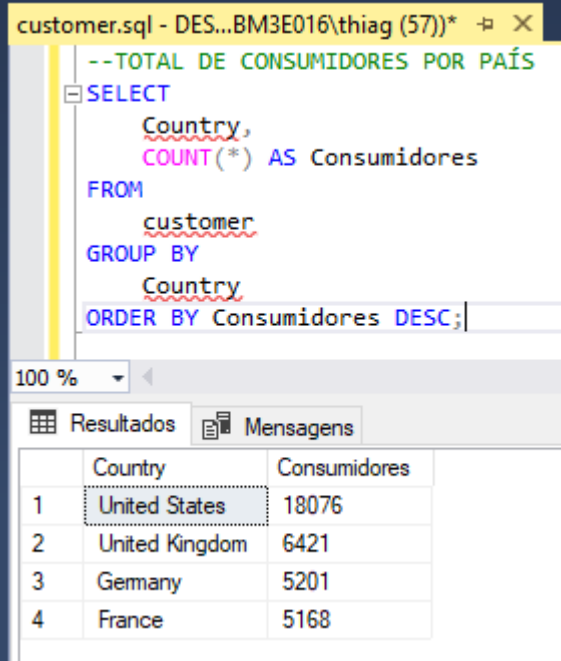


ANÁLISE DE DADOS - CLIENTES/CONSUMIDORES

O estudo teve como objetivo realizar uma análise de dados provenientes de uma fonte de registros de acidentes de veículos.

1 -



The screenshot shows a SQL query editor window titled "customer.sql - DES...BM3E016\thiag (57))". The query is as follows:

```
--TOTAL DE CONSUMIDORES POR PAÍS  
SELECT  
    Country,  
    COUNT(*) AS Consumidores  
FROM  
    customer  
GROUP BY  
    Country  
ORDER BY Consumidores DESC;
```

Below the query editor, there is a results pane with two tabs: "Resultados" (selected) and "Mensagens". The "Resultados" tab displays a table with the following data:

	Country	Consumidores
1	United States	18076
2	United Kingdom	6421
3	Germany	5201
4	France	5168

2-

customer.sql - DES...BM3E016\thiag (57)*

```
--TOTAL DE CONSUMIDORES POR ESTADO  
SELECT  
    State,  
    COUNT(*) AS Consumidores  
FROM  
    customer  
GROUP BY  
    State  
ORDER BY Consumidores DESC;
```

100 %

Resultados Mensagens

	State	Consumidores
1	California	10332
2	England	6421
3	Washington	5204
4	Oregon	2446
5	Saarland	1287
6	Nordrhein-Westfalen	1171
7	Hessen	1112
8	Seine (Paris)	1092
9	Hamburg	869
10	Seine Saint Denis	796
11	Nord	787
12	Bayern	668
13	Hauts de Seine	509
14	Essonne	465
15	Yveline	442
16	Seine et Mame	183
17	Moselle	181
18	Loiret	178
19	Val d'Oise	130
20

3 -

customer.sql - DES...BM3E016\thiag (57))* ✕		
--TOTAL DE PRODUTOS VENDIDOS POR TIPO DE PRODUTO		
SELECT		
	Sub_Category,	
	COUNT(*) AS Vendas_por_Produto	
FROM		
	customer	
GROUP BY		
	Sub_Category	
ORDER BY Vendas_por_Produto DESC;		
100 %		
Resultados Mensagens		
	Sub_Category	Vendas_por_Produto
1	Tires and Tubes	11112
2	Bottles and Cages	5295
3	Helmets	4176
4	Road Bikes	3022
5	Mountain Bikes	2737
6	Jerseys	2000
7	Caps	1517
8	Touring Bikes	1334
9	Fenders	762
10	Shorts	566
11	Cleaners	545
12	Gloves	480
13	Hydration Packs	396
14	Socks	364
15	Vests	312
16	Bike Stands	145
17	Bike Racks	103

4 -

customer.sql - DES...BM3E016\thiag (57))* -p X

```
--TOTAL DE PRODUTOS VENDIDOS POR CATEGORIA
SELECT
    Product_Category,
    COUNT(*) AS Vendas_por_Categoria
FROM
    customer
GROUP BY
    Product_Category
ORDER BY Vendas_por_Categoria DESC;
```

100 %

Resultados Mensagens

	Product_Category	Vendas_por_Categoria
1	Accessories	22534
2	Bikes	7093
3	Clothing	5239

