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# 1 Part 1 - Database Design and Implementation

## 1.1 Task 1.1: E-R Diagram Design

## 1.2 Task 1.2: SQL Database Schema Creation

```
phone VARCHAR(20) UNIQUE,
                    street_name VARCHAR(255),
                    city VARCHAR(255),
                    country VARCHAR(255),
                    zip code VARCHAR(20),
                    account_created_date TIMESTAMP,
                    premium_subscription INTEGER
                ):"
          )
dbExecute(my_connection,
                "CREATE TABLE IF NOT EXISTS PRODUCT_CATEGORY
                    category_id VARCHAR(255) NOT NULL PRIMARY KEY,
                    cat_name VARCHAR(255)
                );"
          )
dbExecute(my_connection,
                "CREATE TABLE IF NOT EXISTS SUPPLIERS
                (
                    supplier_id VARCHAR(255) NOT NULL PRIMARY KEY,
                    supplier name VARCHAR(255),
                    supplier_address VARCHAR(500),
                    supplier_phone VARCHAR(20),
                    supplier_email VARCHAR(255) UNIQUE
                );"
          )
dbExecute(my_connection,
                "CREATE TABLE IF NOT EXISTS PRODUCTS
                    product id VARCHAR(255) NOT NULL PRIMARY KEY,
                    product_name VARCHAR(255),
                    price REAL,
                    stock_quantity INTEGER NOT NULL,
                    category_id VARCHAR(255) NOT NULL,
                    supplier_id VARCHAR(255) NOT NULL,
                    FOREIGN KEY(category_id) REFERENCES
                          PRODUCT_CATEGORY(category_id),
                    FOREIGN KEY(supplier_id) REFERENCES SUPPLIERS(supplier_id)
                );"
```

```
dbExecute(my_connection,
                "CREATE TABLE IF NOT EXISTS GIFT_CARD
                gift_card_id VARCHAR(50) NOT NULL PRIMARY KEY,
                gift_card_code VARCHAR(50),
                detail INTEGER,
                status VARCHAR(50)
                );"
dbExecute(my_connection,
                "CREATE TABLE IF NOT EXISTS ORDERS
                    order_id VARCHAR(255) NOT NULL PRIMARY KEY,
                    customer_id VARCHAR(255),
                    product_id VARCHAR(255),
                    gift_card_id VARCHAR(255),
                    payment_method TEXT,
                    quantity INTEGER,
                    order_timestamp TIMESTAMP,
                    payment_timestamp TIMESTAMP,
                    order_status VARCHAR(50) NOT NULL,
                    shipment_id VARCHAR(255),
                    FOREIGN KEY(customer_id) REFERENCES CUSTOMERS(customer_id),
                    FOREIGN KEY(product_id) REFERENCES PRODUCTS(product_id),
                    FOREIGN KEY(shipment_id) REFERENCES SHIPMENT(shipment_id),
                    FOREIGN KEY(gift_card_id) REFERENCES GIFT_CARD(gift_card_id)
                );"
          )
dbExecute(my_connection,
                "CREATE TABLE IF NOT EXISTS SHIPMENT
                shipment_id VARCHAR(255) NOT NULL PRIMARY KEY,
                dispatch_timestamp DATETIME,
                delivered_timestamp DATETIME,
                status VARCHAR(50) NOT NULL
                ):"
          )
#Check if the tables are created
```

```
dbGetQuery(my_connection,
    sprintf("SELECT name FROM sqlite_master WHERE type='table';")
)
```

