# SALES FEEDBACK

# *Step 1*

**Hypothesis**

If we bundle Phones with accessories, average order value will increase by 5–10%.

### Step 2

**Test**

1. **Use your existing data to simulate or validate it**Your data doesn’t have a column that literally says **bundled vs. unbundled**, so you’ll simulate **bundled vs. unbundled** orders using product counts per order.  
     
   b. Define Bundled vs. Unbundled Logically

We’ll say:

* An **order** with **more than one product** = Bundled
* An **order** with only one product = Unbundled

That’s realistic and measurable.  
  
c. Step 3: Write the Working SQL Query

SELECT

CASE

WHEN t.ProductCount > 1 THEN 'Bundled'

ELSE 'Unbundled'

END AS Type,

AVG(t.TotalSales) AS AvgSalesValue

FROM (

SELECT

Order\_ID,

COUNT(DISTINCT Product\_ID) AS ProductCount,

SUM(Sales) AS TotalSales

FROM train

WHERE Category = 'Technology'

GROUP BY Order\_ID

) t

GROUP BY

CASE

WHEN t.ProductCount > 1 THEN 'Bundled'

ELSE 'Unbundled'

END;

# Step 3

**Result**

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| --- |
| Bundled = $1085.08 Unbundled = $442.84 |

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| --- |
| Bundled orders generate 145% more revenue. |

* **Bundled orders** (multiple products in one order) have an **average sales value more than twice** that of unbundled orders.  
   This directly supports your hypothesis:

“If we bundle Phones with accessories, the average order value increases.”

# Step 4

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| **Measure** |

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| Revenue difference: +$642.24 per order (145% ↑) |

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| Bundling works strongly. | |
| Step 5 | |
| **Refine** |

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| Filter out accidental pairings (low logical connection). |

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| Focus on meaningful pairs (Phones + Accessories). |

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| Build “smart bundle” recommendations. |

# Step 6

**Conclusion**

The feedback mechanism confirms that **bundling top-selling products** especially in the **Technology** category is an effective strategy for driving sales and increasing profitability.  
Future iterations should refine bundles per segment and continually measure their impact.

**Final Insight:** Data-driven product bundling and targeted marketing create a sustainable loop of insight → action → validation → improvement.