5 -

customer.sql - DES...BM3E016\thiag (53))* ✕

```
-----SOMA DAS VENDAS DE CADA ITEM(GERAL)-----  
  
SELECT Sub_Category, SUM(Quantity) as Soma_Itens_Vendidos  
FROM customer  
GROUP BY Sub_Category  
ORDER BY Soma_Itens_Vendidos DESC;
```

100 %

Resultados Mensagens

	Sub_Category	Soma_Itens_Vendidos
1	Tires and Tubes	222130
2	Bottles and Cages	105580
3	Helmets	83870
4	Road Bikes	61190
5	Mountain Bikes	54990
6	Jerseys	40330
7	Caps	30200
8	Touring Bikes	26730
9	Fenders	14940
10	Shorts	11290
11	Cleaners	11020
12	Gloves	9130
13	Hydration Packs	7860
14	Socks	7500
15	Vests	6360
16	Bike Stands	3040
17	Bike Racks	2040

6 -

customer.sql - DES...BM3E016\thiag (53))* - X

-----SOMA DOS ITENS VENDIDOS DIVIDO POR PAÍSES-----

```

SELECT
    Country,
    Sub_Category,
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'United States'
GROUP BY Country, Sub_Category
ORDER BY Country, Soma_Itens_Vendidos DESC;

```

100 %

Resultados Mensagens

	Country	Sub_Category	Soma_Itens_Vendidos	Renda
1	United States	Tires and Tubes	118020	\$14,674,600.00
2	United States	Bottles and Cages	58150	\$3,770,180.00
3	United States	Helmets	40080	\$12,245,610.00
4	United States	Mountain Bikes	27230	\$24,210,700.00
5	United States	Road Bikes	25130	\$13,176,790.00
6	United States	Jerseys	20740	\$8,836,860.00
7	United States	Caps	13530	\$1,076,190.00
8	United States	Touring Bikes	11490	\$9,944,590.00
9	United States	Fenders	10200	\$2,164,170.00
10	United States	Shorts	9040	\$5,527,400.00
11	United States	Cleaners	7070	\$521,460.00
12	United States	Gloves	5590	\$1,357,780.00
13	United States	Hydration Packs	4730	\$2,328,630.00
14	United States	Socks	4700	\$379,750.00
15	United States	Vests	3870	\$2,037,070.00
16	United States	Bike Stands	1610	\$778,510.00
17	United States	Bike Racks	1210	\$747,130.00

Consulta executada com êxito.

7 -

customer.sql - DES...BM3E016\thiag (53))*

```

SELECT
    Country,
    Sub_Category,
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'France'
GROUP BY Country, Sub_Category
ORDER BY Country, Soma_Itens_Vendidos DESC;

```

100 %

Resultados Mensagens

	Country	Sub_Category	Soma_Itens_Vendidos	Renda
1	France	Tires and Tubes	35060	\$4,464,330.00
2	France	Helmets	13680	\$4,391,030.00
3	France	Bottles and Cages	13620	\$934,060.00
4	France	Road Bikes	10610	\$7,569,040.00
5	France	Mountain Bikes	8260	\$7,660,220.00
6	France	Jerseys	6250	\$2,848,280.00
7	France	Caps	4710	\$385,370.00
8	France	Touring Bikes	4090	\$3,496,770.00
9	France	Fenders	1270	\$279,060.00
10	France	Shorts	1120	\$643,100.00
11	France	Cleaners	1040	\$75,300.00
12	France	Gloves	1010	\$267,870.00
13	France	Hydration Packs	990	\$519,450.00
14	France	Vests	720	\$545,480.00
15	France	Socks	700	\$53,140.00
16	France	Bike Stands	390	\$203,980.00
17	France	Bike Racks	210	\$124,560.00

8 -

customer.sql - DES...BM3E016\thiag (53))* ✕

```

SELECT
    Country,
    Sub_Category,
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'Germany'
GROUP BY Country, Sub_Category
ORDER BY Country, Soma_Itens_Vendidos DESC;

```

100 %

Resultados Mensagens Estatísticas do Cliente

	Country	Sub_Category	Soma_Itens_Vendidos	Renda
1	Germany	Tires and Tubes	30670	\$4,684,740.00
2	Germany	Bottles and Cages	15100	\$1,187,880.00
3	Germany	Helmets	13700	\$5,398,550.00
4	Germany	Road Bikes	11670	\$9,227,860.00
5	Germany	Mountain Bikes	9070	\$10,313,060.00
6	Germany	Jerseys	5640	\$3,166,100.00
7	Germany	Caps	5520	\$544,140.00
8	Germany	Touring Bikes	5140	\$5,113,350.00
9	Germany	Fenders	1820	\$472,160.00
10	Germany	Cleaners	1230	\$112,130.00
11	Germany	Gloves	1000	\$288,700.00
12	Germany	Vests	840	\$656,540.00
13	Germany	Socks	790	\$77,650.00
14	Germany	Hydration Packs	760	\$459,190.00
15	Germany	Bike Stands	460	\$247,440.00
16	Germany	Bike Racks	310	\$332,010.00
17	Germany	Shorts	140	\$163,600.00

