

BUSINESS CASE: TARGET SQL

TARGET SQL

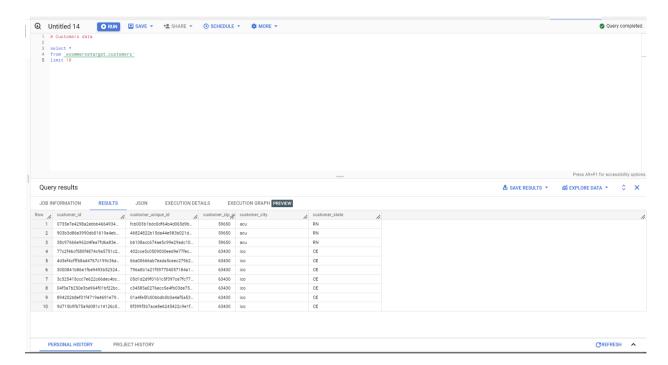


Prepared By

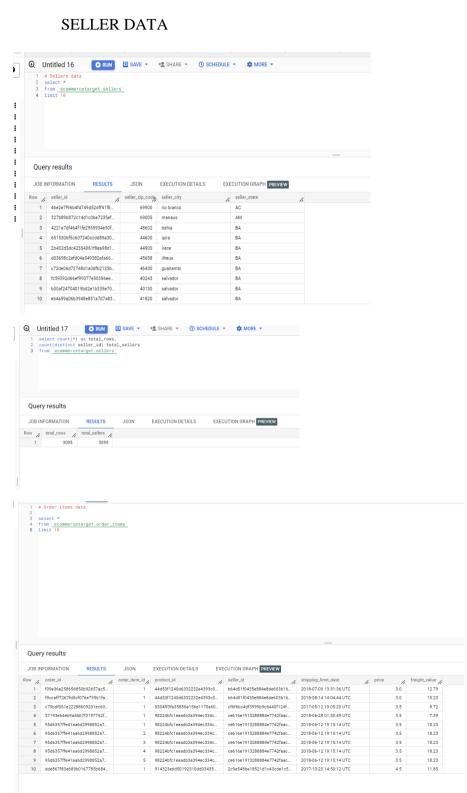
Anshul Toshniwal

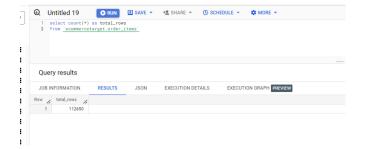
- 1. Import the dataset and do usual exploratory analysis steps like checking the structure & characteristics of the dataset
 - 1. Data type of columns in a table
 - 2. Time period for which the data is given
 - 3. Cities and States of customers ordered during the given period

