PSYLIQ

PAYTM MALL EPURCHASE DATA ANALYSIS

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GitHub https://github.com/Yashwanth1207/Paytm_EpurchaseAnalysis

1. What does the "Category_Grouped" column represent, and how many unique categories are there?

```
6    -- 1. What does the "Category_Grouped" column represent, and how many unique categories are there?
7 •  select Category_Grouped, count(Category_Grouped)
8    from paytm
9    group by Category_Grouped;
10
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Category_Grouped	count(Category_Grouped)
Others	14144
Apparels	9513
0	14634
Shoes	11914
Home	641

2. CAN YOU LIST THE TOP 5 SHIPPING CITIES IN TERMS OF THE NUMBER OF ORDERS?

```
11    -- 2. Can you list the top 5 shipping cities in terms of the number of orders?
12 •  select Shipping_city
13    from paytm
14    order by Quantity desc limit 5 ;
15
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Shipping_city
Bangalore
Hyderabad
New Delhi
Jalandhar
Tiruppur

3. Show me a table with all the data for products that belong to the "Electronics" category.

```
16    -- 3. Show me a table with all the data for products that belong to the "Electronics" category.
17 •  select *
18    from paytm
19    where Category = "Electronics" ;
20
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Id	Name	Shipping_city	Category_Grouped	Category	Sub_category	Product_Gender	Segment	Class	Family	Brand	Brick	Item_NM	Color	Size	Sale_Flag	Payment_I

4. Filter the data to show only rows with a "Sale_Flag" of 'Yes'.

```
21    -- 4. Filter the data to show only rows with a "Sale_Flag" of 'Yes'.
22 •  select *
23    from paytm
24    where Sale_Flag = 'On Sale' ;
25
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Id	Name	Shipping_city	Category_Grouped	Category	Sub_category	Product_Gender	Segment	Class
2	AMIT GALPHADE	Ahmedabad	Apparels	Sports Equipment	Sports Apparel	MEN	MENS WEAR	TOPS
4	MALLIKARJUNA H	Bangalore	Apparels	Sports Equipment	Sports Apparel	MEN	MENS WEAR	TOPS
10	ASHWIN GIDWANI	Pune	Apparels	Sports Equipment	Sports Apparel	MEN	MENS WEAR	TOPS
16	Rompelli GopalK	Salem	Shoes	Men Footwear	Mens Footwear	MEN	MENS FOOTWEAR	NULL
20	prabhakar reddy	Jhansi	0	WATCHES	WATCHES	MEN	WOMENS ACCESSORIES	WATCHES
22	RAHUL SINGH PAT	Jabalpur	Others	Bags	Bags	WOMEN	WOMEN	NULL
23	NAGA KISHORE	Bangalore	Apparels	Sports Equipment	Sports Apparel	MEN	MENS WEAR	TOPS
24	kamla singh	Lucknow	Shoes	Men Footwear	Mens Footwear	MEN	MENS FOOTWEAR	NULL
26	ankit patni	Indore	Shoes	Men Footwear	Mens Footwear	MEN	MENS FOOTWEAR	NULL
27	pc marwah	New Delhi	Shoes	Men Footwear	Mens Footwear	MEN	MENS FOOTWEAR	NULL

5. Sort the data by "Item_Price" in descending order. What is the most expensive item?

```
26    -- 5. Sort the data by "Item_Price" in descending order. What is the most expensive item?
27 •  select Item_Price
28    from paytm
29    order by Item_Price DESC LIMIT 1;
30
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Item_Price
13500

6. APPLY CONDITIONAL FORMATTING TO HIGHLIGHT ALL PRODUCTS WITH A "SPECIAL_PRICE_EFFECTIVE" VALUE BELOW $50 IN RED.

