My-SQL Information From Sales analytics in e-commerce

Description: This dataset contains sales data from an e-commerce platform.

Analysis Needs:

- Descriptive analysis to understand the distribution of sales data.
- Analyze sales performance by product category and time.
- Identify customer buying patterns
- Recommendations to increase sales.

Table Information:

	Field	Туре	Null	Key	Default	Extra
•	InvoiceNo	varchar(20)	NO		NULL	
	StockCode	varchar(20)	NO		HULL	
	Description	varchar(40)	NO		HULL	
	Quantity	mediumint	NO		NULL	
	InvoiceDate2	tinytext	NO		NULL	
	UnitPrice	decimal(20,6)	NO		NULL	
	CustomerID	varchar(10)	YES		HULL	
	Country	varchar(20)	NO		HULL	

For Analysis in MySQL:

1. Descriptive analysis to understand the distribution of sales data.

In this description analysis, we want to know the distribution of data in terms of customer segmentation.

Syntax SQL:

```
select country,count(distinct customerid) as Total_Customers
from data_ecommerce1
group by country
order by Total_Customers desc;
```

Output:

	country	Total_Customers
	United Kingdom	3921
-		
	Germany	94
	France	88
	Spain	30
	Belgium	25
	Switzerland	22
	Portugal	20
	Italy	14
	Finland	12
	Austria	11
	Norway	10
	Netherlands	9
	Australia	9
	Denmark	9
Res	sult 23 🗙	

• Number of products sold by country

Syntax SQL:

```
select country,count(distinct description) as Total_Product_Sold
from data_ecommerce1
group by country
order by Total_Product_Sold desc;
```

Output:

	country	Total_Product_Sold
١	United Kingdom	4007
	EIRE	2017
	Germany	1696
	France	1564
	Spain	1105
	Switzerland	987
	Netherlands	802
	Belgium	784
	Portugal	714
	Australia	608
	Norway	595
	Cyprus	498
	Italy	476
	Finland	465
	Channel Islands	436
	Unspecified	344
	Austria	306
	Sweden	261
	Israel	255
	Denmark	252
	Japan	216
Re	sult 25 🗙	

• Best Selling product

Syntax SQL:

```
select country,description,count(description) as Total_Product_Sold
from data_ecommerce1
group by country,description
order by Total_Product_Sold desc;
```

Output:

country	description	Total_Product_Sold
United Kingdom	WHITE HANGING HEART T-LIGHT HOLDER	2216
United Kingdom	JUMBO BAG RED RETROSPOT	1954
United Kingdom	REGENCY CAKESTAND 3 TIER	1701
United Kingdom	PARTY BUNTING	1607
United Kingdom	LUNCH BAG RED RETROSPOT	1409
United Kingdom	ASSORTED COLOUR BIRD ORNAMENT	1392
United Kingdom	SET OF 3 CAKE TINS PANTRY DESIGN	1248
United Kingdom	LUNCH BAG BLACK SKULL.	1244
United Kingdom	NATURAL SLATE HEART CHALKBOARD	1225
United Kingdom	HEART OF WICKER SMALL	1182
United Kingdom	JUMBO BAG PINK POLKADOT	1173
United Kingdom	PACK OF 72 RETROSPOT CAKE CASES	1160
United Kingdom	PAPER CHAIN KIT 50'S CHRISTMAS	1148
United Kingdom	JUMBO STORAGE BAG SUKI	1140
United Kingdom	JUMBO SHOPPER VINTAGE RED PAISLEY	1138
United Kingdom	WOODEN PICTURE FRAME WHITE FINISH	1082
United Kingdom	LUNCH BAG CARS BLUE	1077
United Kingdom	SPOTTY BUNTING	1054
United Kingdom	LUNCH BAG SPACEBOY DESIGN	1044
Result 34 🗶		

• Sold Products

Syntax SQL:

Output:

	Description	Total_Sold
>	All Products	5572422

2. Analyze sales performance by product category and time.

Syntax SQL:

Output:

