

Задача: необходимо составить дашборд для отдела продаж онлайн магазина: вывести основные показатели (KPI), которые позволили бы понимать текущее состояние бизнеса в целом и в разных странах, а также динамику наиболее важных метрик.

Основные метрики: выручка, MAU, количество заказов, средний чек.

Срезы: товары, страны.

Ссылка на дашборд:

http://redash.lab.karpov.courses/public/dashboards/DYuD40wTS0Vj2W0GFvIxiRP3It1JZEEYkGlifBH8?org_slug=default

default.retail – данные о транзакциях британского интернет-магазина в период с 1 декабря 2010 по 9 декабря 2011, где:

- InvoiceNo – номер транзакции
- StockCode – код товара
- Description – описание товара
- Quantity – количество единиц товара, добавленных в заказ
- InvoiceDate – дата транзакции
- UnitPrice – цена за единицу товара
- CustomerID – id клиента
- Country – страна, где проживает клиент

Запросы, которые были сделаны для реализации:

Запрос	График
<pre>SELECT l.StockCode, l.Description, r.refund_count_order, l.sent_count_order, r.refund_count_order / l.sent_count_order * 100 as res_refund_count_order, r.refund_SUM_Quantity / l.sent_SUM_Quantity * (-100) as res_refund_SUM_Quantity, r.refund_SUM_Prise / l.sent_SUM_Prise * (-100) as res_refund_SUM_Prise FROM (SELECT StockCode, any(Description) as Description, COUNT(InvoiceNo) as sent_count_order, SUM(Quantity) as sent_SUM_Quantity, SUM(TotalPrice) as sent_SUM_Prise FROM (SELECT StockCode, InvoiceNo, Description, Quantity, (Quantity * UnitPrice) AS TotalPrice FROM default.retail</pre>	Товары, которые возвращали чаще остальных

<pre> WHERE Quantity > 0) GROUP BY StockCode) as l LEFT JOIN -- возвраты (SELECT StockCode, COUNT(DISTINCT InvoiceNo) as refund_count_order, SUM(Quantity) as refund_SUM_Quantity, SUM(TotalPrice) as refund_SUM_Prise FROM (SELECT StockCode, InvoiceNo, Quantity, (Quantity * UnitPrice) AS TotalPrice FROM default.retail WHERE Quantity < 0) GROUP BY StockCode) AS r ON l.StockCode = r.StockCode WHERE l.sent_count_order >= 12 ORDER BY res_refund_count_order DESC LIMIT 10 </pre>	
<pre> SELECT SUM(Quantity * UnitPrice) AS revenue, uniqExact(CustomerID) AS uniq_users, SUM(Quantity) AS products_sold, uniqExact(Country) AS uniq_country, min(InvoiceDate), max(InvoiceDate) FROM default.retail </pre>	Построение фактоидов
<pre> SELECT month, SUM(TotalPrice) AS revenue FROM (SELECT toStartOfMonth(InvoiceDate) AS month, Quantity * UnitPrice AS TotalPrice, if(Quantity > 0, Quantity * UnitPrice, null) AS Order, if(Quantity < 0, Quantity * UnitPrice, null) AS Refund FROM default.retail WHERE InvoiceDate < '2011-12-01') GROUP BY month </pre>	Выручка
<pre> SELECT toStartOfMonth(InvoiceDate) AS month, uniqExact(InvoiceNo) AS quantity_orders, FROM </pre>	Количество заказов

(SELECT toStartOfMonth(InvoiceDate) AS month, InvoiceNo, SUM(Quantity * UnitPrice) as TotalPrice FROM default.retail WHERE InvoiceDate < '2011-12-01' and Quantity > 0 GROUP BY month, InvoiceNo) GROUP BY month	
SELECT toStartOfMonth(InvoiceDate) AS month, uniqExact(CustomerID) AS unique_buyers FROM default.retail WHERE InvoiceDate < '2011-12-01' GROUP BY month	Уникальные пользователи
SELECT month, AVG(TotalPrice) AS average_check FROM (SELECT toStartOfMonth(InvoiceDate) AS month, InvoiceNo, SUM(Quantity * UnitPrice) as TotalPrice FROM default.retail WHERE Quantity > 0 GROUP BY month, InvoiceNo) GROUP BY month	Средняя стоимость заказов
SELECT Country, RevenueFromCountry, CASE WHEN RevenueFromCountry > 50000 THEN Country ELSE 'RevenueFromCountry < 50 000' END AS profit_groups FROM (SELECT Country, SUM(Quantity * UnitPrice) as RevenueFromCountry FROM default.retail GROUP BY Country)	Топ стран для круговой диаграммы
SELECT Country, RevenueFromCountry FROM (SELECT Country, SUM(Quantity * UnitPrice) as RevenueFromCountry FROM default.retail	Топ стран

GROUP BY Country) ORDER BY RevenueFromCountry DESC LIMIT 10	
SELECT Country, RevenueFromCountry FROM (SELECT Country, SUM(Quantity * UnitPrice) as RevenueFromCountry FROM default.retail GROUP BY Country) ORDER BY RevenueFromCountry LIMIT 10	Антирейтинг
SELECT StockCode, COUNT(InvoiceNo) as count_order, any(CustomerID) AS CustomerID, any(Description) as Description, any(UnitPrice) UnitPrice, SUM(Quantity) as SUM_Quantity, SUM(TotalPrice) as SUM_Prise FROM (SELECT StockCode, CustomerID, InvoiceNo, Description, Quantity, UnitPrice, (Quantity * UnitPrice) AS TotalPrice FROM default.retail) GROUP BY StockCode ORDER BY SUM_Prise DESC LIMIT 10	ТОП товаров