## 2 Part 2: Data Generation and Management

## 2.1 Task 2.1: Synthetic Data Generation

```
## Find all files matching the pattern
customer_files <- list.files(path = "../datasets"</pre>
                               ,pattern = "CUSTOMERS.*\\.csv$",full.names = TRUE)
category_files <- list.files(path = "../datasets"</pre>
                               ,pattern = "CATEGORY.*\\.csv$",full.names = TRUE)
gift_card_files <- list.files(path = "../datasets"</pre>
                               ,pattern = "GIFT_CARDS.*\\.csv$",full.names = TRUE)
suppliers_files <- list.files(path = "../datasets"</pre>
                               ,pattern = "SUPPLIERS.*\\.csv$",full.names = TRUE)
products_files <- list.files(path = "../datasets"</pre>
                               ,pattern = "PRODUCTS.*\\.csv$",full.names = TRUE)
customers_df <- readr::read_csv(customer_files[1])</pre>
gift_card_df <- readr::read_csv(gift_card_files[1])</pre>
suppliers_df <- readr::read_csv(suppliers_files[1])</pre>
category_df <- readr::read_csv(category_files[1])</pre>
products_df <- readr::read_csv(products_files[1])</pre>
#Sample Customers
sample_size <- floor(0.2 * nrow(products_df))</pre>
sampled_product_ids <- sample(products_df$product_id,</pre>
                                 size = sample_size, replace = FALSE)
sampled_products_df <- products_df[products_df$product_id %in%</pre>
                                        sampled_product_ids, ]
#Sample Products
```

```
sample_size <- floor(0.2 * nrow(customers_df))</pre>
sampled_customer_ids <- sample(customers_df$customer_id,</pre>
                                size = sample size, replace = FALSE)
sampled_customers_df <- customers_df [customers_df $customer_id %in%
                                        sampled customer ids, ]
generate_orders_data <- function(n = 1000) {</pre>
  set.seed(123)
  orders_df <- tibble(</pre>
    order_id = sprintf("%s-%04d", "ORD", 1:n),
    customer_id = sample(sampled_customers_df$customer_id, n, replace = TRUE),
    product_id = sample(sampled_products_df$product_id, n, replace = TRUE),
    gift_card_id = sample(c(NA, gift_card_df$gift_card_id), n, replace = TRUE),
   payment method = sample(c("Credit Card", "Debit Card", "PayPal",
                               "Gift Card"),n, replace = TRUE),
    quantity = sample(1:5, n, replace = TRUE),
    order_timestamp = sample(seq(as.POSIXct('2024/02/01')
                       ,as.POSIXct('2024/02/29'), by="day"), n, replace = TRUE),
    payment_timestamp = order_timestamp + hours(sample(1:72, n, replace = TRUE)),
    order_status = sample(c("Processing", "Shipped", "Delivered",
                             "Cancelled", "Pending Payment", "Out for Delivery")
                           , n, replace = TRUE),
  )
  # Augment the orders data frame with supplier_id using left_join
  orders_df <- orders_df %>%
    left_join(sampled_products_df %>% select(product_id, supplier_id)
               , by = "product_id") %>%
    select(order_id, customer_id, product_id, gift_card_id
           , payment_method, quantity, order_timestamp, payment_timestamp
           , order_status, supplier_id)
 return(orders_df)
}
# Generate orders data
orders_df <- generate_orders_data(n = 1000)</pre>
generate_shipment_ids <- function(df) {</pre>
  # Create a unique identifier for each group
```

```
df <- df %>%
    mutate(date_only = as.Date(order_timestamp)) %>%
    group_by(customer_id, supplier_id, date_only) %>%
    mutate(shipment_group_id = cur_group_id()) %>%
    ungroup() %>%
    mutate(shipment_id = sprintf("SHIP%05d", shipment_group_id)) %>%
    select(-shipment_group_id, -date_only) # Clean up the extra columns
  df
# Apply the function to your data frame
orders_df <- generate_shipment_ids(orders_df)</pre>
  orders_df <- orders_df %>%
    mutate(shipment_id = if_else(order_status %in%
                               c("Cancelled", "Pending Payment"), NA_character_,
                                  as.character(shipment_id)),
           payment_method = if_else(order_status == "Pending Payment"
                                     , NA_character_, payment_method),
           gift_card_id = if_else(payment_method == "Gift Card",gift_card_id,NA_character_))
    mutate(supplier_id = NULL)
used_gift_cards <- unique(na.omit(orders_df$gift_card_id))</pre>
gift_card_df$status[gift_card_df$gift_card_id %in% used_gift_cards] <- 'USED'</pre>
#Shipment Table
  shipment_df <- orders_df %>%
    mutate(
      # Dispatch date could be the same as the order date or a day after
      dispatch_timestamp = order_timestamp + days(sample(0:1, n())
                                                           , replace = TRUE)),
      # Delivered date should be after the dispatch date;
      #here I assume delivery takes between 2 to 5 days
      delivered_timestamp = dispatch_timestamp + days(sample(2:14, n()))
                                                               , replace = TRUE)),
      # Randomly assign a delivery status
      status = if_else(order_status == "Processing", "Ready for Dispatch"
                        ,if_else(order_status == "Shipped","In Transit"
```

```
,if_else(order_status == "Out for Delivery",order_status
                    ,if_else(order_status == "Delivered",order_status,"NA"))))
    ) %>%
   # Select only the relevant columns for the shipment table
   select(shipment id, dispatch timestamp, delivered timestamp, status) %>%
    # Remove duplicate rows to ensure unique shipments
    distinct()
  shipment_df <- na.omit(shipment_df)</pre>
  shipment_df <- shipment_df %>%
    mutate(
      # Assign NA to dispatch timestamp if status is 'Ready for Dispatch'
      dispatch_timestamp = if_else(status == "Ready for Dispatch"
                                   , NA_Date_, dispatch_timestamp),
      delivered_timestamp = if_else(status == "Ready for Dispatch"
                                    , NA_Date_, delivered_timestamp),
      # 'In Transit' status should have a dispatch date but no delivery date
      dispatch timestamp = if else(status == "In Transit"
                        , Sys.Date() - days(sample(1:5, 1)), dispatch_timestamp),
      delivered timestamp = if else(status == "In Transit"
                        , NA_Date_, delivered_timestamp),
      # 'In Transit' status should have a dispatch date but no delivery date
      dispatch_timestamp = if_else(status == "Out for Delivery"
                      , Sys.Date() - days(sample(1:5, 1)), dispatch_timestamp),
      delivered_timestamp = if_else(status == "Out for Delivery"
                      , NA_Date_, delivered_timestamp),
      # If status is 'Delivered', both dates should be in the past,
      #with delivered after dispatched
      dispatch_timestamp = if_else(status == "Delivered" &
                                     is.na(dispatch_timestamp)
                      , Sys.Date() - days(sample(6:10, 1)), dispatch_timestamp),
     delivered_timestamp = if_else(status == "Delivered"
              , dispatch_timestamp + days(sample(1:5, 1)), delivered_timestamp)
    )
write_csv(orders_df,"../datasets/ORDERS.csv")
```