CUSTOMER DATA

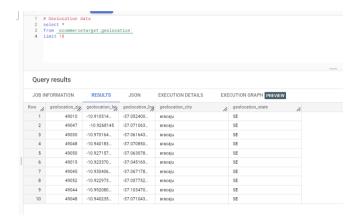




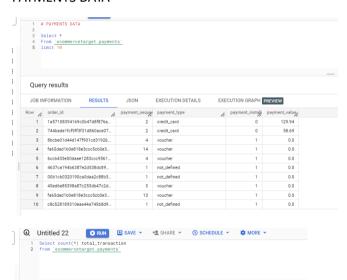




GEOLOCATION DATA



PAYMENTS DATA



RESULTS JSON EXECUTION DETAILS EXECUTION GRAPH PREVIEW

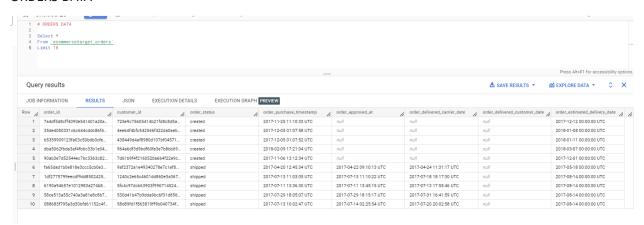
ORDERS DATA

Query results

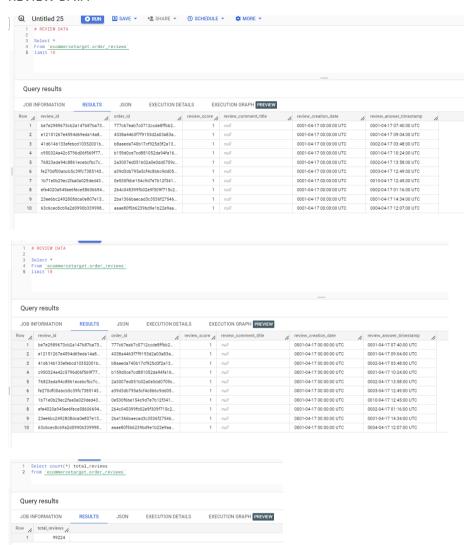
JOB INFORMATION RESULTS

Row total_transaction

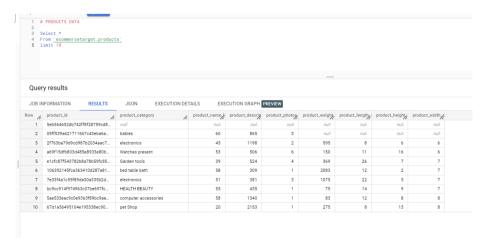
1 103886

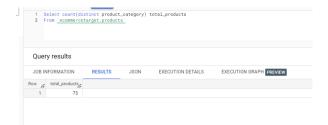


REVIEW DATA



PRODUCTS DATA

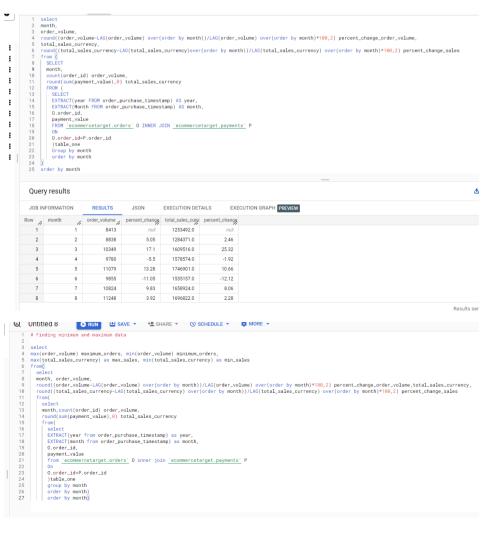




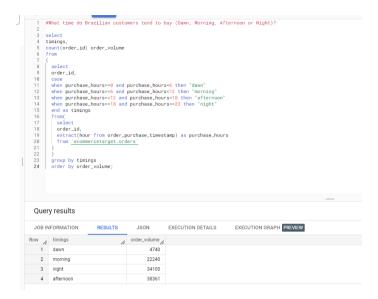
- 1. In-depth Exploration:
 - 1. Is there a growing trend on e-commerce in Brazil? How can we describe a complete scenario? Can we see some seasonality with peaks at specific months?
- 2. YEAR WISE



