ECOMMERCE TARGET SALES PROJECT USING PYTHON & SQL

Installation Of Libraries

```
In [1]: pip install pandas
      Defaulting to user installation because normal site-packages is not writeable
       Requirement already satisfied: pandas in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (2.2.2)
       Requirement already satisfied: numpy>=1.26.0 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from pandas) (2.0.1)
       Requirement already satisfied: python-dateutil>=2.8.2 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from pandas) (2.9.0.post0)
       Requirement already satisfied: pytz>=2020.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from pandas) (2024.1)
       Requirement already satisfied: tzdata>=2022.7 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from pandas) (2024.1)
       Requirement already satisfied: six>=1.5 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from python-dateutil>=2.8.2->pandas) (1.16.0)
      Note: you may need to restart the kernel to use updated packages.
In [2]: pip install mysql-connector-python
      Defaulting to user installation because normal site-packages is not writeable
       Requirement already satisfied: mysql-connector-python in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (9.0.0)
      Note: you may need to restart the kernel to use updated packages.
In [1]: pip install matplotlib
      Defaulting to user installation because normal site-packages is not writeable
       Requirement already satisfied: matplotlib in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (3.9.1.post1)
       Requirement already satisfied: contourpy>=1.0.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (1.2.1)
       Requirement already satisfied: cycler>=0.10 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (0.12.1)
       Requirement already satisfied: fonttools>=4.22.0 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (4.53.1)
       Requirement already satisfied: kiwisolver>=1.3.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (1.4.5)
       Requirement already satisfied: numpy>=1.23 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (2.0.1)
       Requirement already satisfied: packaging>=20.0 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (24.1)
       Requirement already satisfied: pillow>=8 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (10.4.0)
       Requirement already satisfied: pyparsing>=2.3.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (3.1.2)
       Requirement already satisfied: python-dateutil>=2.7 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib) (2.9.0.post0)
       Requirement already satisfied: six>=1.5 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from python-dateutil>=2.7->matplotlib) (1.16.0)
      Note: you may need to restart the kernel to use updated packages.
       pip install seaborn
```

```
Defaulting to user installation because normal site-packages is not writeable
Requirement already satisfied: seaborn in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (0.13.2)
Requirement already satisfied: numpy!=1.24.0,>=1.20 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from seaborn) (2.0.1)
Requirement already satisfied: pandas>=1.2 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from seaborn) (2.2.2)
Requirement already satisfied: matplotlib!=3.6.1,>=3.4 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from seaborn) (3.9.1.post1)
Requirement already satisfied: contourpy>=1.0.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (1.2.1)
Requirement already satisfied: cycler>=0.10 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (0.12.1)
Requirement already satisfied: fonttools>=4.22.0 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (4.53.1)
Requirement already satisfied: kiwisolver>=1.3.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (1.4.5)
Requirement already satisfied: packaging>=20.0 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (24.1)
Requirement already satisfied: pillow>=8 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (10.4.0)
Requirement already satisfied: pyparsing>=2.3.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (3.1.2)
Requirement already satisfied: python-dateutil>=2.7 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from matplotlib!=3.6.1,>=3.4->seaborn) (2.9.0.post0)
Requirement already satisfied: pytz>=2020.1 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from pandas>=1.2->seaborn) (2024.1)
Requirement already satisfied: tzdata>=2022.7 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from pandas>=1.2->seaborn) (2024.1)
Requirement already satisfied: six>=1.5 in c:\users\suryanshi\appdata\roaming\python\python312\site-packages (from python-dateutil>=2.7->matplotlib!=3.6.1,>=3.4->seaborn) (1.16.0)
Note: you may need to restart the kernel to use updated packages.
```