```
31    -- 6. Apply conditional formatting to highlight all products with a "Special_Price_effective"
32 •  select Special_Price_effective
33    from paytm
34    where Special_Price_effective < 50;
35
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Special_Price_effective

7.find the total sales value for each category.

```
37 •  select Category, count(Item_Price)
38    from paytm
39    group by Category;
40
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

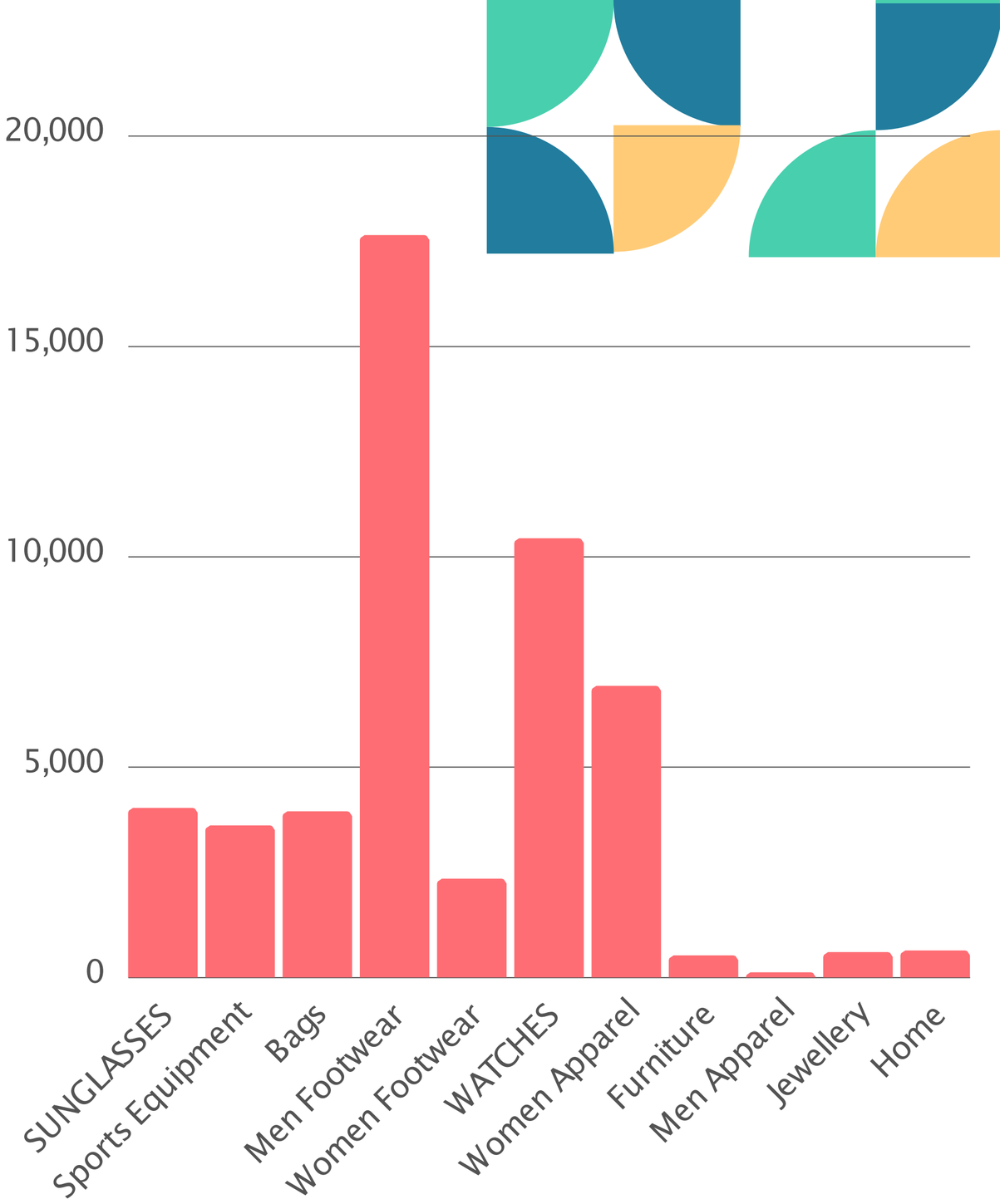
Category	count(Item_Price)
SUNGLASSES	4030
Sports Equipment	3614
Bags	3949
Men Footwear	17647
Women Footwear	2347
WATCHES	10440
Women Apparel	6931
Furniture	524
Men Apparel	121
Jewellery	602
Home	641

8. CREATE A BAR CHART TO VISUALIZE THE TOTAL SALES FOR EACH CATEGORY.

