

Ecommerce Analysis for an online pet supply company

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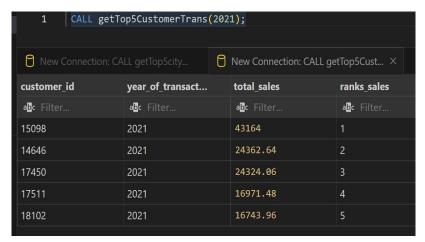
- Number of Transactions by Year
- Top 5 customers based on the transaction year
- Top 5 customers irrespective of year
- Products with more returns
- Top 5 states for revenue
- Top 5 cities for revenue growth
- Most frequently bought products
- Associated Products
- Net Sales Calculation

Number of transactions by Year

```
select count(*) as total_sales, year from tbl_clean
```

total_sales	year
a <mark>b</mark> c Filter	a <mark>b</mark> c Filter
. 1580	2020
22824	2021

Get top 5 customers using Stored Procedures.



1 CALL getTop5CustomerTrans(2020);								
Connection: CALL getTop		New Connection: CALL getTop5Cust.			New Connecti			
customer_id	year_of_transact		total_sales	ranks_sales				
abc Filter	abc Filter		abc Filter	abc Filter				
15061	2020		6908.4	1				
16210	2020		5271.12	2				
18102	2020		5047.68	3				
GUEST_539750	2020		4504.56	4				
GUEST_538877	2020		2992.32	5				

Created a procedure which takes the argument for the year of transaction and gives the result.

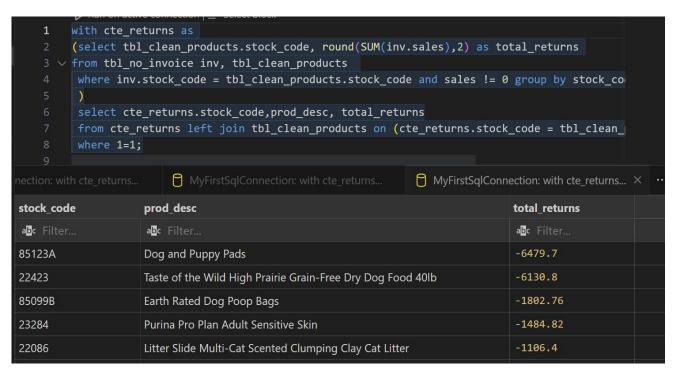
Overall Munchy's Top 5 customers

```
-- top 5 customers
        with all transactions as
         (select customer id, round(sum(sales),2) as total sales
         from tbl clean sales
         where 1=1
         group by customer id
         order by total sales desc),
         ranking sales as
          select *, rank() over(order by total sales desc) as ranks sales from all transactions
          select * from ranking sales where ranks sales < 6;</pre>
  12
                                                                   MyFirstSqlConnection: -- top 5 custome...
                        MyFirstSqlConnection: with 2021 transa...
customer id
                     total sales
                                          ranks sales
abc Filter...
                     abc Filter...
                                           abc Filter...
15098
                     43164
14646
                     24417.84
                                           2
17450
                     24324.06
                                           3
18102
                     21791.64
                                           4
17511
                     18232.2
```

Top 5 products with highest sales

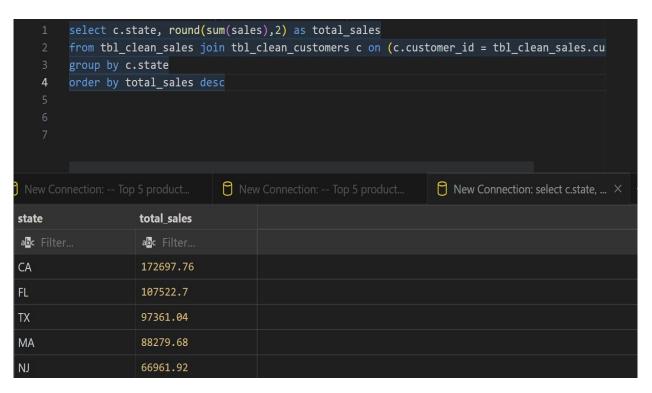
1	Top 5 products with highest sales							
2	with cte1 as (
3	<pre>select stock_code, round(sum(sales),2) as total_sales</pre>							
4	from tbl_clean_sales							
5	group by stock_code)							
<pre>6 select cte1.*, p.prod_desc from cte1, tbl_clean_products p where cte1.stock_code = p.s</pre>								
7 order by total_sales desc limit 5;								
8								
New Connection: select state, re			New C	onnection: Top 5 product	New Connection: Top 5 product			
stock_cod	e	total_sales		prod_desc				
abc Filter		abc Filter		abc Filter				
22423		270364.38		Taste of the Wild High Prairie Grain-Free Dry Dog Food 40lb				
47566	127641.96		Memory Foam Pet Beds for Small, Medium, and Large Dogs and Cats					
85123A	122812.8		Dog and Puppy Pads					
85099B	109288.98		Earth Rated Dog Poop Bags					
22086	73287			Litter Slide Multi-Cat Scented Clumping Clay Cat Litter				

