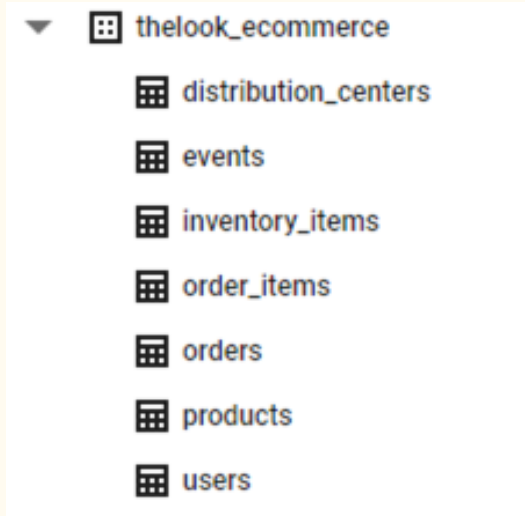


Intermediate Assignment

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Overview of Dataset



TheLook is fictitious eCommerce clothing site developed by the Looker team. The dataset contains information about customers, products, orders, logistics, web events and digital marketing campaigns. The contents of this dataset are synthetic, and are provided to industry practitioners for the purpose of product discovery, testing, and evaluation.

Q1: Get the total users who completed the order and total orders per month (Jan 2019 - April 2022)

Row	month	total_users	total_order
1	2019-01-01	9	9
2	2019-02-01	20	20
3	2019-03-01	42	42
4	2019-04-01	58	58
5	2019-05-01	77	78
6	2019-06-01	92	92
7	2019-07-01	136	136
8	2019-08-01	126	126
9	2019-09-01	174	174
10	2019-10-01	167	168
11	2019-11-01	198	198
12	2019-12-01	240	241
13	2020-01-01	261	263
14	2020-02-01	287	290
15	2020-03-01	339	340
16	2020-04-01	336	337
17	2020-05-01	380	382
18	2020-06-01	361	362
19	2020-07-01	392	392
20	2020-08-01	472	475

SCHEMADETAILSPREVIEW

Filter

Enter property name or value

Field name	Type	Mode	Collation
month	DATE	NULLABLE	
total_users	INTEGER	NULLABLE	
total_order	INTEGER	NULLABLE	

Results per page: 50 ▼ 1 – 40 of 40

Q1 SQL Syntax

Link Query:

<https://console.cloud.google.com/bigquery?sq=72062915978:39cbf5a5251f46809c5e885f45868abf>

```
select date_trunc(date(created_at), month) as month,  
       count(distinct user_id)AS total_users,  
       count(distinct order_id)AS total_order  
from `bigquery-public-data.thelook_ecommerce.orders`  
where created_at between '2019-01-01' and '2022-05-01'  
and status = "Complete"  
group by 1  
order by 1;
```

Q2: Get average order value and total number or unique users, grouped by month (Jan 2019 - April 2022)

Row	month	users	aov
1	2019-01-01	26	58.24
2	2019-02-01	87	52.83
3	2019-03-01	157	53.97
4	2019-04-01	228	62.02
5	2019-05-01	349	60.01
6	2019-06-01	387	61.19
7	2019-07-01	497	58.32
8	2019-08-01	553	60.83
9	2019-09-01	658	62.45
10	2019-10-01	695	57.81
11	2019-11-01	819	57.75
12	2019-12-01	924	57.16
13	2020-01-01	1054	59.18
14	2020-02-01	1080	60.08
15	2020-03-01	1378	62.51
16	2020-04-01	1359	58.9
17	2020-05-01	1498	60.06
18	2020-06-01	1539	59.22
19	2020-07-01	1723	59.28
20	2020-08-01	1883	60.1

SCHEMADETAILSPREVIEW

Filter

Enter property name or value

Field name	Type	Mode	Collation
month	DATE	NULLABLE	
users	INTEGER	NULLABLE	
aov	FLOAT	NULLABLE	

Results per page: 50 1 - 40 of 40

Q2 SQL Syntax

Link Query:

<https://console.cloud.google.com/bigquery?sq=72062915978:39cbf5a5251f46809c5e885f45868abf>

```
select date_trunc(date(created_at),month) as month,  
       count(distinct user_id) as users,  
       round(avg(sale_price), 2) as aov  
from `bigquery-public-data.thelook_ecommerce.order_items`  
where created_at between '2019-01-01' and '2022-05-01'  
group by 1  
order by 1;
```