#### 2.2 Task 2.2: Data Import and Quality Assurance

#### 1.CUSTOMERS

```
ingest_customer_data <- function(df) {</pre>
     my_connection <- RSQLite::dbConnect(RSQLite::SQLite()</pre>
                                                                                                           , "../database/ecommerce_database_v1.db")
     # Data validation
     #email check
     \label{lemail <- grepl("^[a-zA-Z0-9._%+-]+0[a-zA-Z0-9.-]+} $$ \aligned = 2A-Z0-9.-]+\. [a-zA-Z]_{2,}$$ \aligned = 2A-Z0-9.-]+\. [a-zA-Z]_{2,}$$ \aligned = 2A-Z0-9.-]+\. [a-zA-Z]_{2,}$$ \aligned = 
                                                                 , df$email)
     df <- df[valid_email, ]</pre>
     #gender check
     valid_genders <- c("Male", "Female", "Other")</pre>
     df <- df[df$gender %in% valid_genders, ]</pre>
     # Data type checks (adjust according to your data frame)
     df$date_of_birth <- as.Date(df$date_of_birth,format = "%d/%m/%y")</pre>
     df$account created date <- as.Date(df$account created date</pre>
                                                                                                        ,format = \frac{m}{d}/\frac{m}{y}
     df$premium_subscription <- as.integer(df$premium_subscription)</pre>
     # Check for null values in NOT NULL columns
     required_columns <- c("customer_id", "first_name", "date_of_birth")</pre>
     df <- df[!rowSums(is.na(df[required_columns])) > 0, ]
     # Insert validated data into the database
     for(i in 1:nrow(df)){
                #Check for duplicate records based on the primary key
        existing_ids <- dbGetQuery(my_connection</pre>
                            , sprintf("SELECT customer_id FROM CUSTOMERS WHERE customer_id = '%s'"
                                                                                               df$customer_id[i]))
           if(nrow(existing_ids) > 0) {
                cat(sprintf("Skipping duplicate entry for customer_id: %s\n"
```

```
, df$customer_id[i]))
      next
    }
    insert query <- sprintf("INSERT INTO CUSTOMERS (customer id, first name</pre>
    , last_name, username, gender, date_of_birth, email, phone, street_name
    , city, country, zip_code, account_created_date, premium_subscription)
    VALUES ('%s', '%s', '%s', '%s', '%s', '%s', '%s', '%s'
    , '%s', '%s', '%s', '%s', '%s', %d)",
    df$customer_id[i], df$first name[i], df$last name[i], df$username[i]
    , df$gender[i], df$date_of_birth[i],df$email[i], df$phone[i]
    , df$street_name[i], df$city[i], df$country[i], df$zip_code[i]
    , df$account_created_date[i], df$premium_subscription[i])
    tryCatch({
    dbExecute(my_connection, insert_query)
      cat(sprintf("Successfully inserted row: %d\n", i))
    }, error = function(e) {
      cat(sprintf("Error in inserting row: %d, Error: %s\n", i, e$message))
    })
      }
      # Close the database connection
      dbDisconnect(my connection)
    }
for(file in customer_files) {
  df <- readr::read_csv(file)</pre>
  ingest_customer_data(df)
}
my_connection <- RSQLite::dbConnect(RSQLite::SQLite()</pre>
                                     , "../database/ecommerce_database_v1.db")
dbGetQuery(my_connection, "SELECT * FROM CUSTOMERS LIMIT 10;")
                  customer_id first_name last_name
                                                         username gender
```

```
1 01HQZS38KRC38NFNQR9QF1MTBZ
                                   Poul Jellings pjellingsdv
                                                                 Male
2 01HQZS38KT99V41AM8FFX4GZH7
                                   Rolf
                                          Crocket rcrocketdw
                                                                 Male
3 01HQZS38KW6A30TWWP40YR785F
                                 Rockey
                                          Lapwood
                                                    rlapwooddx
                                                                 Male
4 01HQZS38KY9JB7X0RFWGEQESF5
                                  Junia
                                           Bayles
                                                     jbaylesdy Female
                                 Sydney Gillhespy sgillhespydz
5 01HQZS38MORSRWM1K83TZFG06K
                                                                 Male
6 01HQZS38M3KZFS9R4CYZ8F2QNY
                                 Johnny
                                          Tidbold
                                                    jtidbolde0
                                                                 Male
```

```
O1HQZS38M5ZTYQRT6KQW75RQTS
                                   Edward Strethill estrethille1
                                                                   Other
 01HQZS38M7XNA31ACXPJBC78ME
                                     Walt Goulborne wgoulbornee2
                                                                    Male
9 O1HQZS38M9XY7AN2TSG9KTAARY
                                                        brattere3
                                                                    Male
                                   Bertie
                                             Ratter
10 01HQZS38MC1ZX8SFB5WR3V2H66
                                 Gerianne Meininger gmeiningere4 Female
   date_of_birth
                                         email
                                                       phone
      1992-12-11 pjellingsdv@reverbnation.com 277-129-0314
1
2
      1990-04-21
                        rcrocketdw@uol.com.br 755-108-4849
3
      1992-09-20
                       rlapwooddx@latimes.com 563-846-2198
4
      1999-02-13
                           jbaylesdy@hc360.com 809-987-6451
5
      1990-05-15
                       sgillhespydz@cdbaby.com 881-340-2239
6
                       jtidbolde0@china.com.cn 634-193-3056
      1990-08-04
7
                        estrethille1@goo.ne.jp 716-684-1496
      1998-03-14
8
                          wgoulbornee2@ihg.com 285-539-0816
      1997-02-01
9
      1990-11-13
                      brattere3@bloomberg.com 455-678-8574
10
      1992-10-18
                       gmeiningere4@amazon.de 302-279-5654
                  street_name
                                                  country zip_code
                                     city
1
        3 Stone Corner Street
                                 Aberdeen United Kingdom
                                                              AB39
2
            547 Fordem Avenue
                                  Glasgow United Kingdom
                                                                G4
3
                                Edinburgh United Kingdom
                97 4th Avenue
                                                               EH9
4
              3922 Vahlen Way Birmingham United Kingdom
                                                               B12
           60256 Russell Park
5
                               Liverpool United Kingdom
                                                               L74
6
              5 Huxley Center
                                    Upton United Kingdom
                                                              DN21
7
               24 Ramsey Road
                                  Kirkton United Kingdom
                                                              KW10
8
              474 Lunder Lane
                                  Wootton United Kingdom
                                                               NN4
9
   4691 Weeping Birch Parkway
                                   London United Kingdom
                                                              SW1E
10
           15 Hanover Terrace
                                 Brampton United Kingdom
                                                              NR34
   account_created_date premium_subscription
1
             2023-04-01
                                            0
2
                                            0
             2023-12-15
3
             2023-11-30
                                            0
4
             2023-07-09
                                            0
5
             2023-06-08
                                            1
6
             2024-02-26
                                            1
7
                                            0
             2023-04-12
8
                                            1
             2024-03-03
9
             2023-09-12
                                             1
10
             2024-01-26
                                            1
  2. PRODUCT_CATEGORY
```

```
ingest_product_category <- function(df) {
   my_connection <- RSQLite::dbConnect(RSQLite::SQLite(), "../database/ecommerce_database_v1...</pre>
```

```
df <- df[!rowSums(is.na(df[required_columns])) > 0, ]
  # Insert validated data into the database
  for(i in 1:nrow(df)){
    # Check for duplicate records based on the primary key
    existing_ids <- dbGetQuery(my_connection, sprintf("SELECT category_id FROM PRODUCT_CATEG
    if(nrow(existing_ids) > 0) {
      cat(sprintf("Skipping duplicate entry for category_id: %s\n", df$category_id[i]))
      next
    }
    insert_query <- sprintf("INSERT INTO PRODUCT_CATEGORY (category_id, cat_name) VALUES ('%)</pre>
                             df$category_id[i], df$cat_name[i])
    tryCatch({
      dbExecute(my_connection, insert_query)
      cat(sprintf("Successfully inserted row: %d\n", i))
    }, error = function(e) {
      cat(sprintf("Error in inserting row: %d, Error: %s\n", i, e$message))
    })
  }
    dbDisconnect(my_connection)
}
for(file in category_files) {
  df <- readr::read_csv(file)</pre>
  ingest_product_category(df)
}
my_connection <- RSQLite::dbConnect(RSQLite::SQLite(), "../database/ecommerce_database_v1.db
dbGetQuery(my_connection, "SELECT * FROM PRODUCT_CATEGORY;")
```