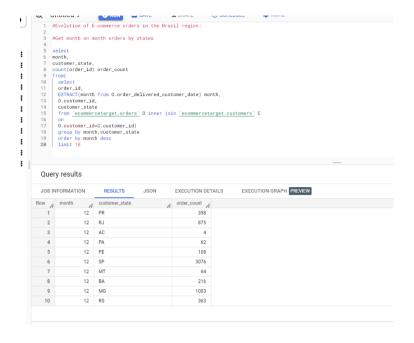
MONTH WISE ANALYSIS



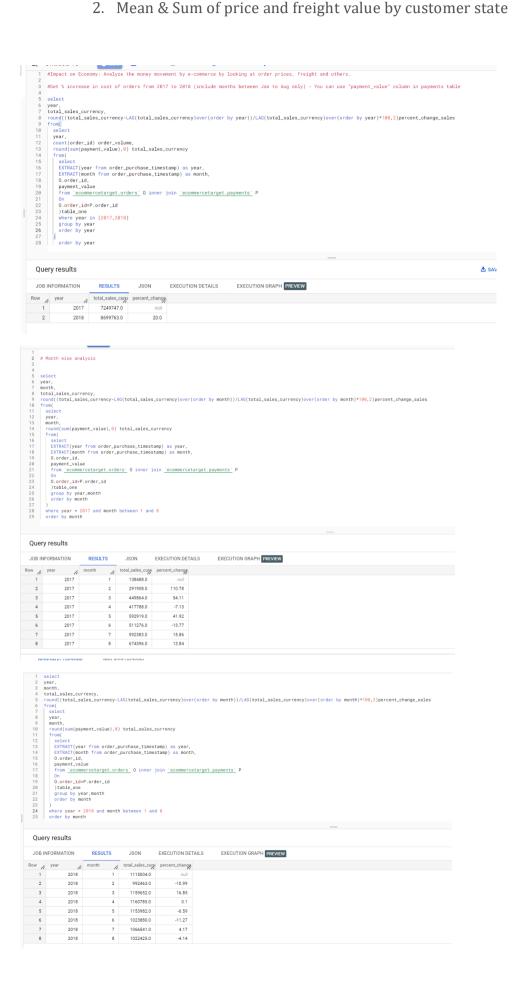
1. What time do Brazilian customers tend to buy (Dawn, Morning, Afternoon or Night)?

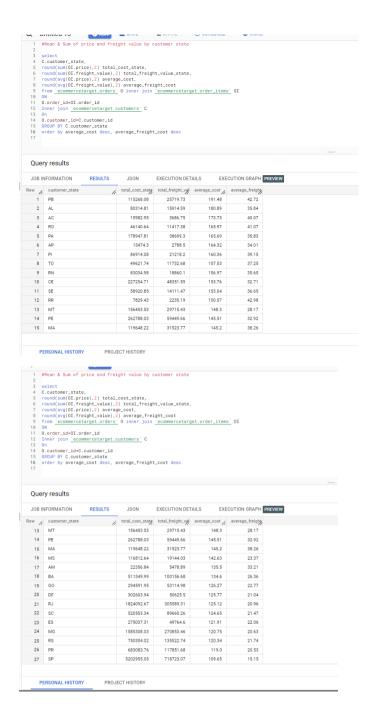


- 1. Evolution of E-commerce orders in the Brazil region:
 - 1. Get month on month orders by states
 - 2. Distribution of customers across the states in Brazil



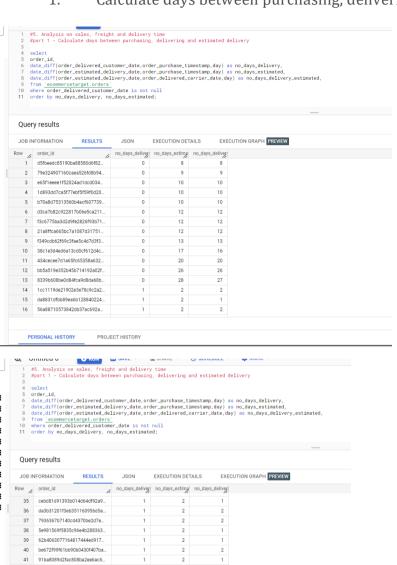
- 1. Impact on Economy: Analyze the money movement by e-commerce by looking at order prices, freight and others.
 - $1. \ \ \text{Get \% increase in cost of orders from 2017 to 2018 (include months between Jan to Aug only)}$
 - You can use "payment_value" column in payments table





