METRIC 1 : TOTAL UNIQUE CUSTOMERS

```
3     -- Total unique customers
4 •   SELECT COUNT(DISTINCT customer_unique_id) AS unique_customers
5     FROM olist_customers_dataset;
6
```

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

unique_customers
96096

METRIC 2 : TOTAL SELLERS

```
7     -- Total Sellers
8 •   Select count(*) from olist_sellers_dataset;
9
```

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

count(*)
3095

METRIC 3 : TOTAL SALES ($)

```
10      -- TOTAL SALES
11  •   SELECT ROUND(SUM(Payment_value), 2) AS total_payment
12      FROM olist_order_payments_dataset;
13
```

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

total_payment
16008872.12

METRIC 4 : AVERAGE RATING

```
14      -- Average Rating
15  •   SELECT ROUND(AVG(review_score), 2) AS average_rating
16      FROM olist_order_review_dataset;
17
```

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

average_rating
4.09

METRIC 5 : TOTAL PROFIT

```
18      -- Total Profit (Assumption Total Payment_value - Total Price)
19  •   SELECT
20          ROUND(
21              (SELECT SUM(Payment_value) FROM olist_order_payments_dataset) -
22              (SELECT SUM(Price) FROM olist_order_items_dataset),
23          2) AS profit;
24
```

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

profit
2417228.42

KPI 1 : Weekday Vs Weekend (order_purchase timestamp) payment statistics

```sql
-- KPI 1 : Weekday Vs Weekend (order_purchase timestamp) payment statistics

select kpi1.day_end,
    concat(round(kpi1.total_payment/(select SUM(payment_value) from olist_order_payments_dataset) * 100,2)
    , "%") AS percenatge_payment_values

FROM
    (select ord.day_end,sum(pmt.payment_value) AS total_payment
    FROM olist_order_payments_dataset AS pmt
    JOIN
(SELECT DISTINCT order_id,
CASE
WHEN weekday(order_purchase_timestamp) IN (5,6) THEN 'Weekend'
else 'weekday'
end as day_end
from olist_orders_dataset) as ord
on ord.order_id = pmt.order_id
group by ord.day_end) as kpi1;
```

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

day_end	percenatge_payment_values
weekday	77.26%
Weekend	22.74%

KPI 2 : No of orders with review score 5 and payment type as credit card

```sql
-- KPI 2 : No of orders with review score 5 and payment type as credit card.
Select COUNT(pmt.order_id) as total_orders
from olist_order_payments_dataset pmt
inner join olist_order_review_dataset rev on pmt.order_id = rev.order_id
where rev.review_score = 5
and pmt.payment_type = "credit card";
```

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

total_orders
44333

KPI 3 : No of days taken for order_delivered_customer_date for pet shop

```sql
-- KPI 3: No of days taken for order_delivered_customer_date for pet_shop

select
prod.product_category_name,
round(avg(datediff(ord.order_delivered_customer_date,ord.order_purchase_timestamp)),0) as avg_delivery_days
from olist_orders_dataset ord
join
(select product_id, order_id, product_category_name
from olist_products_dataset
join olist_order_items_dataset using(product_id)) as prod
on ord.order_id = prod.order_id
where prod.product_category_name = "pet shop"
group by prod.product_category_name;
```

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

product_category_name	avg_delivery_days
Pet Shop	11

KPI 4: Average Price and payment values from customers of sao paulo city

```sql
-- KPI 4 : Average Price and payment values from customers of sao paulo city
WITH orderItemsAvg AS(
    SELECT round(AVG(item.price)) AS avg_order_item_price
    from olist_order_items_dataset item
    join olist_orders_dataset ord
    on item.order_id = ord.order_id
    join olist_customers_dataset cust on ord.customer_id = cust.customer_id
    where cust.customer_city = "sao paulo"
)
select
(select avg_order_item_price from orderItemsAvg) as avg_order_item_price,
round(avg(pmt.payment_value)) as avg_payment_value
from olist_order_payments_dataset pmt
join olist_orders_dataset ord on pmt.order_id = ord.order_id
join olist_customers_dataset cust on ord.customer_id = cust.customer_id
where
cust.customer_city = "sao paulo";
```

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

avg_order_item_price	avg_payment_value
108	136

KPI 5 : Relation ship between shipping days (delivereddate – purchasedate) Vs review Scores

```sql
-- KPI 5 : Relation ship between shipping days (delivereddate - purchasedate) Vs review Scores

select
rew.review_score,
round(avg(datediff(ord.order_delivered_customer_date, order_purchase_timestamp)),0) as "Avg Shipping Days"
From olist_orders_dataset as ord
join olist_order_review_dataset as rew on rew.order_id = ord.order_id
group by rew.review_score
order by rew.review_score;
```

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

review_score	Avg Shipping Days
1	21
2	17
3	14
4	12
5	11