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 should include states with highest revenue and highest number of orders during the period of time. Data was queried using Mysql.

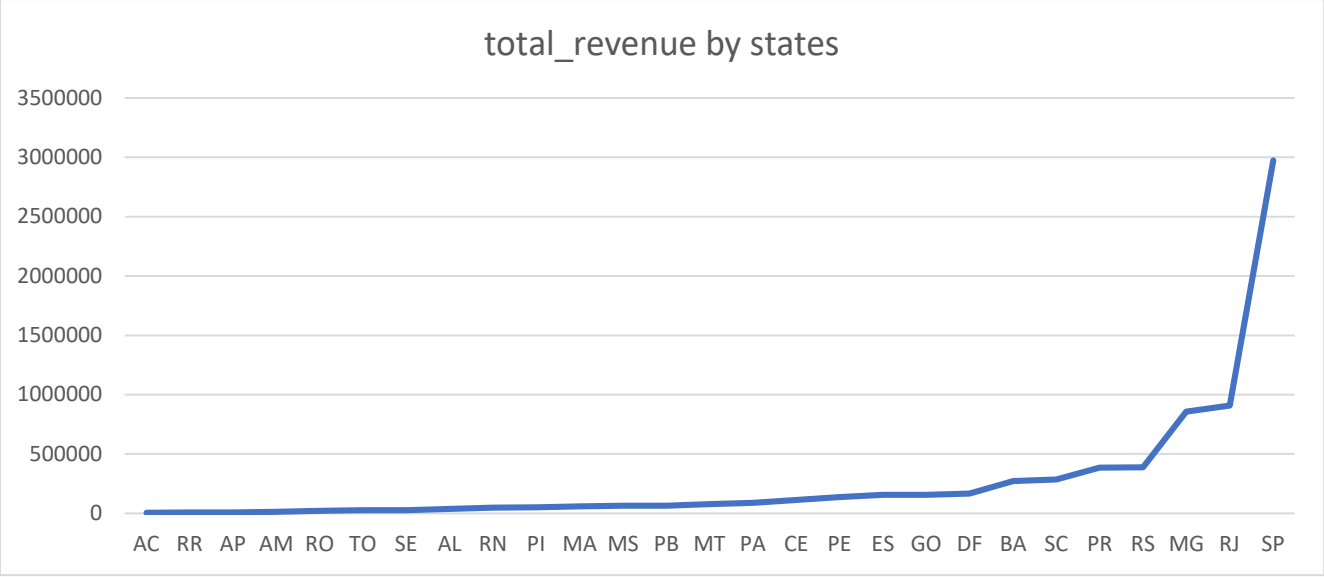
SQL script | Administration - Server Status

Don't Limit

```
92    --
93    SELECT DISTINCT c.customer_state, COUNT(op.order_id) total_order,
94    ROUND(SUM(op.order_item_id * op.price)) as total_revenue
95    FROM orders o
96    JOIN ordered_products op
97    ON o.order_id = op.order_id
98    JOIN customers c
99    ON o.customer_id = c.customer_id
100   GROUP BY 1 ORDER BY 3 DESC;
101   # the result shows that states SP, RJ, MG, PR had the highest numb
102   # Investors will be assured of continued order requests and retur
```

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

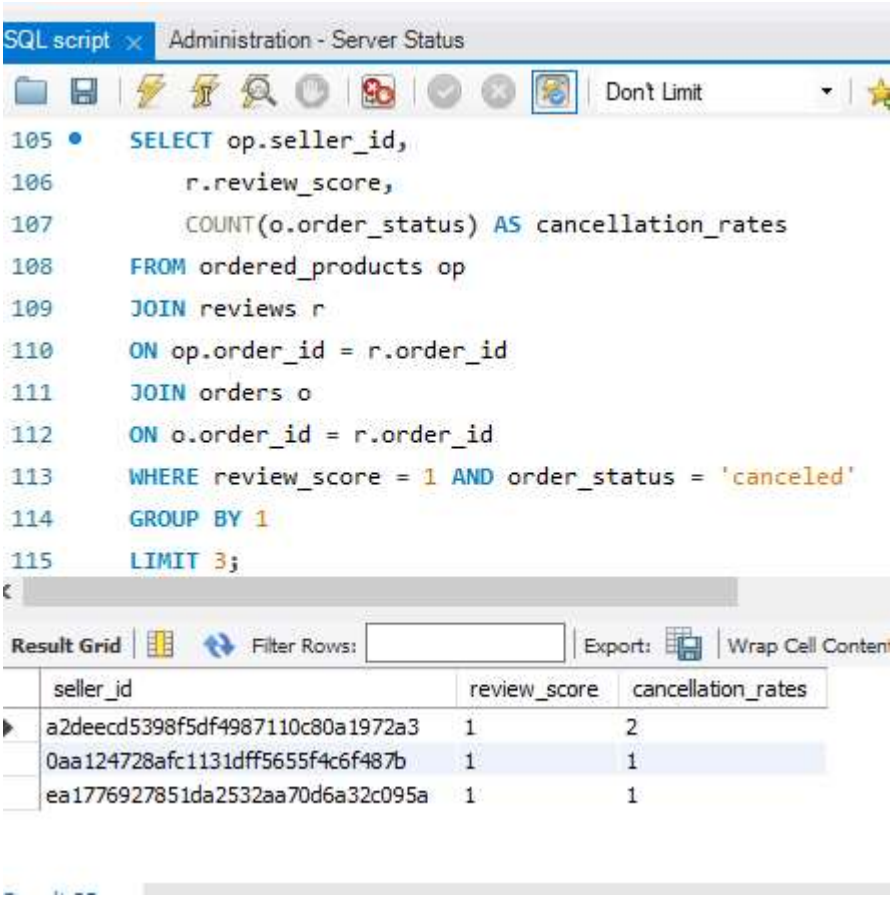
customer_state	total_order	total_revenue
SP	27279	3393930
RJ	7495	1027269
MG	6957	948158
PR	3148	442417
RS	3204	441072



The result shows that states SP, RJ, MG, PR had the highest number of orders and total revenue respectively. Investors will be assured of continued order requests and return on investment

Findings 2

Sellers that should be delisted from the platform should include sellers with highest cancellation rates and having lowest review scores. The query below was used to draw this information



The Image above shows a seller_id with highest cancellation rate of 2 and low review score. I think this seller_id should be delisted from the platform based on this.