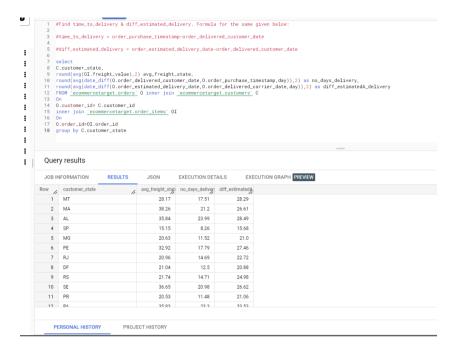
Analysis on sales, freight and delivery time

1. Calculate days between purchasing, delivering and estimated delivery

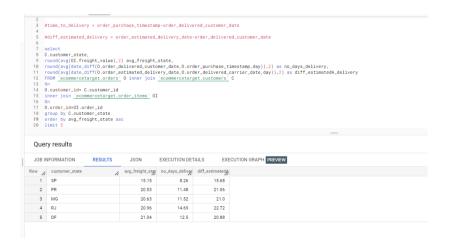


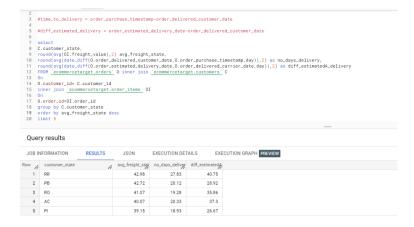
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48 b1497022799071f5930ab1774.
49 047aeb0b91c17647935a2b53.
50 ffc0249fe10905d056d7677b7-

- 1. Find time_to_delivery & diff_estimated_delivery. Formula for the same given below:
 - o time_to_delivery = order_purchase_timestamp-order_delivered_customer_date
 - diff_estimated_delivery = order_estimated_delivery_date-order_delivered_customer_date

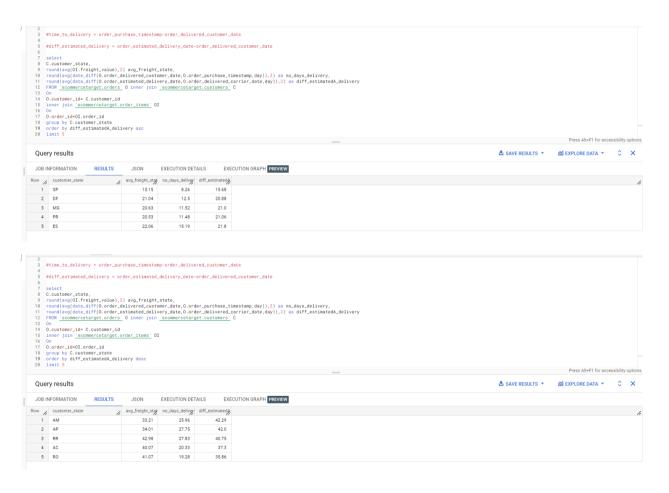


- 1. Group data by state, take mean of freight_value, time_to_delivery, diff_estimated_delivery
- 2. Sort the data to get the following:
- 3. Top 5 states with highest/lowest average freight value sort in desc/asc limit 5
- 4. Top 5 states with highest/lowest average time to delivery
- 5. Top 5 states where delivery is really fast/ not so fast compared to estimated date
- 3) Top 5 states with highest/lowest average freight value sort in desc/asc limit 5





1. Top 5 states where delivery is really fast/ not so fast compared to estimated date



- 6. Payment type analysis:
 - 1. Month over Month count of orders for different payment types
 - 2. Count of orders based on the no. of payment installments

Query results					
JOB INFORMATION RESULTS		JSON	EXECUTION DE	ETAILS EXECUTION GRAPH PREVIEW	
Row /	payment_type	le	month /	order_count /	6
1	UPI		1	1715	
2	UPI		2	1723	
3	UPI		3	1942	
4	UPI		4	1783	
5	UPI		5	2035	
6	UPI		6	1807	
7	UPI		7	2074	
8	UPI		8	2077	
9	UPI		9	903	
10	UPI		10	1056	