# Check for null values in NOT NULL columns

required\_columns <- c("category\_id", "cat\_name")</pre>

cat\_name

Jewelry

Clothing

Music

Home

category\_id

1 01HQZSYXN5D9YD5YEVE62CZY5T

2 O1HQZSYXN2NFNR8NPOJDJJ4EGE

3 O1HQZSYXN3Y1HWZHXWRT8QBN1F

4 01HQZSYXN8GVDME3KSR2V3CWSY

```
5 O1HQZSYXN9NDEKZOKDTXG7GWAR
                                    Baby
6 01HQZSYXN8HS73RN25WQHFRVS9
                                  Garden
7 O1HQZSYXN69EZ5NYSTKN55ABQ6
                                Outdoors
8 01HQZSYXN577K9HSBRRVY2QSMT
                                   Kids
9 01HQZSYXN7EQ2BMKM5RZH0274J
                              Automotive
10 01HQZSYXN28M6P8R3N3Y74SSF1
                                   Books
11 O1HQZSYXN6Y7B8FZAJHWOAM6PC Electronics
12 O1HQZSYXN4ED4TEEOYBDZT4KX9
                              Industrial
13 O1HQZSYXN6CG9CR3D0B1XV5PG4
                                  Sports
14 O1HQZSYXN72AVRM73YCJRXDX41
                                  Beauty
15 O1HQZSYXN5AE7QD7WTD963ZWED
                                    Toys
16 O1HQZSYXN7W4J5MDCRENEHYDFZ
                                  Health
17 O1HQZSYXN6YFDBEX24RWT2KJ9R
                                   Games
18 O1HQZSYXN8BNNSDXSQJNTGA8W1
                                   Tools
Shoes
20 01HQZSYXN1A7S9BPG7EH95906T
                               Computers
21 O1HQZSYXMXFJ85AVVPHYH23XFB
                                 Grocery
```

```
category_id
                             cat_name
1 01HQZSYXN5D9YD5YEVE62CZY5T
                              Jewelry
2 O1HQZSYXN2NFNR8NPOJDJJ4EGE
                                Music
3 O1HQZSYXN3Y1HWZHXWRT8QBN1F
                             Clothing
4 01HQZSYXN8GVDME3KSR2V3CWSY
                                 Home
5 O1HQZSYXN9NDEKZOKDTXG7GWAR
                                 Baby
6 01HQZSYXN8HS73RN25WQHFRVS9
                               Garden
7 O1HQZSYXN69EZ5NYSTKN55ABQ6
                             Outdoors
8 01HQZSYXN577K9HSBRRVY2QSMT
                                 Kids
9 01HQZSYXN7EQ2BMKM5RZH0274J Automotive
Books
```

#### **SUPPLIERS**

```
# Email format validation
valid\_email \leftarrow grepl("^[a-zA-Z0-9._%+-]+@[a-zA-Z0-9.-]+\\\.[a-zA-Z]\{2,\}$",
                      df$supplier_email)
df <- df[valid_email, ]</pre>
# Check for null values in NOT NULL columns
required_columns <- c("supplier_id", "supplier_name")</pre>
df <- df[!rowSums(is.na(df[required_columns])) > 0, ]
for(i in 1:nrow(df)){
  # Check for duplicate records based on the primary key
  existing_supplier_ids <- dbGetQuery(my_connection, sprintf("SELECT supplier_id FROM SUPP
  if(nrow(existing_supplier_ids) > 0) {
    cat(sprintf("Skipping duplicate entry for supplier_id: %s\n", df$supplier_id[i]))
    next
  }
  insert_query <- sprintf("INSERT INTO SUPPLIERS (supplier_id, supplier_name, supplier_add:</pre>
                           df$supplier_id[i], df$supplier_name[i], df$supplier_address[i],
  existing_supplier_ids <- dbGetQuery(my_connection</pre>
            , sprintf("SELECT supplier_id FROM SUPPLIERS
                       WHERE supplier_id = '%s'", df$supplier_id[i]))
  if(nrow(existing_supplier_ids) > 0) {
    cat(sprintf("Skipping duplicate entry for supplier_id: %s\n"
                , df$supplier_id[i]))
    next
  }
  insert_query <- sprintf("INSERT INTO SUPPLIERS (supplier_id, supplier_name,</pre>
                           supplier_address, supplier_phone, supplier_email)
                           VALUES ('%s', '%s', '%s', '%s', '%s')",
                           df$supplier_id[i], df$supplier_name[i],
                           df$supplier_address[i], df$supplier_phone[i],
                           df$supplier_email[i])
  tryCatch({
    dbExecute(my_connection, insert_query)
    cat(sprintf("Successfully inserted row: %d\n", i))
  }, error = function(e) {
    cat(sprintf("Error in inserting row: %d, Error: %s\n", i, e$message))
  })
}
```

```
dbDisconnect(my_connection)

for(file in suppliers_files) {
   df <- readr::read_csv(file)
   ingest_suppliers(df)
}</pre>
```

#### GIFT CARDS

```
ingest_gift_card_data <- function(df) {</pre>
 my_connection <- RSQLite::dbConnect(RSQLite::SQLite(),</pre>
                                       "../database/ecommerce_database_v1.db")
 # Validate 'gift_card_id' and 'gift_card_code' for null values
 required_columns <- c("gift_card_id", "gift_card_code", "status")</pre>
 df <- df[!rowSums(is.na(df[required_columns])) > 0, ]
 # Ensure 'detail' is an integer
 df$detail <- as.numeric(df$detail)</pre>
 # Insert validated data into the database
 for(i in 1:nrow(df)){
    # Check for duplicate records based on the primary key
    existing_ids <- dbGetQuery(my_connection, sprintf("SELECT gift_card_id FROM GIFT_CARD WH
   if(nrow(existing_ids) > 0) {
      cat(sprintf("Skipping duplicate entry for gift_card_id: %s\n", df$gift_card_id[i]))
      next
    }
    insert_query <- sprintf("INSERT INTO GIFT_CARD (gift_card_id, gift_card_code, detail, statements.")</pre>
                             df$gift_card_id[i], df$gift_card_code[i], df$detail[i], df$statu
    existing_ids <- dbGetQuery(my_connection, sprintf("SELECT gift_card_id FROM
                    GIFT_CARD WHERE gift_card_id = '%s'", df$gift_card_id[i]))
    if(nrow(existing_ids) > 0) {
      cat(sprintf("Skipping duplicate entry for gift_card_id: %s\n",
                  df$gift_card_id[i]))
      next
```

```
}
    insert_query <- sprintf("INSERT INTO GIFT_CARD (gift_card_id,</pre>
              gift_card_code, detail, status) VALUES ('%s', '%s', %f, '%s')",
          df$gift_card_id[i], df$gift_card_code[i], df$detail[i], df$status[i])
    tryCatch({
      dbExecute(my_connection, insert_query)
      cat(sprintf("Successfully inserted row: %d\n", i))
    }, error = function(e) {
      cat(sprintf("Error in inserting row: %d, Error: %s\n", i, e$message))
    })
    dbDisconnect(my_connection)
}
for(file in gift_card_files) {
  df <- readr::read_csv(file)</pre>
  ingest_gift_card_data(df)
}
```