9 -

customer.sql - DES...BM3E016\thiag (53))

```

SELECT
    Country,
    Sub_Category,
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'United Kingdom'
GROUP BY Country, Sub_Category
ORDER BY Country, Soma_Itens_Vendidos DESC;

```

100 %

Resultados Mensagens Estatísticas do Cliente

	Country	Sub_Category	Soma_Itens_Vendidos	Renda
1	United Kingdom	Tires and Tubes	38380	\$4,835,480.00
2	United Kingdom	Bottles and Cages	18710	\$1,201,950.00
3	United Kingdom	Helmets	16410	\$5,346,910.00
4	United Kingdom	Road Bikes	13780	\$9,246,200.00
5	United Kingdom	Mountain Bikes	10430	\$9,580,580.00
6	United Kingdom	Jerseys	7700	\$3,489,860.00
7	United Kingdom	Caps	6440	\$554,220.00
8	United Kingdom	Touring Bikes	6010	\$5,324,390.00
9	United Kingdom	Cleaners	1680	\$119,980.00
10	United Kingdom	Fenders	1650	\$376,650.00
11	United Kingdom	Gloves	1530	\$369,180.00
12	United Kingdom	Hydration Packs	1380	\$725,490.00
13	United Kingdom	Socks	1310	\$101,830.00
14	United Kingdom	Shorts	990	\$557,740.00
15	United Kingdom	Vests	930	\$447,720.00
16	United Kingdom	Bike Stands	580	\$279,180.00
17	United Kingdom	Bike Racks	310	\$204,840.00

10 -

customer.sql - DES...BM3E016\thiag (53))* - X

```

-----SOMA DOS ITENS VENDIDOS DE ACORDO COM O PAÍS/ESTADO-----

SELECT
    Country,
    [State],
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'United States'
GROUP BY [State], Country
ORDER BY Soma_Itens_Vendidos DESC;

```

100 %

Resultados Mensagens Estatísticas do Cliente

	Country	State	Soma_Itens_Vendidos	Renda
1	United States	California	207220	\$60,769,160.00
2	United States	Washington	104310	\$28,735,110.00
3	United States	Oregon	49080	\$13,831,860.00
4	United States	Illinois	310	\$50,290.00
5	United States	Texas	250	\$40,040.00
6	United States	Ohio	220	\$75,960.00
7	United States	New York	170	\$35,540.00
8	United States	Florida	140	\$35,610.00
9	United States	South Carolina	110	\$6,400.00
10	United States	Utah	80	\$27,640.00
11	United States	Alabama	60	\$12,140.00
12	United States	Kentucky	60	\$17,470.00
13	United States	Minnesota	60	\$21,610.00
14	United States	Wyoming	50	\$23,140.00
15	United States	Arizona	50	\$20,200.00
16	United States	Virginia	40	\$9,320.00
17	United States	North Carolina	40	\$1,300.00
18	United States	Georgia	40	\$2,040.00

11 -

customer.sql - DES...BM3E016\thiag (53)) * X

```
SELECT
    Country,
    [State],
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'United Kingdom'
GROUP BY [State], Country
ORDER BY Soma_Itens_Vendidos DESC;
```

100 %

Resultados Mensagens Estatísticas do Cliente

	Country	State	Soma_Itens_Vendidos	Renda
1	United Kingdom	England	128220	\$42,762,200.00

12 -

customer.sql - DES...BM3E016\thiag (53))

```
SELECT
    Country,
    [State],
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'Germany'
GROUP BY [State], Country
ORDER BY Soma_Itens_Vendidos DESC;
```

100 %

Resultados Mensagens Estatísticas do Cliente

	Country	State	Soma_Itens_Vendidos	Renda
1	Germany	Saarland	25950	\$10,558,440.00
2	Germany	Nordrhein-Westfalen	23110	\$9,316,770.00
3	Germany	Hessen	22100	\$9,171,070.00
4	Germany	Hamburg	17350	\$7,140,360.00
5	Germany	Bayern	13410	\$5,374,080.00
6	Germany	Brandenburg	1940	\$884,380.00

