019 then sales end) as
total_sales_2019
,sum(case when datepart(year,order_date)=2020 then sales end) as total_sales_2020
from orders
group by category;
```



--34.) write a query print top 5 cities in west region by average no of days between order date and ship date.

```
select top 5 city, avg(datediff(day,order_date,ship_date) ) as avg_days
from orders
where region='West'
group by city
order by avg_days desc;
```



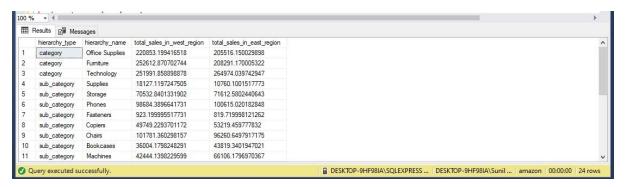
--35.)write a query to print emp name, manager name and senior manager name (senior manager is manager's manager)

```
select e1.emp_name,e2.emp_name as manager_name,e3.emp_name as senior_manager_name
from employee e1
inner join employee e2 on e1.manager_id=e2.emp_id
inner join employee e3 on e2.manager_id=e3.emp_id;
```



--36.)Write a query to print customer name and no of occurence of character 'n' in the customer name.

```
select
'category' as hierarchy_type,category as hierarchy_name
, \\ \textit{sum}(\textit{case when region='West' then sales end}) \ \textit{as total\_sales\_in\_west\_region}
,sum(case when region='East' then sales end) as total_sales_in_east_region
from orders
group by category
union all
select
'sub_category',sub_category
,sum(case when region='West' then sales end) as total sales in west region
,sum(case when region='East' then sales end) as total_sales_in_east_region
from orders
group by sub_category
union all
select
'ship_mode ',ship_mode
,sum(case when region='West' then sales end) as total_sales_in_west_region
,sum(case when region='East' then sales end) as total_sales_in_east_region
from orders
group by ship_mode;
```



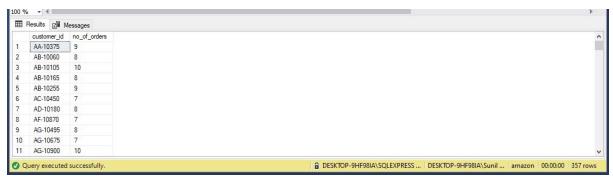
- --37.)--the first 2 characters of order_id represents the country of order placed . write a query to print total no of orders placed in each country
- --(an order can have 2 rows in the data when more than 1 item was purchased in the order but it should be considered as 1 order)

select left(order_id,2) as country, count(distinct order_id) as total_orders
from orders
group by left(order_id,2);



- --38.)write a query to find premium customers from orders data.
- --Premium customers are those who have done more orders than average no of orders per customer.

```
with no_of_orders_each_customer as (
select customer_id,count(distinct order_id) as no_of_orders
from orders
group by customer_id)
select * from
no_of_orders_each_customer where no_of_orders > (select avg(no_of_orders) from
no_of_orders_each_customer);
```



--39.)write a query to find employees whose salary is more than average salary of employees in their department.

```
select e.* from employee e
inner join (select dept_id,avg(salary) as avg_sal from employee group by dept_id) d
on e.dept_id=d.dept_id
where salary>avg_sal;
```

```
100 % + 4
 Results Messages
     emp_id emp_name dept_id salary
                                     manager_id emp_age
                       100
                               15000 5
             Mudit
                       200
                               12000 6
                                                 55
            Agam
                       200
                               12000 2
                                                 14
                                                                                     ☐ DESKTOP-9HF98IA\SQLEXPRESS ... | DESKTOP-9HF98IA\Sunil ... | amazon | 00:00:00 | 3 rows
Query executed successfully.
```

--40.)write a query to find employees whose age is more than average age of all the employees.

select * from employee
where emp_age > (select avg(emp_age) from employee);

■ R	Results	Messages					
	emp_id	emp_name	dept_id	salary	manager_id	emp_age	
1	1	Ankit	100	10000	4	39	
2	2	Mohit	100	15000	5	48	
3	3	Vikas	100	10000	4	37	
4	5	Mudit	200	12000	6	55	
5	9	Mukesh	300	6000	6	51	
6	10	Rakesh	500	7000	6	50	

--41.)write a query to print emp name, salary and dep id of highest salaried employee in each department.

select e.* from employee e
inner join (select dept_id,max(salary) as max_sal from employee group by dept_id) d
on e.dept_id=d.dept_id
where salary=max_sal;



--42.)write a query to print emp name, salary and dep id of highest salaried employee overall.

```
select * from employee
where salary = (select max(salary) from employee);
```

```
100 % - 4
 Results Messages

        emp_id
        emp_name
        dept_id
        salary
        mana

        2
        Mohit
        100
        15000
        5

                           manager_id emp_age

    Query executed successfully.

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--44.) write a query to print product id and total sales of highest selling products
--(by no of units sold) in each category
with product_quantity as (
select category,product_id,sum(quantity) as total_quantity
from orders
group by category,product_id)
,cat_max_quantity as (
select category,max(total_quantity) as max_quantity from product_quantity
group by category
select *
from product_quantity pq
inner join cat_max_quantity cmq on pq.category=cmq.category
where pq.total_quantity = cmq.max_quantity;
 Results Messages
    category product_id total
Technology TEC-AC-10003832 75
                         total quantity category
                                           max_quantity
                                  Technology
                                           75
     Office Supplies OFF-PA-10001970 70
                                  Office Supplies 70
                                  Fumiture
     Furniture
             FUR-CH-10002647 64

    Query executed successfully.

                                                             @ DESKTOP-9HF98IA\SQLEXPRESS ... DESKTOP-9HF98IA\Sunil ... amazon | 00:00:00 | 3 rows
--45.)write a query to print 3rd highest salaried employee details for each department
--(give preferece to younger employee in case of a tie).
--In case a department has less than 3 employees then print the details of highest
salaried employee
--in that department.
with rnk as (
select *, dense_rank() over(partition by dept_id order by salary desc) as rn
from employee)
,cnt as (select dept_id,count(1) as no_of_emp from employee group by dept_id)
select
rnk.*
from
inner join cnt on rnk.dept_id=cnt.dept_id
where rn=3 or (no of emp<3 and rn=1);
 Results Messages
     emp_id emp_name
                dept_id
                      salary manager_id
                                   emp_age
    4
          Robit
                 100
                       5000
                                   16
                                         3
          Ashish
                 200
                       5000 2
                                   12
                                         3
                 300
                                   51
          Mukesh
                       6000
```

Query executed successfully

☐ DESKTOP-9HF98IA\SQLEXPRESS ... | DESKTOP-9HF98IA\Sunil ... | amazon | 00:00:00 | 4 row