#### **PRODUCTS**

```
existing_product_ids <- dbGetQuery(my_connection</pre>
    , sprintf("SELECT product_id FROM PRODUCTS WHERE product_id = '%s'"
              , df$product_id[i]))
    if(nrow(existing_product_ids) > 0) {
      cat(sprintf("Skipping duplicate entry for product_id: %s\n"
                   , df$product_id[i]))
      next
    }
    # Construct and execute the insertion query
    insert_query <- sprintf("INSERT INTO PRODUCTS (product_id, product_name,</pre>
                             price, stock_quantity, category_id, supplier_id)
                             VALUES ('%s', '%s', %f, %d, '%s', '%s')",
                             df$product_id[i], df$product_name[i], df$price[i]
                   , df$stock_quantity[i], df$category_id[i], df$supplier_id[i])
    tryCatch({
      dbExecute(my_connection, insert_query)
      cat(sprintf("Successfully inserted row: %d\n", i))
    }, error = function(e) {
      cat(sprintf("Error in inserting row: %d, Error: %s\n", i, e$message))
    })
  }
    dbDisconnect(my connection)
}
for(file in products_files) {
  df <- readr::read_csv(file)</pre>
  ingest_products(df)
}
my_connection <- RSQLite::dbConnect(RSQLite::SQLite()</pre>
                                     , "../database/ecommerce_database_v1.db")
dbGetQuery(my_connection, "SELECT * FROM PRODUCTS LIMIT 10;")
      product_id
                                          product_name price stock_quantity
```

#foreign key constraints

1 5116-vjq-2956

2 6718-hlo-4759

Huggies Natural Care Baby Wipes

Pampers Swaddlers Diapers

25

10

222

424

```
3 2985-wrf-5782
                   Similac Pro-Advance Infant Formula
                                                         30
                                                                       229
                      Philips Avent Soothie Pacifiers
4 4625-mrp-9938
                                                         5
                                                                       216
5 4163-cos-4183
                          Bumkins Waterproof SuperBib
                                                          8
                                                                       419
6 6949-zmb-6593 Aden + Anais Muslin Swaddle Blankets
                                                         20
                                                                       215
7 8600-uzy-9324
                                    Gerber Baby Socks
                                                          5
                                                                       431
8 1345-epw-6525 Nuby Mittens with Teething Surfaces
                                                          7
                                                                       162
9 4488-xnr-2917
                            Hudson Baby Hooded Towels
                                                         12
                                                                       122
10 7706-sdc-6511
                        Spasilk Soft Terry Washcloths
                                                                       140
                  category_id
                                             supplier id
1 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CHR3ZOC3RDDOQYFT566
2 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CHZ74ZQCSDXCS7CBVAC
3 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CHX81N7E24DA6H2H5DW
4 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CHF5YHQ7PBD8T11XRG1
5 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CHWKK9ACW7KQ58MHMZ1
6 01HQZSYXN9NDEKZOKDTXG7GWAR 01HQZS3CHWKK9ACW7KQ58MHMZ1
7 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CHZ74ZQCSDXCS7CBVAC
8 01HQZSYXN9NDEKZOKDTXG7GWAR 01HQZS3CHR3Z0C3RDD0QYFT566
9 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CJOMY496XC7CYHNBGTJ
10 O1HQZSYXN9NDEKZOKDTXG7GWAR O1HQZS3CHSG3EB7GENNYD7YQ2K
```

#### ORDER

```
ingest_orders <- function(df) {</pre>
      my connection <- RSQLite::dbConnect(RSQLite::SQLite()</pre>
                                                                                                                                            , "../database/ecommerce_database_v1.db")
      # Essential columns for validation
      required_columns <- c("order_id", "order_status", "quantity")</pre>
      df <- df[!rowSums(is.na(df[required_columns])) > 0, ]
      for(i in 1:nrow(df)) {
              # Check for duplicate order_id
              existing_ids <- dbGetQuery(my_connection, sprintf("SELECT order_id FROM ORDERS WHERE ORDER_ID FROM ORDER_ID 
              if(nrow(existing_ids) > 0) {
                      cat(sprintf("Skipping duplicate entry for order_id: %s\n", df$order_id[i]))
              existing_ids <- dbGetQuery(my_connection</pre>
                                                                  , sprintf("SELECT order_id FROM ORDERS WHERE order_id = '%s'"
                                                                                                       , df$order_id[i]))
              if(nrow(existing_ids) > 0) {
                      cat(sprintf("Skipping duplicate entry for order_id: %s\n"
                                                                  , df$order_id[i]))
```

```
next
    }
    # Data validation for quantity
    if(!is.numeric(df$quantity[i]) || df$quantity[i] <= 0) {</pre>
      cat(sprintf("Skipping entry due to invalid quantity for order_id: %s\n", df$order_id[i]
      cat(sprintf("Skipping entry due to invalid quantity for order_id: %s\n"
                  , df$order_id[i]))
      next
    }
    # Insert validated data into the database
    insert_query <- sprintf("INSERT INTO ORDERS (order_id, customer_id,</pre>
                             product_id, shipment_id, gift_card_id, payment_method,
                             quantity, order_timestamp, payment_timestamp,
                             order_status) VALUES ('%s', '%s', '%s', '%s', '%s',
                             '%s', %d, '%s', '%s', '%s')",
                             df$order_id[i], df$customer_id[i], df$product_id[i],
                             df$shipment_id[i], df$gift_card_id[i],
                             df$payment_method[i], df$quantity[i],
                             df$order_timestamp[i],
                             df$payment_timestamp[i], df$order_status[i])
    tryCatch({
      dbExecute(my_connection, insert_query)
      cat(sprintf("Successfully inserted row: %d\n", i))
    }, error = function(e) {
      cat(sprintf("Error in inserting row: %d, Error: %s\n", i, e$message))
    })
  }
    dbDisconnect(my_connection)
}}
# Assume orders_df is your DataFrame containing orders data
ingest_orders(orders_df)
```

```
order_id
                           customer_id
                                          product_id
  ORD-0001 01HQZS38YDTF2DBFZMBDXF6WZ6 3672-agb-8683
1
  ORD-0002 01HQZS3A94XFFP2XQZ3P67369X 8612-swk-4072
  ORD-0003 01HQZS39J8GEMSNSKB3GK13V5Z 8162-ohs-2848
  ORD-0004 01HQZS38QJBCBRXYQCFV4SN48Q 0239-sss-2251
  ORD-0005 01HQZS39QSCH1MS4VMMD5Y6XPP 6643-jgq-7681
  ORD-0006 01HQZS39FG5QBNT1QE1GE1RWWP 1439-jfo-9022
7
  ORD-0007 01HQZS39HKBGAEMPSZC1KEJ5MA 2985-wrf-5782
  ORD-0008 01HQZS39FVYFWSK9DP5DE94NX0 6265-dqm-3061
  ORD-0009 01HQZS38QJBCBRXYQCFV4SN48Q 1619-lcu-9571
10 ORD-0010 01HQZS38VF3SMDQQ3S5ZVR8865 1619-lcu-9571
                           gift_card_id payment_method quantity order_timestamp
1
  3014edd1-7db0-4e6e-b19d-5bc9ff355b9c
                                                PayPal
                                                              4
                                                                      2024-02-01
2 fa8f2b6f-ffe4-4dbe-bd5e-1421b5ce15e4
                                                    NA
                                                              1
                                                                      2024-02-05
3 15ab6b33-e9db-485e-b0bd-b51fb10e9ae7
                                                               3
                                             Gift Card
                                                                      2024-02-02
4 623c535f-602f-48e6-a5a7-a5802586c06b
                                             Gift Card
                                                                      2024-02-19
                                                              1
5 a8308354-588c-4f16-b299-a5b5aa589095
                                           Credit Card
                                                              1
                                                                      2024-02-20
6 b9b821ad-27f0-436c-925c-0a9156494a18
                                           Credit Card
                                                              4
                                                                     2024-02-01
  e6940482-ce67-4558-b807-abcd736db07e
                                            Debit Card
                                                              5
                                                                     2024-02-17
8 2ae5c52e-6622-45d4-8ae0-7ea774992504
                                                    NA
                                                              3
                                                                     2024-02-04
                                                                     2024-02-22
9 19fff31f-57b0-4f45-a083-c311054077ce
                                           Credit Card
                                                              1
10 98684120-6826-459f-b36a-0d42963599e4
                                           Credit Card
                                                                     2024-02-04
     payment_timestamp
                           order_status shipment_id
1 2024-02-02 18:00:00
                                          SHIP00295
                                Shipped
2 2024-02-05 03:00:00 Pending Payment
                                                 NΑ
3 2024-02-03 04:00:00
                                          SHIP00496
                             Processing
4 2024-02-19 09:00:00
                              Delivered
                                          SHIP00130
5 2024-02-21 23:00:00 Out for Delivery
                                          SHIP00643
  2024-02-03 13:00:00
                                Shipped
                                          SHIP00420
7 2024-02-19 05:00:00
                              Cancelled
                                                 NA
8 2024-02-05 03:00:00 Pending Payment
                                                 NA
9 2024-02-23 04:00:00
                              Cancelled
                                                 NA
10 2024-02-06 01:00:00
                              Delivered
                                          SHIP00235
```