```
42 •  select Category, count(Item_Price)
43    from paytm
44    group by Category;
45
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Category	count(Item_Price)
SUNGLASSES	4030
Sports Equipment	3614
Bags	3949
Men Footwear	17647
Women Footwear	2347
WATCHES	10440
Women Apparel	6931
Furniture	524
Men Apparel	121
Jewellery	602
Home	641

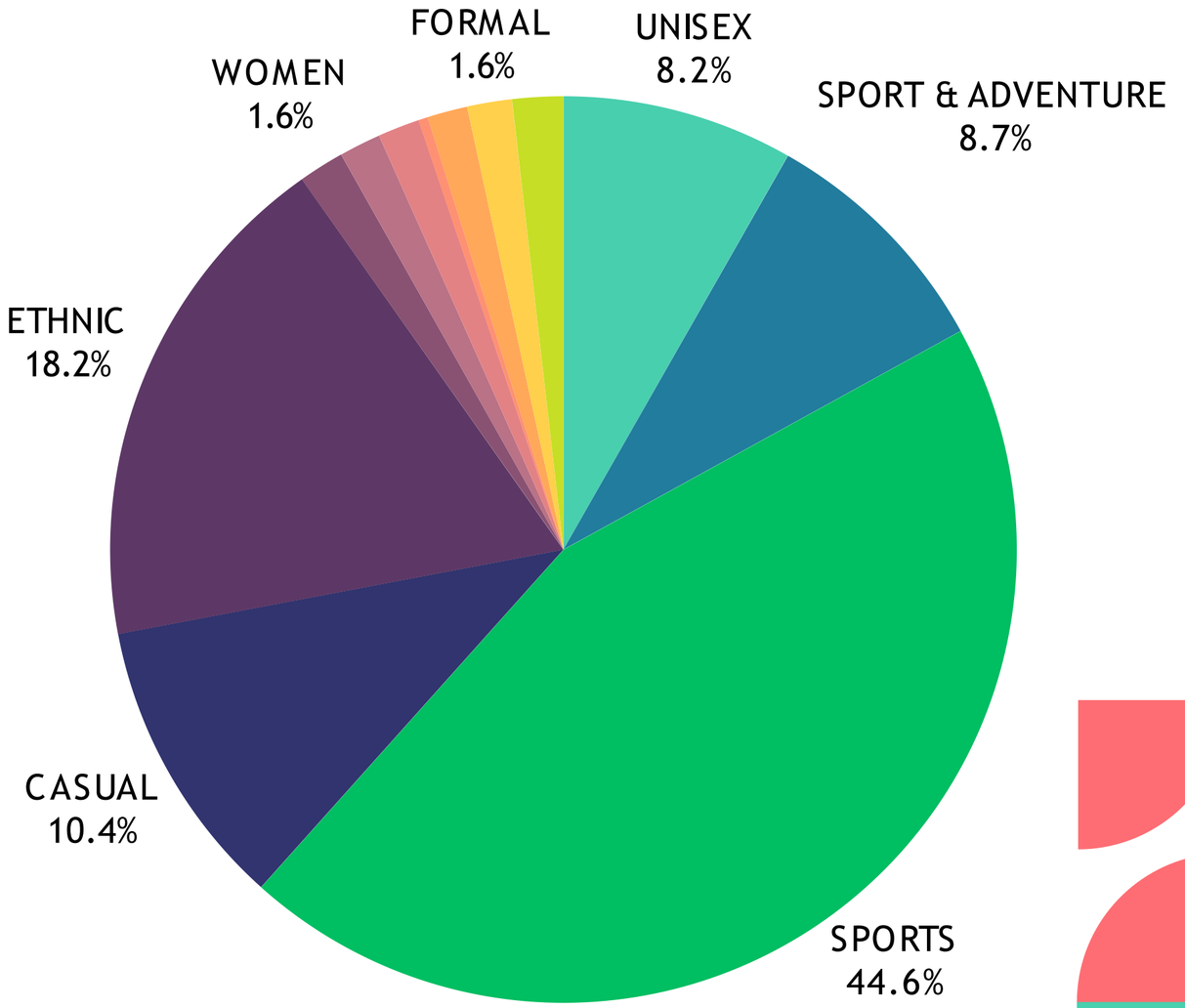


9. Create a pie chart to show the distribution of products in the "Family" category.

```
47 •  select Family, count(Family) AS count
48    from paytm
49    group by Family;
50
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Family	count
UNISEX	2912
SPORT & ADVENTURE	3087
NULL	0
SPORTS	15762
CASUAL	3670
ETHNIC	6426
WOMEN	576
TABLES	524
EQUIPMENTS	527
CASUAL WEAR	121
ETHNIC WEAR	505
FORMAL	562
FLOORING	641



10. Ensure that the "Payment_Method" column only contains valid payment methods