13 -

customer.sql - DES...BM3E016\thiag (53))*

```

SELECT
    Country,
    [State],
    SUM(Quantity) AS Soma_Itens_Vendidos,
    FORMAT(SUM(Revenue), 'C', 'en-US') AS Renda
FROM customer
WHERE Country = 'France'
GROUP BY [State], Country
ORDER BY Soma_Itens_Vendidos DESC;

```

100 %

Resultados Mensagens Estatísticas do Cliente

	Country	State	Soma_Itens_Vendidos	Renda
1	France	Seine (Paris)	21890	\$7,191,480.00
2	France	Seine Saint Denis	16450	\$5,203,780.00
3	France	Nord	15840	\$5,128,720.00
4	France	Hauts de Seine	10130	\$3,500,650.00
5	France	Essonne	9330	\$3,375,670.00
6	France	Yveline	8950	\$3,165,500.00
7	France	Loiret	3500	\$1,185,550.00
8	France	Seine et Mame	3490	\$1,329,270.00
9	France	Moselle	3400	\$1,207,700.00
10	France	Val d'Oise	2710	\$762,420.00
11	France	Garonne (Haute)	1980	\$696,870.00
12	France	Charente-Maritime	1490	\$378,670.00
13	France	Val de Mame	1480	\$428,150.00
14	France	Loir et Cher	1170	\$315,870.00
15	France	Somme	1120	\$360,360.00
16	France	Pas de Calais	800	\$230,380.00

14 -

customer.sql - DES...BM3E016\thiag (53))* ✕

-----RELAÇÃO DO GENERO COM AS CATEGORIAS DOS ITENS VENDIDOS E AS MÉDIAS DE IDADE RESPECTIVA-----

```

SELECT
    Product_Category,
    COUNT(CASE WHEN Customer_Gender = 'Masculino' THEN 1 END) AS Masculino,
    ROUND(AVG(CASE WHEN Customer_Gender = 'Masculino' THEN Customer_Age END),0)AS Media_Idade_Masculino,
    COUNT(CASE WHEN Customer_Gender = 'Feminino' THEN 1 END) AS Feminino,
    ROUND(AVG(CASE WHEN Customer_Gender = 'Feminino' THEN Customer_Age END),0) AS Media_Idade_Feminino
FROM customer
GROUP BY Product_Category;

```

100 %

Resultados Mensagens Estatísticas do Cliente

	Product_Category	Masculino	Media_Idade_Masculino	Feminino	Media_Idade_Feminino
1	Clothing	2734	36	2505	37
2	Bikes	3579	36	3514	36
3	Accessories	11492	36	11042	37

customer.sql - DES...BM3E016\thiag (53))* -p X

```

-----QUANTIDADE DE ITENS VENDIDOS DE ACORDO COM O MÊS PARA CADA PAÍS-----
SELECT
    [Year],
    [Month],
    Country,
    Sub_Category,
    SUM(Quantity) AS QuantidadeItensVendidos
FROM customer
WHERE Country = 'United States'
GROUP BY [Year],[Month], Country, Sub_Category
ORDER BY
    [Year],
    CASE Month
        WHEN 'January' THEN 1
        WHEN 'February' THEN 2
        WHEN 'March' THEN 3
        WHEN 'April' THEN 4
        WHEN 'May' THEN 5
        WHEN 'June' THEN 6
        WHEN 'July' THEN 7
        WHEN 'August' THEN 8
        WHEN 'September' THEN 9
        WHEN 'October' THEN 10
        WHEN 'November' THEN 11
        WHEN 'December' THEN 12
    END,
    QuantidadeItensVendidos DESC;

```

70 %

Resultados Mensagens Estatísticas do Cliente

	Year	Month	Country	Sub_Category	QuantidadeItensVendidos
1	2015	January	United States	Road Bikes	630
2	2015	January	United States	Mountain Bikes	510
3	2015	February	United States	Road Bikes	780
4	2015	February	United States	Mountain Bikes	390
5	2015	March	United States	Road Bikes	620
6	2015	March	United States	Mountain Bikes	520
7	2015	April	United States	Road Bikes	920
8	2015	April	United States	Mountain Bikes	530
9	2015	May	United States	Mountain Bikes	1010
10	2015	May	United States	Road Bikes	940