Periode 2010-2011

PAPER CRAFT , LITTLE BIRDIE MEDIUM CERAMIC TOP STORAGE JAR WORLD WAR 2 GLIDERS ASSTD DESIGNS JUMBO BAG RED RETROSPOT WHITE HANGING HEART T-LIGHT HOLDER POPCORN HOLDER PACK OF 72 RETROSPOT CAKE CASES ASSORTED COLOUR BIRD ORNAMENT MINI PAINT SET VINTAGE PACK OF 12 LONDON TISSUES PACK OF 60 PINK PAISLEY CAKE CASES VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS HOLL 19329 LUNCH BAG RED RETROSPOT HOLL 19232 PARTY BUNTING HOLL 19232 PARTY BUNTING		description	Month	Total_Sold
WORLD WAR 2 GLIDERS ASSTD DESIGNS JUMBO BAG RED RETROSPOT WHITE HANGING HEART T-LIGHT HOLDER POPCORN HOLDER PACK OF 72 RETROSPOT CAKE CASES ASSORTED COLOUR BIRD ORNAMENT MINI PAINT SET VINTAGE PACK OF 12 LONDON TISSUES PACK OF 60 PINK PAISLEY CAKE CASES VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS NULL 19329 LUNCH BAG RED RETROSPOT 19232	•	PAPER CRAFT , LITTLE BIRDIE		80995
JUMBO BAG RED RETROSPOT HOLL 48371 WHITE HANGING HEART T-LIGHT HOLDER 37872 POPCORN HOLDER 36749 PACK OF 72 RETROSPOT CAKE CASES 36396 ASSORTED COLOUR BIRD ORNAMENT 36362 RABBIT NIGHT LIGHT NOLL 30739 MINI PAINT SET VINTAGE NOLL 26633 PACK OF 12 LONDON TISSUES NOLL 26119 PACK OF 60 PINK PAISLEY CAKE CASES NOLL 24820 VICTORIAN GLASS HANGING T-LIGHT NOLL 24275 ASSORTED COLOURS SILK FAN NOLL 23826 BROCADE RING PURSE NOLL 23020 RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT NOLL 21448 SMALL POPCORN HOLDER NOLL 20149 PAPER CHAIN KIT 50'S CHRISTMAS NOLL 19329 LUNCH BAG RED RETROSPOT NOLL 19232		MEDIUM CERAMIC TOP STORAGE JAR		78033
WHITE HANGING HEART T-LIGHT HOLDER POPCORN HOLDER PACK OF 72 RETROSPOT CAKE CASES ASSORTED COLOUR BIRD ORNAMENT MINI PAINT SET VINTAGE PACK OF 12 LONDON TISSUES PACK OF 60 PINK PAISLEY CAKE CASES VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS HOLL 19329 LUNCH BAG RED RETROSPOT 19232		WORLD WAR 2 GLIDERS ASSTD DESIGNS		54951
POPCORN HOLDER PACK OF 72 RETROSPOT CAKE CASES ASSORTED COLOUR BIRD ORNAMENT MINI PAINT SET VINTAGE PACK OF 12 LONDON TISSUES PACK OF 60 PINK PAISLEY CAKE CASES VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS HULL 36749 HULL 36749 HULL 36749 HULL 36749 HULL 36749 HULL 36396 HULL 36362 HULL 26633 HULL 26633 PAULL 26633 PAULL 26633 PAULL 26633 PAULL 26119 PAUL 24820 VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS HULL 19329 LUNCH BAG RED RETROSPOT HULL 19232		JUMBO BAG RED RETROSPOT		48371
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RABBIT NIGHT LIGHT MINI PAINT SET VINTAGE PACK OF 12 LONDON TISSUES PACK OF 60 PINK PAISLEY CAKE CASES VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS HOLL 19329 LUNCH BAG RED RETROSPOT HOLL 19232		PACK OF 72 RETROSPOT CAKE CASES		36396
MINI PAINT SET VINTAGE PACK OF 12 LONDON TISSUES PACK OF 60 PINK PAISLEY CAKE CASES VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS HULL 1903 LUNCH BAG RED RETROSPOT HULL 1903 19329 HULL 1903 19329		ASSORTED COLOUR BIRD ORNAMENT		36362
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PACK OF 12 LONDON 11330ES PACK OF 12 LONDON 11330ES PACK OF 60 PINK PAISLEY CAKE CASES VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS LUNCH BAG RED RETROSPOT 19232		MINI PAINT SET VINTAGE		26633
VICTORIAN GLASS HANGING T-LIGHT ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS LUNCH BAG RED RETROSPOT 19232		PACK OF 12 LONDON TISSUES		26119
ASSORTED COLOURS SILK FAN ASSORTED COLOURS SILK FAN BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS LUNCH BAG RED RETROSPOT 19232		PACK OF 60 PINK PAISLEY CAKE CASES		24820
BROCADE RING PURSE BROCADE RING PURSE RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS LUNCH BAG RED RETROSPOT 23020 NULL 21903 21448 NULL 20149 PAPER CHAIN KIT 50'S CHRISTMAS NULL 19329 LUNCH BAG RED RETROSPOT 19232		VICTORIAN GLASS HANGING T-LIGHT		24275
RED HARMONICA IN BOX JUMBO BAG PINK POLKADOT SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS LUNCH BAG RED RETROSPOT 23020 NULL 21903 21448 NULL 20149 NULL 19329 LUNCH BAG RED RETROSPOT		ASSORTED COLOURS SILK FAN		23826
JUMBO BAG PINK POLKADOT 21448 SMALL POPCORN HOLDER 4011 20149 PAPER CHAIN KIT 50'S CHRISTMAS 19329 LUNCH BAG RED RETROSPOT 19232		BROCADE RING PURSE		23020
SMALL POPCORN HOLDER PAPER CHAIN KIT 50'S CHRISTMAS LUNCH BAG RED RETROSPOT 19232		RED HARMONICA IN BOX		21903
PAPER CHAIN KIT 50'S CHRISTMAS 19329 LUNCH BAG RED RETROSPOT 19232		JUMBO BAG PINK POLKADOT		21448
LUNCH BAG RED RETROSPOT 19232		SMALL POPCORN HOLDER		20149
LUNCH DAG RED RETROSPOT		PAPER CHAIN KIT 50'S CHRISTMAS		19329
PARTY BUNTING 18283		LUNCH BAG RED RETROSPOT	NULL	19232
		PARTY BUNTING	NULL	18283
Result 57 🗙	Re	sult 57 🗴		