Q3: Find the first and last name of users from the youngest and oldest age of each gender

Row	gender	age	first_name	last_name	status_age
1	F	12	Emily	Anderson	Youngest
2	F	12	Julie	Mora	Youngest
3	F	12	Kimberly	Huang	Youngest
4	F	12	Andrea	Robinson	Youngest
5	F	12	Mary	Wilkins	Youngest
6	F	12	Heather	Weaver	Youngest
7	F	12	Tina	Hicks	Youngest
8	F	12	Colleen	Hampton	Youngest
9	F	12	Amanda	Hendrix	Youngest
10	F	12	Stephanie	Rodriguez	Youngest
11	F	12	Maria	Fisher	Youngest
12	F	12	Nicole	Richardson	Youngest
13	F	12	Jenna	Jones	Youngest
14	F	12	Mallory	Dunlap	Youngest
15	F	12	Julia	Fisher	Youngest
16	F	12	Sheena	Tapia	Youngest
17	F	12	Jenna	Hernandez	Youngest
18	F	12	Courtney	Ayers	Youngest
19	F	12	Brianna	Sanchez	Youngest
20	F	12	Debra	Delgado	Youngest

SCHEMADETAILSPREVIEW

Filter

Enter property name or value

Field name	Type	Mode	Collation
gender	STRING	NULLABLE	
age	INTEGER	NULLABLE	
first_name	STRING	NULLABLE	
last_name	STRING	NULLABLE	
status_age	STRING	NULLABLE	

Results per page: 50 ▼ 1 – 50 of 3384

Q3 SQL Syntax

Link Query:

<https://console.cloud.google.com/bigquery?sq=72062915978:39cbf5a5251f46809c5e885f45868abf>

```
with minMax as
(
  select gender,
    max(age) as oldest,
    min(age) as youngest,
  from `bigquery-public-data.thelook_ecommerce.users`
  group by 1
)
select users.gender,
  users.age,
  users.first_name,
  users.last_name,
case
  when users.age = minMax.oldest then 'Oldest'
  else 'Youngest'
end as status_age
from `bigquery-public-data.thelook_ecommerce.users` as users
join minMax on users.gender = minMax.gender
  and (users.age = (minMax.oldest) or users.age = (minMax.youngest))
order by 1,2;
```


Q4: Get the top 5 most profitable product and its profit detail breakdown by month

Row	month	product_id	product_name	sales	cost	profit	ranking
1	2019-01-01	21242	Joe's Jeans Men's Malcolm Classic Fit Jean	158.0	80.58	77.42	1
2	2019-01-01	4903	Red Engine Women's Cayenne Skinny Jean	172.0	96.32	75.68	2
3	2019-01-01	21245	Diesel Men's Larkee 880F Relaxed Straight-Leg Jean	139.99	69.58	70.41	3
4	2019-01-01	15624	Womens Plus Size Pulse/Iceburg Snowboarding/ski Coat Jacket Technical 3in1 Blue White Black or Coral 1X 2X 3X	139.99	75.31	64.68	4
5	2019-01-01	14785	Sweet Mommy Satin Maternity and Nursing Dress	109.0	45.67	63.33	5
6	2019-02-01	3610	Robert Rodriguez Women's Long Sleeve Fitted Pencil Dress	395.0	159.97	235.03	1
7	2019-02-01	19008	Dale Of Norway Anniversary Quarter-zip Sweater	325.0	167.37	157.63	2
8	2019-02-01	4250	True Religion Women's Tony Pony Express Slim Jean	235.0	132.54	102.46	3
9	2019-02-01	8017	Ed Garments Women's Fully lined Pinstripe Suit Coat. 6660	166.99	65.46	101.53	4
10	2019-02-01	7577	Pendleton Women's Petite Encore Blazer	158.27	64.42	93.85	5
11	2019-03-01	24296	Diesel Men's Weroker Jacket	282.24	128.42	153.82	1
12	2019-03-01	20058	Austin Reed Men's Signature Two Piece Suit	230.18	82.63	147.55	2
13	2019-03-01	29027	Canada Goose Men's Aviator Hat	225.0	94.27	130.73	3
14	2019-03-01	8026	IGIGI by Yuliya Raquel Plus Size Monroe Jacket	158.0	59.41	98.59	4
15	2019-03-01	23652	Men's Air Force A-2 Flight Leather Bomber Jacket	179.99	81.72	98.27	5
16	2019-04-01	20366	Robert Graham Men's Barbican Velvet Blazer	698.0	305.03	392.97	1
17	2019-04-01	3360	Parker Women's Beaded Shift Dress	396.0	173.84	222.16	2
18	2019-04-01	7747	McGinn Women's Sasha Tweed Jacket	325.0	110.18	214.82	3
19	2019-04-01	13758	Tom Ford Marko FT0144 Sunglasses - 18V Shiny Rhodium (Blue Lens) - 58mm	297.95	112.33	185.62	4
20	2019-04-01	3679	Parker Women's Cap Sleeve Beaded Dress	352.0	170.02	181.98	5

