

Screenshot of SQL Program

The screenshot displays the Microsoft SQL Server Management Studio (SSMS) interface. The title bar indicates the connection is to 'DESKTOP-6L94MF2 (user (65))'. The left-hand 'Object Explorer' pane shows the database structure for 'Capstone_P2', including tables like 'Main', 'Rating', and 'Shipping'. The central query editor contains a multi-part SQL script. The first part is a SELECT statement with a CASE clause to categorize products based on their discount percentage. The second part is another SELECT statement that joins the 'Main' table with the 'Rating' table to analyze product ratings relative to their sales volume. The third part is a simple COUNT query. The bottom status bar shows the query was executed successfully, returning 1 row.

```
SQLQuery1.sql - DE...6L94MF2(user (65))* X
SELECT product_id,price,retail_price, uses_ad_boosts,badge_id,price-retail_price AS Price_Diff,
ROUND(((price-retail_price)/retail_price),2)*100 AS Price_Disc, units_sold,
CASE
WHEN ROUND(((price-retail_price)/retail_price),2)*100 BETWEEN -99 AND -70 THEN '> 70%'
WHEN ROUND(((price-retail_price)/retail_price),2)*100 BETWEEN -69 AND -1 THEN '< 69%'
WHEN ROUND(((price-retail_price)/retail_price),2)*100 = 0 THEN 'No Discount'
WHEN ROUND(((price-retail_price)/retail_price),2)*100 > 0 THEN '> Retail Price'
ELSE 'NULL'
END AS Sensitive
FROM Main

SELECT product_id,price, retail_price,uses_ad_boosts,badge_id,price-retail_price AS Price_Diff,ROUND(((price-retail_price)/retail_price),2)*100 AS Price_Disc, units_sold
FROM Main
ORDER BY Price_Disc

--Using Discounted Price does not really have an impact on sales based on the fact that qty sold ranges between 20,000 to 10pcs for items having disc > 90%
--Items that sell well based on qty, are those with discount 88 to No Discount and a few items where Price is > Retail price
--Locally produced , Quality and Fast shipping does not have impact on qty sold as can be seen from Badge

SELECT COUNT (title_orig) AS Tag_with_Women
FROM Main
WHERE title_orig LIKE '%Women%'

-- Majority of products as for women 1149 OUT OF 1341 products

--You may look for top categories of products so that you know what sells best

SELECT
M.product_id,M.units_sold,M.price,M.price-M.retail_price AS Price_Diff,ROUND(((M.price-M.retail_price)/M.retail_price),2)*100 AS Price_Disc,M.uses_ad_boosts,R.rating
FROM Main M INNER JOIN Rating R
ON M.product_id = R.product_id
WHERE units_sold >= 0
ORDER BY rating DESC

SELECT ROUND (AVG(A.price),2) AVG_Price, ROUND(AVG (R.rating),2) AVG_Rating
FROM (SELECT
```

100 %
Results Messages
(No column name)

Query executed successfully. | DESKTOP-6L94MF2 (15.0 RTM) | DESKTOP-6L94MF2(user (65)) | Capstone_P2 | 00:00:00 | 1 rows

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