Analysis of a Dataset for Bizops (Oluwatobi Adebanwo)

Data source: link here

Database Schema:



The dataset describes different product orders, timestamps, payments, reviews and customers data from Bizops for a period of less than 8 months (January to September 2018) across 27 states.

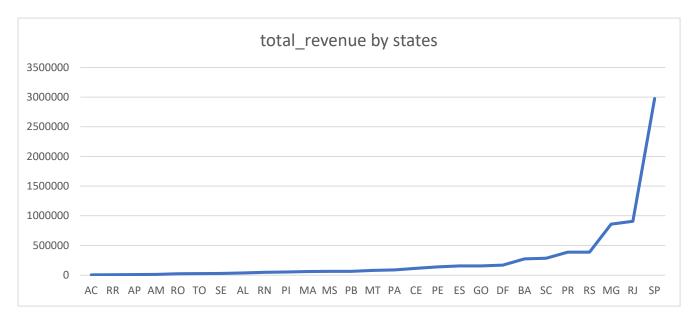
Dataset Investigation Questions:

- Which states should this business invest more marketing spend in?
- Which sellers, if any, should be delisted from this platform?

Findings:

The states in which the business should focus more marketing spend in include states with lowest revenue. Data was queried using Mysql.

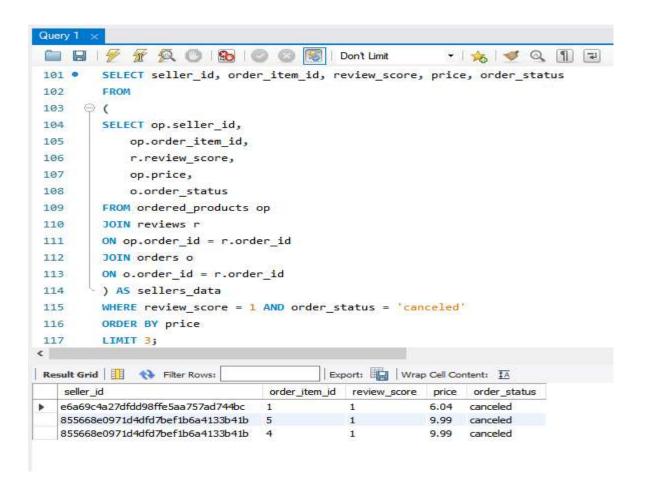
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 86 •
        SELECT DISTINCT customer_state, ROUND(SUM(price)) total_revenue
 87
 88
 89
       SELECT o.order_id, o.customer_id, op.price, c.customer_state
       FROM orders o
 90
       JOIN ordered products op
 91
       ON o.order id = op.order id
 92
       JOIN customers c
 93
       ON o.customer_id = c.customer_id
 94
       ) AS customer_state_details
 95
 96
      GROUP BY 1 ORDER BY 2 ;
        # this shows the top 5 states with lowest revenue, AC, RR, AP, AM, RO
Export: Wrap Cell Content: TA
  customer_state total_revenue
               5315
  RR
               6312
  AP
               7428
  AM
              11862
  RO
               21563
               25691
```



This shows that more marketing spend in should be directed to states AC, RR, AP which have less than 10000 as revenue.

Findings 2

Sellers that should be delisted from the platform should include sellers with lowest price, canceled orders and still part of the sellers having lowest review scores. The query below was used to draw this information



The Image above shows seller_id that should be delisted from the platform