Connecting Python & MySQL database

```
In [5]: import pandas as pd
        import mysql.connector
        import os
        # List of CSV files and their corresponding table names
        csv_files = [
            ('customers.csv', 'customers'),
            ('orders.csv', 'orders'),
            ('sellers.csv', 'sellers'),
            ('products.csv', 'products'),
            ('geolocation.csv', 'geolocation'),
            ('order items.csv', 'order items'),
            ('payments.csv', 'payments')
            # Added payments.csv for specific handling
        # Connect to the MySOL database
        conn = mysql.connector.connect(
            host='localhost',
            user='root',
            password='Suru@#17',
            database='ecommerce'
        cursor = conn.cursor()
        # Folder containing the CSV files
        folder path = 'C:/Users/Suryanshi/Desktop/MY DA PROJECTS/Python & SQL DA Project/Ecommerce
        def get sql type(dtype):
            if pd.api.types.is_integer_dtype(dtype):
            elif pd.api.types.is float dtype(dtype):
```

```
return 'FLOAT'
    elif pd.api.types.is_bool_dtype(dtype):
        return 'BOOLEAN'
    elif pd.api.types.is_datetime64_any_dtype(dtype):
        return 'DATETIME'
    else:
        return 'TEXT'
for csv_file, table_name in csv_files:
    file_path = os.path.join(folder_path, csv_file)
    # Read the CSV file into a pandas DataFrame
    df = pd.read_csv(file_path)
    # Replace NaN with None to handle SQL NULL
    df = df.where(pd.notnull(df), None)
    # Debugging: Check for NaN values
    print(f"Processing {csv_file}")
    print(f"NaN values before replacement:\n{df.isnull().sum()}\n")
    # Clean column names
    df.columns = [col.replace(' ', '_').replace('-', '_').replace('.', '_') for col in df.columns]
    # Generate the CREATE TABLE statement with appropriate data types
    columns = ', '.join([f'`{col}` {get_sql_type(df[col].dtype)}' for col in df.columns])
    create_table_query = f'CREATE TABLE IF NOT EXISTS `{table_name}` ({columns})'
    cursor.execute(create_table_query)
    # Insert DataFrame data into the MySQL table
    for _, row in df.iterrows():
        # Convert row to tuple and handle NaN/None explicitly
        values = tuple(None if pd.isna(x) else x for x in row)
        sql = f"INSERT INTO `{table_name}` ({', '.join(['`' + col + '`' for col in df.columns])}) VALUES ({', '.join(['%s'] * len(row))})"
        cursor.execute(sql, values)
    # Commit the transaction for the current CSV file
    conn.commit()
# Close the connection
conn.close()
```

Processing customers.csv
NaN values before replacement:

NaN values before replacement:
customer_id 0
customer_unique_id 0
customer_zip_code_prefix 0
customer_city 0
customer_state 0

dtype: int64

Processing orders.csv

NaN values before replacement:

0 order_id customer_id 0 0 order status 0 order_purchase_timestamp order_approved_at 160 order delivered carrier date 1783 order_delivered_customer_date 2965 order_estimated_delivery_date 0

dtype: int64

Processing sellers.csv

NaN values before replacement:
seller_id 0
seller_zip_code_prefix 0
seller_city 0
seller_state 0

dtype: int64

Processing products.csv

NaN values before replacement:

product_id 0 product category 610 product_name_length 610 product_description_length 610 610 product_photos_qty 2 product_weight_g product_length_cm 2 2 product_height_cm 2 product_width_cm dtype: int64

Processing geolocation.csv

NaN values before replacement:

geolocation_zip_code_prefix 0
geolocation_lat 0
geolocation_lng 0
geolocation_city 0
geolocation_state 0

dtype: int64

Processing order_items.csv
NaN values before replacement:
order_id 0

```
Processing payments.csv
      NaN values before replacement:
      order_id
      payment_sequential
      payment_type
      payment_installments
      payment_value
      dtype: int64
In [6]: import pandas as pd
       import matplotlib.pyplot as plt
        import seaborn as sns
        import mysql.connector
        import numpy as np
        skdb = mysql.connector.connect(host = "localhost",
                                    username = "root",
                                    password = "Suru@#17",
                                    database = "ecommerce")
        cur = skdb.cursor()
```

[A] BASIC QUESTIONS

0

0

0

0

order_item_id

freight_value

dtype: int64

shipping_limit_date

product_id
seller_id

price

1. List all unique cities where customers are located.

2. Count the number of orders placed in 2017.

3. Find the total sales per category.

Out[9]:		Category	Sales
	0	PERFUMERY	8107818.56
	1	FURNITURE DECORATION	22882822.27
	2	TELEPHONY	7790112.81
	3	BED TABLE BATH	27400858.74
	4	AUTOMOTIVE	13636709.30
	69	CDS MUSIC DVDS	19190.88
	70	LA CUISINE	46616.48
	71	FASHION CHILDREN'S CLOTHING	12570.72
	72	PC GAMER	34790.88
	73	INSURANCE AND SERVICES	5192.16
	74 rc		