Consulta executada com êxito

customer.sql - DES...BM3E016\thiag (53))* -p X

```

SELECT
    [Year],
    [Month],
    Country,
    Sub_Category,
    SUM(Quantity) AS QuantidadeItensVendidos
FROM customer
WHERE Country = 'United Kingdom'
GROUP BY [Year],[Month], Country, Sub_Category
ORDER BY
    [Year],
    CASE Month
        WHEN 'January' THEN 1
        WHEN 'February' THEN 2
        WHEN 'March' THEN 3
        WHEN 'April' THEN 4
        WHEN 'May' THEN 5
        WHEN 'June' THEN 6
        WHEN 'July' THEN 7
        WHEN 'August' THEN 8
        WHEN 'September' THEN 9
        WHEN 'October' THEN 10
        WHEN 'November' THEN 11
        WHEN 'December' THEN 12
    END,
    QuantidadeItensVendidos DESC;

```

70 %

Resultados

Mensagens

Estatísticas do Cliente

	Year	Month	Country	Sub_Category	QuantidadeItensVendidos
1	2015	January	United Kingdom	Road Bikes	440
2	2015	January	United Kingdom	Mountain Bikes	200
3	2015	February	United Kingdom	Road Bikes	470
4	2015	February	United Kingdom	Mountain Bikes	210
5	2015	March	United Kingdom	Road Bikes	550
6	2015	March	United Kingdom	Mountain Bikes	140
7	2015	April	United Kingdom	Road Bikes	380
8	2015	April	United Kingdom	Mountain Bikes	160
9	2015	May	United Kingdom	Road Bikes	650
10	2015	May	United Kingdom	Mountain Bikes	130
11	2015	June	United Kingdom	Road Bikes	420

Consultas executadas com êxito

17 -

customer.sql - DES...BM3E016\thiag (53))* ✖

```

SELECT
    [Year],
    [Month],
    Country,
    Sub_Category,
    SUM(Quantity) AS QuantidadeItensVendidos
FROM customer
WHERE Country = 'Germany'
GROUP BY [Year],[Month], Country, Sub_Category
ORDER BY
    [Year],
    CASE Month
        WHEN 'January' THEN 1
        WHEN 'February' THEN 2
        WHEN 'March' THEN 3
        WHEN 'April' THEN 4
        WHEN 'May' THEN 5
        WHEN 'June' THEN 6
        WHEN 'July' THEN 7
        WHEN 'August' THEN 8
        WHEN 'September' THEN 9
        WHEN 'October' THEN 10
        WHEN 'November' THEN 11
        WHEN 'December' THEN 12
    END,
    QuantidadeItensVendidos DESC;

```

70 %

Resultados Mensagens Estatísticas do Cliente

	Year	Month	Country	Sub_Category	QuantidadeItensVendidos
1	2015	January	Germany	Road Bikes	380
2	2015	January	Germany	Mountain Bikes	60
3	2015	February	Germany	Road Bikes	340
4	2015	February	Germany	Mountain Bikes	260
5	2015	March	Germany	Road Bikes	450
6	2015	March	Germany	Mountain Bikes	120
7	2015	April	Germany	Road Bikes	560
8	2015	April	Germany	Mountain Bikes	200
9	2015	May	Germany	Road Bikes	600
10	2015	May	Germany	Mountain Bikes	160
11	2015	June	Germany	Road Bikes	420

Consulta executada com êxito.

customer.sql - DES...BM3E016\thiag (53))

```

SELECT
    [Year],
    [Month],
    Country,
    Sub_Category,
    SUM(Quantity) AS QuantidadeItensVendidos
FROM customer
WHERE Country = 'France'
GROUP BY [Year],[Month], Country, Sub_Category
ORDER BY
    [Year],
    CASE Month
        WHEN 'January' THEN 1
        WHEN 'February' THEN 2
        WHEN 'March' THEN 3
        WHEN 'April' THEN 4
        WHEN 'May' THEN 5
        WHEN 'June' THEN 6
        WHEN 'July' THEN 7
        WHEN 'August' THEN 8
        WHEN 'September' THEN 9
        WHEN 'October' THEN 10
        WHEN 'November' THEN 11
        WHEN 'December' THEN 12
    END,
    QuantidadeItensVendidos DESC;

```

70 %

Resultados Mensagens Estatísticas do Cliente

	Year	Month	Country	Sub_Category	QuantidadeItensVendidos
1	2015	January	France	Road Bikes	340
2	2015	January	France	Mountain Bikes	120
3	2015	February	France	Road Bikes	400
4	2015	February	France	Mountain Bikes	110
5	2015	March	France	Road Bikes	490
6	2015	March	France	Mountain Bikes	100
7	2015	April	France	Road Bikes	580
8	2015	April	France	Mountain Bikes	120
9	2015	May	France	Road Bikes	450
10	2015	May	France	Mountain Bikes	270
11	2015	June	France	Road Bikes	640

Consulta executada com êxito.