#### SHIPMENTS

```
df <- df[!rowSums(is.na(df[required_columns])) > 0, ]
  # Insert validated data into the database
  for(i in 1:nrow(df)){
    # Check for duplicate records based on the primary key
    existing_ids <- dbGetQuery(my_connection, sprintf("SELECT shipment_id FROM SHIPMENT WHER
    if(nrow(existing_ids) > 0) {
      cat(sprintf("Skipping duplicate entry for shipment_id: %s\n", df$shipment_id[i]))
      next
    }
    insert_query <- sprintf("INSERT INTO SHIPMENT (shipment_id, dispatch_timestamp, delivered)</pre>
                             df$shipment_id[i], df$dispatch_timestamp[i], df$delivered_timestamp
    existing_ids <- dbGetQuery(my_connection</pre>
        , sprintf("SELECT shipment_id FROM SHIPMENT WHERE shipment_id = '%s'",
                  df$shipment_id[i]))
    if(nrow(existing_ids) > 0) {
      cat(sprintf("Skipping duplicate entry for shipment_id: %s\n"
                   , df$shipment_id[i]))
      next
    }
    insert_query <- sprintf("INSERT INTO SHIPMENT (shipment_id,</pre>
                         dispatch_timestamp, delivered_timestamp, status)
                         VALUES ('%s', '%s', '%s', '%s')",
                             df$shipment_id[i], df$dispatch_timestamp[i]
                             , df$delivered_timestamp[i], df$status[i])
    tryCatch({
      dbExecute(my_connection, insert_query)
      cat(sprintf("Successfully inserted row: %d\n", i))
    }, error = function(e) {
      cat(sprintf("Error in inserting row: %d, Error: %s\n", i, e$message))
    })
  }
    dbDisconnect(my_connection)
}
ingest_shipment_data(shipment_df)
```

status		delivered_timestamp	dispatch_timestamp	shipment_id	
In Transit		NA	2024-03-14	SHIP00295	1
for Dispatch	Ready	NA	NA	SHIP00496	2
Delivered		2024-03-02	2024-02-20	SHIP00130	3
for Delivery	Out	NA	2024-03-10	SHIP00643	4
In Transit		NA	2024-03-14	SHIP00420	5
Delivered		2024-02-16	2024-02-04	SHIP00235	6
In Transit		NA	2024-03-14	SHIP00887	7
In Transit		NA	2024-03-14	SHIP00904	8
In Transit		NA	2024-03-14	SHIP00658	9
In Transit		NA	2024-03-14	SHIP00900	10

## 2.2.1 Check Referential Integrity

ORDERS customer\_id check

```
[1] customer_id customer_name
<0 rows> (or 0-length row.names)
```

product\_id check

```
FROM ORDERS as o
LEFT JOIN PRODUCTS as p ON o.product_id = p.product_id
WHERE p.product_id is NULL
;")
```

```
product_id product_name
1 1727-bev-6294
                   <NA>
                               <NA>
2 4420-lwz-5789
                               <NA>
                   <NA>
3 7528-dit-1763
                   <NA>
                               <NA>
4 0986-ymb-9060
                   <NA>
                               <NA>
5 0228-vgx-5140
                   <NA>
                             <NA>
```

gift\_card\_id

```
dbGetQuery(my_connection,
    "SELECT
        DISTINCT o.gift_card_id as gif_card_id,
        g.gift_card_id,
        gift_card_code
    FROM ORDERS as o
    LEFT JOIN GIFT_CARD as g ON g.gift_card_id = o.gift_card_id
    WHERE o.gift_card_id is NULL
    ;")
```

```
[1] gif_card_id gift_card_id gift_card_code
<0 rows> (or 0-length row.names)
```

shipment\_id

```
dbGetQuery(my_connection,
    "SELECT
        DISTINCT o.shipment_id as x,
        s.shipment_id
    FROM ORDERS as o
    LEFT JOIN SHIPMENT as s ON s.shipment_id = o.shipment_id
    WHERE o.shipment_id is NULL
    ORDER BY o.shipment_id
    ;")
```