4. Calculate the percentage of orders that were paid in installments.

```
In [10]: #[A] If considered the installment counting from 1
query = """ select sum(case when payments """

cur.execute(query)

data = cur.fetchall()

"The percentage of orders that were paid in installments greater than or equal to 1 is", data[0][0]

Out[10]: ('The percentage of orders that were paid in installments greater than or equal to 1 is', Decimal('99.9981'))

In [11]: #[B] if considered the installment more than 1
query = """ select sum(case when payment_installments > 1 then 1
else 0 end)/count(")*100 from payments """

cur.execute(query)

data = cur.fetchall()

"The percentage of orders that were paid in installments greater than 1 is", data[0][0]

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```

```
Out[11]: ('The percentage of orders that were paid in installments greater than 1 is',

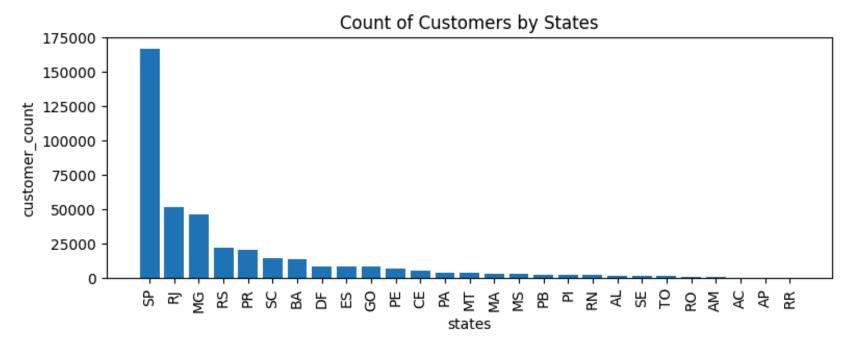
Decimal('49.4176'))

In []:
```

5. Count the number of customers from each state.

```
In [12]: query = """
                        select customer_state , count(customer_id) from customers group by customer_state """
         cur.execute(query)
         data = cur.fetchall()
         data
Out[12]: [('SP', 166984),
          ('SC', 14548),
          ('MG', 46540),
          ('PR', 20180),
          ('RJ', 51408),
           ('RS', 21864),
          ('PA', 3900),
           ('GO', 8080),
          ('ES', 8132),
           ('BA', 13520),
          ('MA', 2988),
          ('MS', 2860),
          ('CE', 5344),
          ('DF', 8560),
          ('RN', 1940),
          ('PE', 6608),
          ('MT', 3628),
          ('AM', 592),
          ('AP', 272),
          ('AL', 1652),
          ('RO', 1012),
          ('PB', 2144),
          ('TO', 1120),
          ('PI', 1980),
          ('AC', 324),
          ('SE', 1400),
          ('RR', 184)]
In [13]: df = pd.DataFrame(data , columns = ["state", "customer_count"])
                                                                                  #first x-axis & then y-axis
         df = df.sort_values(by = "customer_count" , ascending = False)
                                                                                  #to have the sorted bar graph
         plt.figure(figsize = (9,3))
                                                                              #figure size as (width, height)
         plt.bar(df["state"], df["customer_count"])
         plt.xticks(rotation = 90)
                                                                              #rotates the x-axis labels to 90 degrees
         plt.xlabel("states")
         plt.ylabel("customer_count")
```

plt.show() #to show the bar plot



In []:

[B] INTERMEDIATE QUESTIONS

plt.title("Count of Customers by States")

1. Calculate the number of orders per month in 2018.





In []:

2. Find the average number of products per order, grouped by customer city.