```
51    -- 10. Ensure that the "Payment_Method" column only contains valid payment methods
52 •  select Payment_Method, count(Payment_Method) as count
53    from paytm
54    group by Payment_Method;
55
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Payment_Method	count
COD	38447
Prepaid	12399

11.Calculate the average "Quantity" sold for products in the "Clothing" category, grouped by "Product_Gender."

```
56    -- 11. Calculate the average "Quantity"
57 •  select Product_Gender,avg(Quantity)
58    from paytm
59    group by Product_Gender;
60
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

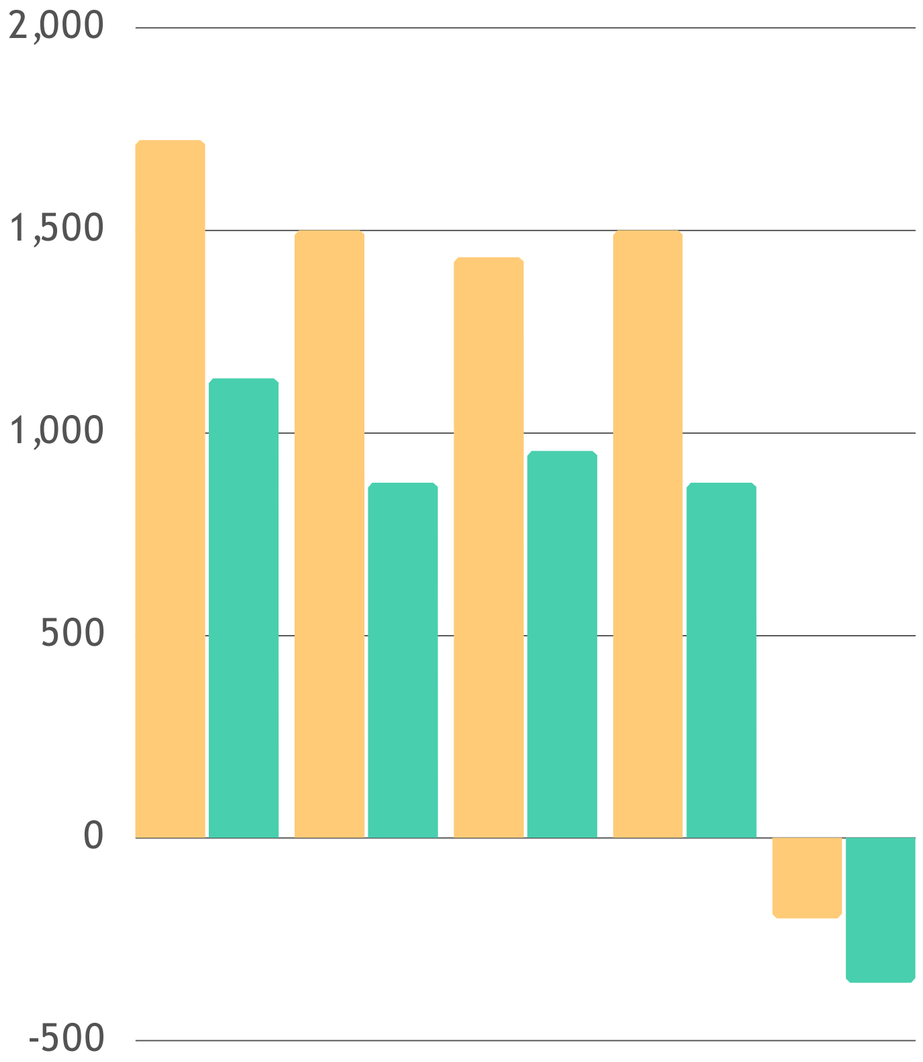
Product_Gender	avg(Quantity)
UNISEX	1.0000
MEN	1.0002
WOMEN	1.0018
NA	1.0000

12. Find the top 5 products with the highest "Value_CM1" and "Value_CM2" ratios. Create a chart to visualize this data.