## PRODUCTS supplier\_id

```
supplier_id
                                a supplier_name
1 O1HQZS3CJJMZ8VE8FSFV12394Q <NA>
                                            <NA>
2 O1HQZS3CJSA14X7CFXR9GN7HJJ <NA>
                                            <NA>
3 O1HQZS3CK7TNQY984CRWZ2YWYH <NA>
                                            <NA>
4 O1HQZS3CP6J1E2W3K754ED8TSV <NA>
                                            <NA>
5 O1HQZS3CWAANK3HMDV7OKFNRTE <NA>
                                            <NA>
6 O1HQZS3CZ808EDV2QSZ7EC6RGQ <NA>
                                            <NA>
7 O1HQZS3D2JCXJOGKKPY6JT5RMM <NA>
                                            <NA>
```

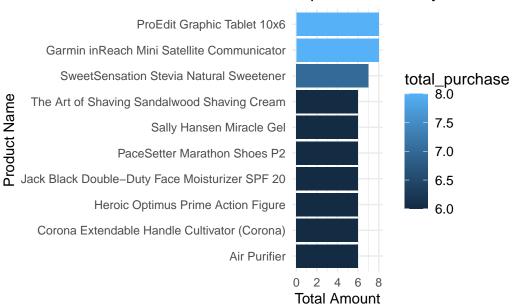
#### category\_id

```
[1] category_id c cat_name
<0 rows> (or 0-length row.names)
```

- 3 Part 3: Data Pipeline Generation
- 3.1 Task 3.1: GitHub Repository and Workflow Setup
- 3.2 Task 3.2: GitHub Actions for Continuous Integration
- 4 Part 4: Data Analysis and Reporting with Quarto in R
- 4.1 Task 4.1: Advanced Data Analysis in R
- 4.2 Task 4.2: Comprehensive Reporting with Quarto
  - 1. Top 10 Products Overall (Quantity)

```
# Define the SQL query
query_1 <- dbGetQuery(my_connection,
                                         "SELECT
                                                    ORDERS.product_id,
                                                    product_name,
                                                    count(quantity) as total_purchase
                                        FROM ORDERS
                                         JOIN PRODUCTS ON ORDERS.product_id = PRODUCTS.product_id
                                         WHERE lower(order_status) in ('shipped','delivered')
                                         GROUP BY ORDERS.product_id,product_name
                                         ORDER BY total_purchase desc
                                         LIMIT 10
                                          ;")
# Visualize the result using ggplot2
ggplot(query_1, aes(x = reorder(product_name, total_purchase), y = total_purchase, fill =
       geom_bar(stat = "identity", position = position_dodge()) +
        coord flip() +
       labs(title = "Top 10 Products by Total Amount",
                         x = "Product Name",
                         y = "Total Amount") +
       theme_minimal() +
       theme(legend.title = element_text(size = 12),
                              legend.text = element_text(size = 10))
```

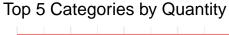
Top 10 Products by Total Amor

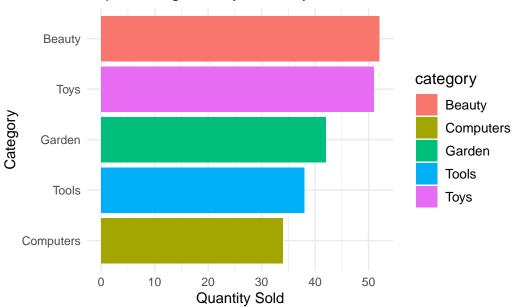


### 2. Top 5 Categories (Quantity)

```
# SQL query to fetch top 5 categories by quantity
query_2 <- dbGetQuery(my_connection,
           "SELECT
              cat_name as category,
              count(quantity) as total_purchase
           FROM ORDERS
           JOIN PRODUCTS ON ORDERS.product_id = PRODUCTS.product_id
           JOIN PRODUCT_CATEGORY ON PRODUCTS.category_id = PRODUCT_CATEGORY.category_id
           WHERE lower(order_status) in ('shipped', 'delivered')
           GROUP BY cat name
           ORDER by total_purchase desc
           LIMIT 5
           ;")
# Plot using ggplot2
ggplot(query_2, aes(x = reorder(category, total_purchase), y = total_purchase, fill = category
  geom_bar(stat = "identity", position = position_dodge()) +
  coord_flip() +
  labs(title = "Top 5 Categories by Quantity",
       x = "Category",
       y = "Quantity Sold") +
```

```
theme_minimal() +
theme(legend.title = element_text(size = 12),
    legend.text = element_text(size = 10))
```



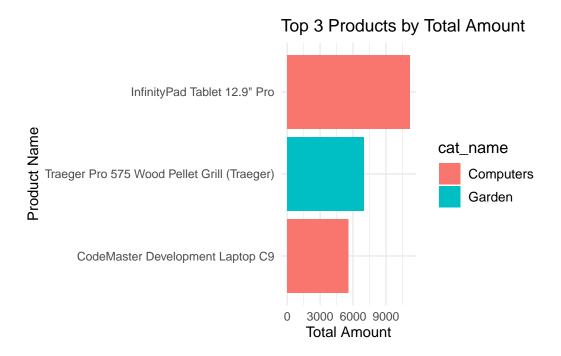


#### 3. Top 3 Products across categories (Total Amount)

```
query_3 <- dbGetQuery(my_connection,
    "SELECT
        pc.cat_name,
        p.product_name,
        SUM(o.quantity * p.price) AS total_amount
FROM ORDERS as o
    JOIN PRODUCTS as p ON o.product_id = p.product_id
    JOIN PRODUCT_CATEGORY as pc ON pc.category_id = p.category_id
WHERE LOWER(o.order_status) IN ('shipped', 'delivered')
GROUP BY p.product_id, pc.cat_name, p.product_name
ORDER BY total_amount DESC
LIMIT 3;")

# Plot using ggplot2
ggplot(query_3, aes(x = reorder(product_name, total_amount), y = total_amount, fill = cat_name, geom_bar(stat = "identity", position = position_dodge()) +</pre>
```

```
coord_flip() +
labs(title = "Top 3 Products by Total Amount",
    x = "Product Name",
    y = "Total Amount") +
theme_minimal() +
theme(legend.title = element_text(size = 12),
    legend.text = element_text(size = 10))
```