```
In [15]: query = """ WITH count_per_order AS
   (SELECT orders.order_id, orders.customer_id, count(order_items.order_id) AS oc
   FROM orders JOIN order_items
   ON orders.order_id = order_items.order_id
   GROUP BY orders.customer_id, orders.customer_id)

SELECT customers.customer_city, round(avg(count_per_order.oc), 2) average_orders
   FROM customers JOIN count_per_order
   ON customers.customer_id = count_per_order.customer_id
   GROUP BY customers.customer_city
   ORDER BY average_orders desc
   ;
    """

cur.execute(query)

data = cur.fetchall()

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```

```
df = pd.DataFrame(data , columns = ["customer city" , "average orders per order"])
          df.head(10)
Out[15]:
                  customer city average orders per order
          0
                 padre carvalho
                                                  56.00
                    celso ramos
                                                  52.00
          2
                                                  48.00
                         datas
                                                  48.00
          3
                  candido godoi
          4
                 matias olimpio
                                                  40.00
          5
                     cidelandia
                                                  32.00
          6
                     curralinho
                                                  32.00
          7
                                                  32.00
                        picarra
          8 morro de sao paulo
                                                  32.00
                  teixeira soares
                                                  32.00
```

3. Calculate the percentage of total revenue contributed by each product category.

```
In [16]: query = """ select upper(products.product_category) category,
         round((sum(payments.payment_value)/(select sum(payment_value) from payments))*100 , 2) sales_percentage
         from products join order items
         on products.product_id = order_items.product_id
         join payments
         on payments.order_id = order_items.order_id
         group by category order by sales_percentage desc
           0.00
         cur.execute(query)
         data = cur.fetchall()
         df = pd.DataFrame(data , columns = ["Category" , "Percentage distribution"])
         df.head(10)
```

out[16]:		Category	Percentage distribution
	0	BED TABLE BATH	85.58
	1	HEALTH BEAUTY	82.82
	2	COMPUTER ACCESSORIES	79.22
	3	FURNITURE DECORATION	71.47
	4	WATCHES PRESENT	71.42
	5	SPORT LEISURE	69.57
	6	HOUSEWARES	54.71
	7	AUTOMOTIVE	42.59
	8	GARDEN TOOLS	41.89
	9	COOL STUFF	38.96

4. Identify the correlation between product price and the number of times a product has been purchased.

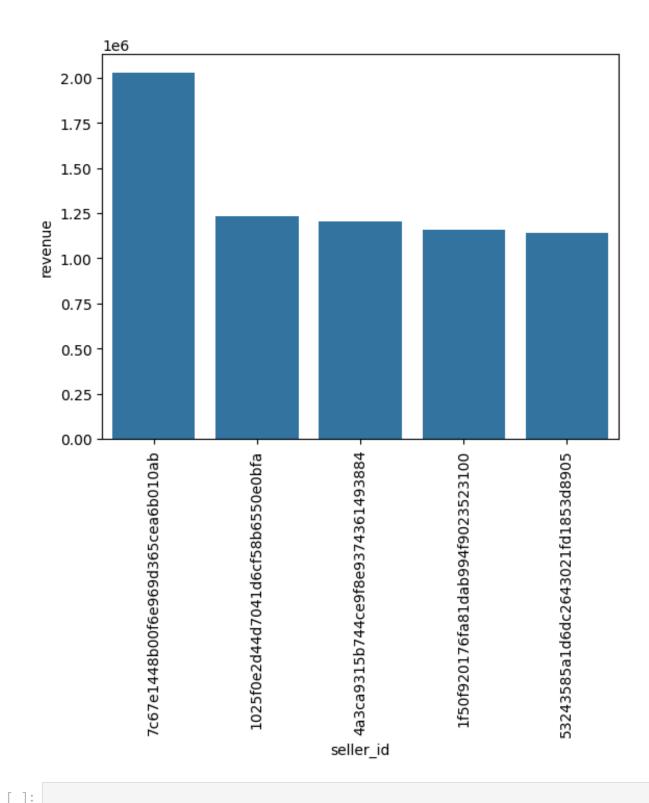
```
In [17]: query = """ select products.product category,
         count(order_items.product_id),
         round(avg(order_items.price),2)
         from products join order_items
         on products.product_id = order_items.product_id
         group by products.product_category;
           0.00
         cur.execute(query)
         data = cur.fetchall()
         df = pd.DataFrame(data , columns = ["Category" , "order_count" , "price"])
         arr1 = df["order_count"]
         arr2 = df["price"]
         #A correlation ranges from -1 ( inversely proportional value ) to +1 ( directly proportional value ).
         # The +1 correlation means if one quantity increases other also increases in the same way
         # The -1 correlation means if one quantity increases other decreases in the opposite way
         a = np.corrcoef([arr1 , arr2])
         print("The correlation between product price and the number of times a product has been purchased is " , a[0][-1])
                                                                                                                                                                                         Page 12 of 19
```

```
#result = There is no impact on order count based on price as the correlation is coming out to be nearly 0.10
#which is very much close to zero that is a neutral value.

The correlation between product price and the number of times a product has been purchased is -0.10631514167157562

In [ ]:
```