SCHEMA	DETAILS	PREVIEW
<div><div></div><div>Filter</div><div>Enter property name or value</div></div>		
Field name	Type	Mode
month	DATE	NULLABLE
product_id	INTEGER	NULLABLE
product_name	STRING	NULLABLE
sales	FLOAT	NULLABLE
cost	FLOAT	NULLABLE
profit	FLOAT	NULLABLE
ranking	INTEGER	NULLABLE

Q4 SQL Syntax

Link Query:

<https://console.cloud.google.com/bigquery?sq=72062915978:39cbf5a5251f46809c5e885f45868abf>

```
with detailProduct as(
  select date_trunc(date(created_at),month) as month,
         products.id as product_id,
         name as product_name,
         round(sum(order_items.sale_price), 2) as sales,
         round(sum(cost), 2) as cost,
         round(sum(retail_price-cost), 2) as profit
  from `bigquery-public-data.thelook_ecommerce.products` as products
  join `bigquery-public-data.thelook_ecommerce.order_items` as order_items
    on products.id = order_items.product_id
  group by 1,2,3
  order by 1
)
select * from(
  select *,
         row_number() over(partition by detailProduct.month order by detailProduct.profit desc) as ranking
  from detailProduct
) sort
where sort.ranking <= 5
order by sort.month;
```

Q5: Get Month to Date of total revenue in each products categories of past 3 months, breakdown by date (Current date 15 April 2022)

Row	date_month	category	revenue
1	2022-01-15	Accessories	772.88
2	2022-01-15	Intimates	586.79
3	2022-01-15	Socks & Hosiery	167.79
4	2022-01-15	Socks	254.38
5	2022-01-15	Active	826.1
6	2022-01-15	Plus	332.28
7	2022-01-15	Underwear	274.75
8	2022-01-15	Sleep & Lounge	923.79
9	2022-01-15	Swim	1494.38
10	2022-01-15	Shorts	1042.39
11	2022-01-15	Pants & Capris	207.97
12	2022-01-15	Jeans	1962.72
13	2022-01-15	Fashion Hoodies & Sweatshirts	1101.52
14	2022-01-15	Tops & Tees	604.86
15	2022-01-15	Outerwear & Coats	2180.66
16	2022-01-15	Maternity	313.84
17	2022-01-15	Sweaters	1564.87
18	2022-01-15	Dresses	1821.12
19	2022-01-15	Leggings	197.32

SCHEMADETAILSPREVIEW

Filter

Enter property name or value

Field name	Type	Mode	Collation
date_month	DATE	NULLABLE	
category	STRING	NULLABLE	
revenue	FLOAT	NULLABLE	

Results per page: 50 1 – 50 of 2276

Q5 SQL Syntax

Link Query:

<https://console.cloud.google.com/bigquery?sq=72062915978:39cbf5a5251f46809c5e885f45868abf>

```
with detailProduct as(
  select date_trunc(date(created_at),day) as date_month,
         category as category,
         round(sum(order_items.sale_price), 2) as revenue,
  from `bigquery-public-data.thelook_ecommerce.products` as products
  join `bigquery-public-data.thelook_ecommerce.order_items` as order_items
    on products.id = order_items.product_id
  group by 1,2
  order by 1
)
select *
from detailProduct
where detailProduct.date_month between date_sub('2022-04-15', interval 3 month) and '2022-04-15'
```

Thank you

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