Products with more returns



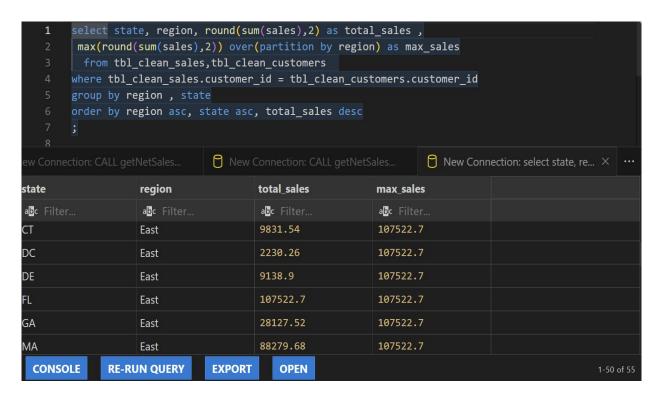
We see that the product Dog and Puppy pads is the highest in returns. Munchy's need to investigate on that product and see if it is defective.

Top 5 states with highest sales



California State seems to be the highest in bringing the revenue to the Pet Store

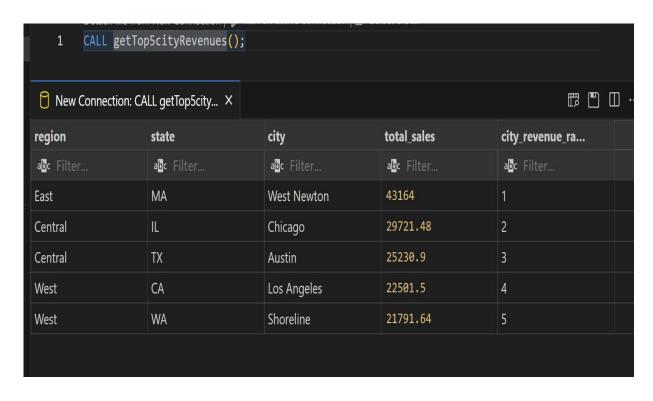
Which state in the East region has highest sales?



Florida has the highest sales in East Region with 107522.7.

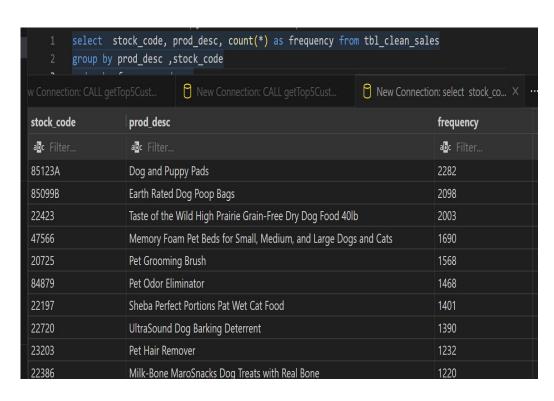
Among the four regions, West region has the highest sales.

Top 5 Cities which brings good revenues to Munchy's Store



Note: Created a stored procedure in the ecommerce database and called that procedure in Visual studio

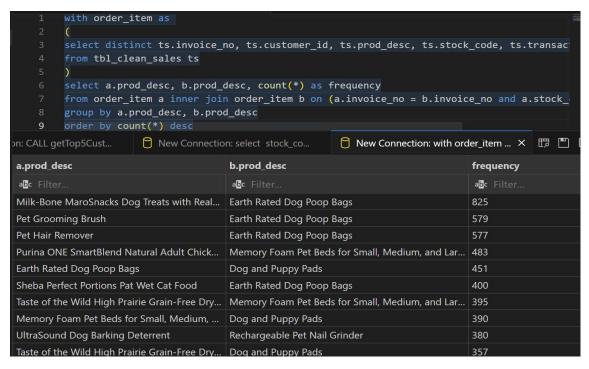
Most frequently bought products



Top seller is Dog and Puppy Pads.

We need to see what other product is frequently sold with Dog and Puppy pads.

Associated Products (products bought together)



From the results, we can see that Milk-bone snacks + Earth Related Dog poop bags

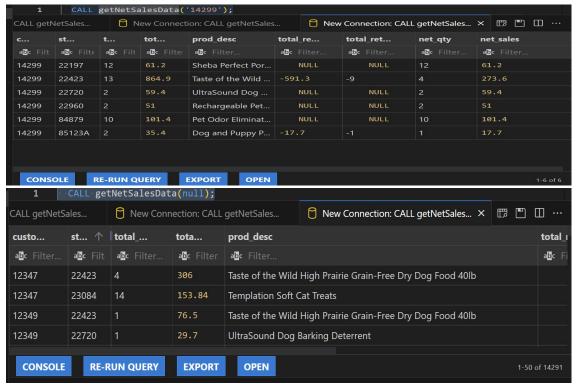
Pet Grooming Brush + Earth Related

Pet Hair remover + Earth related

Purina One smartblend + memory foam

Dog and puppy Pads + Earth Related Dog Poop Bags

Net Sales Calculation



The SQL procedure here will subtract total returns (the returns had all the negative values for quantity and sales) from the total sales for each product. Client wanted to know what products got returned by each customer and compare that with their purchase of that item. Here we notice that the customer 14299, bought 13 quantity of Taste of the wild product and apid 864.9 but looks like the customer returned 9 units of that and got back 591.3. So net profit for the company for that product by that customer is **273.6**

If I send null, I see the entire result with 14291 records for all the customers and their purchases.