5. Calculate the total revenue generated by each seller, and rank them by revenue.



[C] ADVANCED QUESTIONS

1. Calculate the moving average of order values for each customer over their order history.

```
In [25]: query = """ select customer_id, order_purchase_timestamp, payment ,
         avg(payment) over(partition by customer_id order by order_purchase_timestamp
         rows between 2 preceding and current row) as mov avg
         from
         (select orders.customer_id, orders.order_purchase_timestamp,
         payments.payment value as payment
         from payments join orders
         on payments.order id = orders.order id) as a;
         cur.execute(query)
         data = cur.fetchall()
         df = pd.DataFrame(data , columns = ["customer id", "order purchase timestamp", " payment" , "mov avg"])
         df.head(10)
Out[25]:
                                 customer_id order_purchase_timestamp payment mov_avg
          0 00012a2ce6f8dcda20d059ce98491703
                                                                         114.74 114.739998
                                                    2017-11-14 16:08:26
                                                    2017-11-14 16:08:26
         1 00012a2ce6f8dcda20d059ce98491703
                                                                         114.74 114.739998
          2 00012a2ce6f8dcda20d059ce98491703
                                                    2017-11-14 16:08:26
                                                                         114.74 114.739998
         3 00012a2ce6f8dcda20d059ce98491703
                                                    2017-11-14 16:08:26
                                                                         114.74 114.739998
                                                                         114.74 114.739998
          4 00012a2ce6f8dcda20d059ce98491703
                                                    2017-11-14 16:08:26
          5 00012a2ce6f8dcda20d059ce98491703
                                                    2017-11-14 16:08:26
                                                                         114.74 114.739998
          6 00012a2ce6f8dcda20d059ce98491703
                                                    2017-11-14 16:08:26
                                                                         114.74 114.739998
```

In []:

7 00012a2ce6f8dcda20d059ce98491703

8 000161a058600d5901f007fab4c27140

9 000161a058600d5901f007fab4c27140

2. Calculate the cumulative sales per month for each year.

2017-11-14 16:08:26

2017-07-16 09:40:32

2017-07-16 09:40:32

114.74 114.739998

67.41 67.410004

67.41 67.410004

```
"""
cur.execute(query)
data = cur.fetchall()
df = pd.DataFrame(data, columns=["year", "months", "payment", "cumulative_sales"])
df
```

Out[34]:

:		year	months	payment	cumulative_sales
	0	2016	9	2017.92	2017.92
	1	2016	10	472723.84	474741.76
	2	2016	12	156.96	474898.72
	3	2017	1	1107904.32	1107904.32
	4	2017	2	2335264.08	3443168.40
	5	2017	3	3598908.80	7042077.20
	6	2017	4	3342304.24	10384381.44
	7	2017	5	4743350.56	15127732.00
	8	2017	6	4090211.04	19217943.04
	9	2017	7	4739063.36	23957006.40
	10	2017	8	5395170.56	29352176.96
	11	2017	9	5822099.60	35174276.56
	12	2017	10	6237423.04	41411699.60
	13	2017	11	9559062.40	50970762.00
	14	2017	12	7027211.84	57997973.84
	15	2018	1	8920033.43	8920033.43
	16	2018	2	7939706.72	16859740.15
	17	2018	3	9277216.96	26136957.11
	18	2018	4	9286283.85	35423240.96
	19	2018	5	9231857.21	44655098.17
	20	2018	6	8191044.01	52846142.18
	21	2018	7	8532325.99	61378468.17
	22	2018	8	8179402.57	69557870.74
	23	2018	9	35516.32	69593387.06
	24	2018	10	4717.36	69598104.42