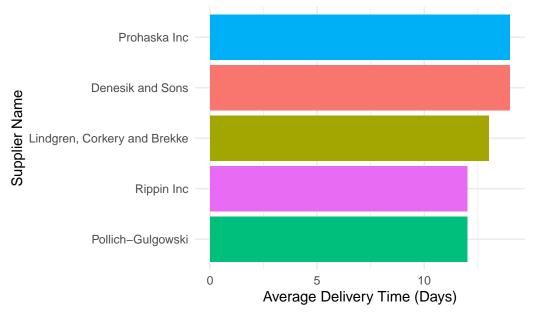


4. Average delivery time for orders across top 5 delivery suppliers

```
ORDER BY delivery_time DESC, supplier_name
    LIMIT 5;")

# Plot using ggplot2
ggplot(query_4, aes(x = reorder(supplier_name, delivery_time), y = delivery_time, fill = supgeom_bar(stat = "identity") +
    coord_flip() +
    labs(title = "Average Delivery Time for Top 5 Delivery Suppliers",
        x = "Supplier Name",
        y = "Average Delivery Time (Days)") +
    theme_minimal() +
    theme(legend.position = "none")
```

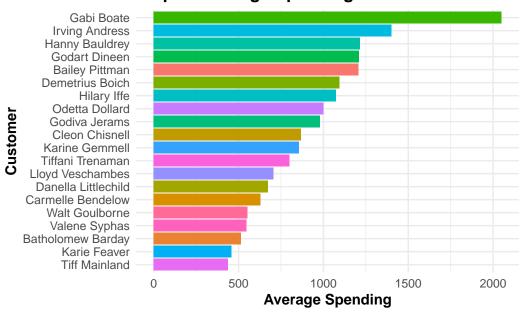
# Average Delivery Time for Top 5 Delivery Su



#### 5. Top 20 Average Spending across customers

```
FROM ORDERS as o
            JOIN CUSTOMERS as c ON o.customer_id = c.customer_id
            JOIN PRODUCTS as p ON p.product_id = o.product_id
            WHERE LOWER(o.order_status) IN ('shipped', 'delivered')
            GROUP BY o.customer_id,customer_name
            ORDER BY avg_amount DESC
            limit 20
           ;")
# Plot using ggplot2
ggplot(query_5, aes(x = reorder(customer_name, avg_amount), y = avg_amount, fill = customer_:
  geom_bar(stat = "identity") +
 coord_flip() +
 labs(title = "Top 20 Average Spending Across Customers",
      x = "Customer",
      y = "Average Spending") +
 theme_minimal() +
  theme(axis.title.x = element_text(face = "bold"),
        axis.title.y = element_text(face = "bold"),
        plot.title = element_text(hjust = 0.5, face = "bold"),
        legend.position = "none")
```

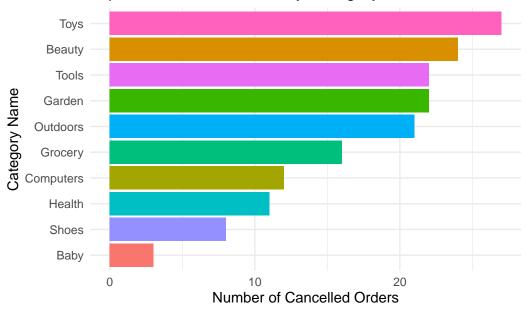
## **Top 20 Average Spending Across Customers**



6. Top 20 cancelled orders for which category

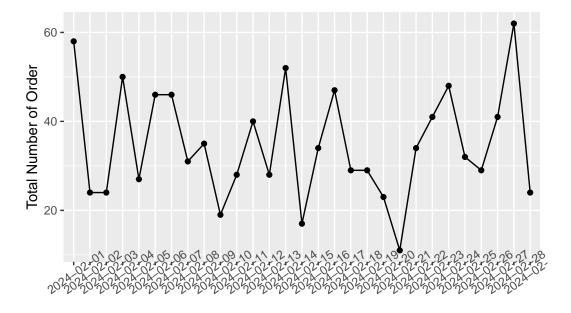
```
query_6 <- dbGetQuery(my_connection,
           "SELECT
              cat_name,
              COUNT(o.quantity) as total_cancelled
            FROM ORDERS as o
            JOIN PRODUCTS as p ON p.product_id = o.product_id
            JOIN PRODUCT_CATEGORY as pc on pc.category_id = p.category_id
            WHERE LOWER(order_status) = 'cancelled'
            GROUP BY cat_name
            ORDER BY total_cancelled DESC
           ;")
# Visualization
ggplot(query_6, aes(x = reorder(cat_name, total_cancelled), y = total_cancelled, fill = cat_i)
  geom_bar(stat = "identity") +
  coord_flip() +
  labs(title = "Top 20 Cancelled Orders by Category",
       x = "Category Name",
      y = "Number of Cancelled Orders") +
  theme_minimal() +
  theme(legend.position = "none")
```

Top 20 Cancelled Orders by Category



7. Average number of orders across time

```
ggplot(query_7,aes(x=date,y=total_order,group=1)) +
    geom_point(stat="identity") +
    geom_line(stat="identity") +
    labs(x="Date",y="Total Number of Order") +
    theme(axis.text.x=element_text(angle=35))
```



Date

8. Scatter plot for revenue across quantity; color by category

```
SUM(p.price * o.quantity) as amount

FROM ORDERS as o

JOIN PRODUCTS as p ON p.product_id = o.product_id

JOIN PRODUCT_CATEGORY as pc on pc.category_id = p.category_id

WHERE LOWER(order_status) IN ('shipped', 'delivered')

GROUP BY cat_name

;")

ggplot(revenue_quantity, aes(x = quantity, y = amount, color = cat_name)) +

geom_point(size = 3) +

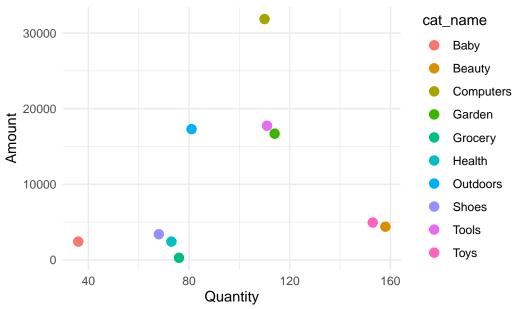
theme_minimal() +

labs(title = "Scatter Plot of Quantity vs Amount by Category",

x = "Quantity",
y = "Amount") +

theme(legend.position = "right")
```

# Scatter Plot of Quantity vs Amount by Category



dbDisconnect(my\_connection)