```
61    -- 12. Find the top 5 products with the highest "Value_CM1" and "Value_CM2" ratios.
62 •  select Value_CM1,Value_CM2
63    from paytm
64    order by Value_CM1 and Value_CM2 desc limit 5;
65
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Value_CM1	Value_CM2
1722.77	1134.77
1499.87	876.87
1433.07	955.07
1499.87	876.87
-198.99	-357.99

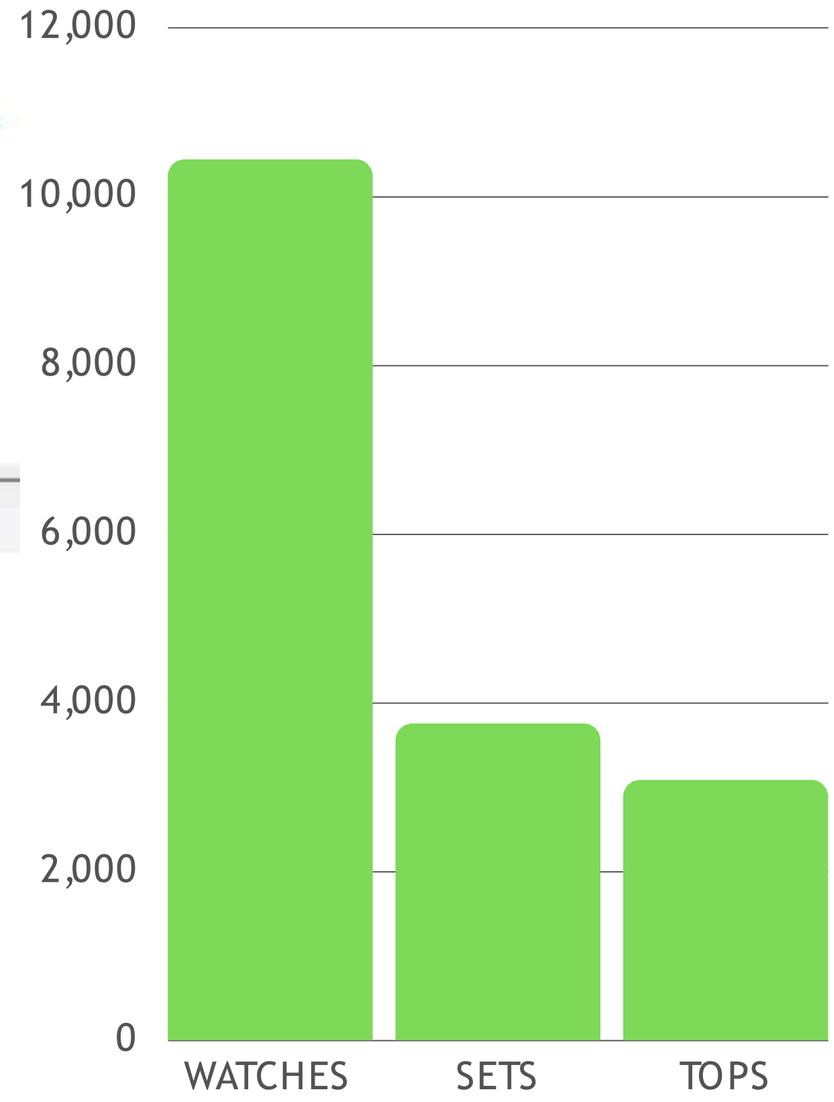


13. Identify the top 3 "Class" categories with the highest total sales. Create a stacked bar chart to represent this data.

```sql
-- 13. Identify the top 3 "Class" categories with the highest total sales.
select Class, COUNT(Item_Price) as count
from paytm
group by Class
order by COUNT(Item_Price) desc
limit 4;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Class	count
NULL	29314
WATCHES	10440
SETS	3755
TOPS	3087



14. retrieve the "Color" of a product with a specific "Item_NM."

```
73    -- 14.retrieve the "Color" of a product with a specific "Item_NM."
74 •  select Color,Item_NM
75    from paytm;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Color	Item_NM
GREY	Rb3025 003/32 Grey Sunglasses
BLACK	SKINS Navy Blue Tights
BLACK	Black Soft Strolley
BLACK	SKINS Navy Blue Tights
BLACK	Air Visi Pro Iii Nbk Black Basketball Shoes
BLACK	Reebok Sports Shoes Black
BROWN	Brown Loafers
GREY	Free 3.0 Grey Running Shoes
GREY	Free 3.0 Grey Running Shoes
BLACK	SKINS Navy Blue Tights
GREY	Revolution 2 Msl Grey Running Shoes
WHITE	Air Max Compete Tr White Running Shoes
TAN	Tan Boots

15. Calculate the total "coupon_money_effective" and "Coupon_Percentage" for products in the "Electronics" category.

```
77    -- 15. Calculate the total "coupon_money_effective" and "Coupon_Percentage"
78 •  select COUNT(coupon_money_effective), COUNT(Coupon_Percentage)
79    from paytm
80    where Category = 'Electronics';
81
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

COUNT(coupon_money_effective)	COUNT(Coupon_Percentage)
0	0

16. CALCULATE THE TOP 5 SHIPPING CITIES.

```
82    -- 16. Calculate the top 5 shipping cities.
83 •  SELECT Shipping_city,count(Shipping_city) as count
84    FROM paytm
85    group by Shipping_city
86    order by count desc limit 5;
87
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

Shipping_city	count
New Delhi	4560
Chennai	4254
Bangalore	3974
Mumbai	3159
Hyderabad	2849

17. Calculate the total sales for each "Segment" and the relationship between "Item_Price" and "Quantity" in this data.

```
89    -- 17. Calculate the total sales for each "Segment"
90 •  select Segment, count(Item_Price)
91    from paytm
92    group by Segment;
93
94 •  select Quantity, count(Item_Price)
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Segment	count(Item_Price)
SUNGLASSES	3488
MENS WEAR	3087
UNISEX	2890
MENS FOOTWEAR	17647
LADIES FOOTWEAR	2347
WOMEN	4819
WOMENS ACCESSORIES	1513
WOMENS WEAR	6931
MENS ACCESSORIES	2287
MEN	3422
LIVING	524
OUTDOOR & HIKING	527
MENS APPARELS	121
WOMENS JEWELLERY	602
HOME FURNISHING	641

```
94 •  select Quantity, count(Item_Price)
95    from paytm
96    group by Quantity;
97
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content

Quantity	count(Item_Price)
1	50823
2	12
3	11

18. Use the AVERAGEIFS function to find the average "Item_Price" for products that have a "Sale_Flag" of 'Yes.'

```
98    -- 18. Use the AVERAGEIFS function to find the average "Item_Price" for products that have a "Sale_Flag" of 'Yes.'
99 •  SELECT AVG(CASE WHEN Sale_Flag = 'On Sale' THEN Item_Price ELSE NULL END) AS AverageItemPrice
100   FROM paytm;
101
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

AverageItemPrice
5803.2296

19. Identify products with a "Paid_pr" higher than the average in their respective "Family" and "Brand" groups.

```
102    -- 19. Identify products with a "Paid_pr"
103 •  select Family,Brand,avg(Paid_pr)
104    from paytm
105    group by Family,Brand;
106
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Family	Brand	avg(Paid_pr)
UNISEX	RAY BAN	5029.0800
SPORT & ADVENTURE	SKINS	4699.3865
NULL	VIP	4625.4638
SPORTS	NIKE	4732.6948
SPORTS	REEBOK	5245.1065
CASUAL	CLARKS	4454.1825
CASUAL	WOODLAND	5148.7234
SPORTS	ADIDAS	4843.8141

20. the total sales for each "Color" within the "Clothing" category and use conditional formatting to highlight the highest sales.

```
108 •  select Color, count(Item_Price)
109    from paytm
110    group by Color;
111
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

Color	count(Item_Price)
GREY	5433
BLACK	18014
BROWN	2840
WHITE	4836
TAN	828
PINK	632
YELLOW	792
SILVER	2842
NAVY BLUE	3257
COFFEE	733
GREEN	2179
RED	1179
BLUE	3294
BEIGE	121
GOLDEN	602
MULTI	1673
GOLD	1591