3. Calculate the year-over-year growth rate of total sales.

```
In [42]: query = """ with a as
         (select year(orders.order_purchase_timestamp) as years,
         round(sum(payments.payment_value), 2) as payment
         from orders
         join payments on orders.order_id = payments.order_id
         group by years
         order by years )
         select years, ((payment - lag(payment,1) over(order by years))/
         lag(payment,1) over(order by years)) * 100 from a
         0.00
         cur.execute(query)
         data = cur.fetchall()
         df = pd.DataFrame(data, columns = ["years" , "yoy % growth"])
Out[42]:
            years yoy % growth
         0 2016
                          NaN
         1 2017
                  12112.703759
         2 2018
                      20.000924
```

4. Calculate the retention rate of customers, defined as the percentage of customers who make another purchase within 6 months of their first purchase.

```
In [45]: query = """
with a as (select customers.customer_id,
min(orders.order_purchase_timestamp) first_order
from customers join orders
on customers.customer_id = orders.customer_id
group by customers.customer_id ),

b as (select a.customer_id, count(distinct(orders.order_purchase_timestamp)) next_order
from a join orders
on orders.customer_id = a.customer_id
and orders.order_purchase_timestamp > first_order
and orders.order_purchase_timestamp < date_add(first_order,interval 6 month)</pre>
Page 17 of 19
```

```
group by a.customer_id)

select 100 * (count(distinct a.customer_id)/ count(distinct b.customer_id))

from a left join b

on a.customer_id = b.customer_id

;
"""

cur.execute(query)

data = cur.fetchall()

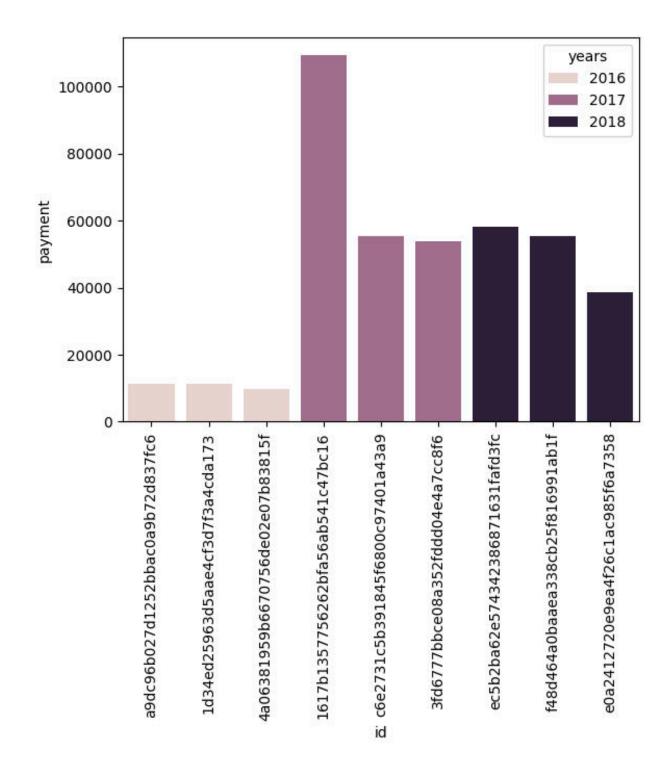
data #result is NONE which means there is no repeated customer

Out[45]: [(None,)]
```

5. Identify the top 3 customers who spent the most money in each year.

```
In [52]: query = """
         select years, customer_id, payment, d_rank
         (select year(orders.order_purchase_timestamp) years,
         orders.customer_id,
         sum(payments.payment_value) payment,
         dense_rank() over( partition by year(orders.order_purchase_timestamp)
         order by sum(payments.payment_value) desc) d_rank
         from orders join payments
         on payments.order_id = orders.order_id
         group by year(orders.order_purchase_timestamp),
         orders.customer_id ) as a
         where d_rank <=3
         0.00
         cur.execute(query)
         data = cur.fetchall()
         df = pd.DataFrame(data ,columns = ["years" , "id" , "payment" ,"rank"])
         sns.barplot(x = "id" , y = "payment" , data = df, hue = "years")
         plt.xticks(rotation = 90)
         plt.show
```

Out[52]: <function matplotlib.pyplot.show(close=None, block=None)>



Thank-You

In []: