

GlobalTech Ecommerce Sales Analysis

Insights from GlobalTech Ecommerce Sales Data

Description :-

This project revolves around a meticulous analysis of sales data obtained from GlobalTech's Ecommerce Platform in the year 2024. Employing a range of SQL queries, including both fundamental and advanced techniques, our objective is to extract actionable insights crucial for informed decision-making. From foundational revenue assessment to detailed evaluation of product performance, each query is crafted to provide a comprehensive understanding of sales dynamics. Our endeavor is to deliver insightful findings that empower stakeholders to optimize business strategies and foster sustained growth within the ecommerce domain.

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1. Retrieve orders placed in the month of January 2024?

```
SELECT *  
FROM Orders  
WHERE order_date >= '2024-01-01' AND order_date < '2024-02-01';
```

2. Find the orders where the total amount is greater than the average total amount of all orders?

```
SELECT *  
FROM orders  
WHERE total_amount > (SELECT AVG(total_amount)  
FROM orders);
```

3. Retrieve orders placed in the month of March 2024?

```
SELECT *  
FROM Orders  
WHERE EXTRACT(MONTH FROM order_date) = 3 AND EXTRACT(YEAR FROM order_date) = 2024  
ORDER BY EXTRACT(MONTH FROM order_date);
```

4. Retrieve the customer name and their corresponding order details (order ID and total amount) for all orders?

```
SELECT customers.customer_name,orders.order_id,orders.total_amount  
FROM customers  
JOIN orders  
ON customers.customer_id = orders.customer_id;
```

5. Retrieve the top 5 customers who have spent the most on orders?

```
SELECT customers.customer_id, customers.customer_name, SUM(total_amount) AS total_spent
FROM customers
JOIN orders
ON customers.customer_id = orders.customer_id
GROUP BY customers.customer_id, customers.customer_name
LIMIT 5;
```

6. Identify products that have not been ordered yet?

```
SELECT products.product_name  
FROM products  
LEFT JOIN order_items  
ON products.product_id = order_items.product_id  
WHERE order_items.product_id IS NULL;
```


7. Calculate the total revenue generated from orders placed by customers in each country?

```
SELECT customers.customer_country, SUM(total_amount) AS total_revenue
FROM orders
JOIN customers
ON orders.customer_id = customers.customer_id
GROUP BY customers.customer_country
ORDER BY total_revenue DESC;
```

8. Identify customers who have placed orders more than once on the same day?

```
SELECT customer_id, COUNT(order_id)
FROM orders
GROUP BY customer_id, order_date
HAVING COUNT(order_id) > 1 ;
```

9. Retrieve orders placed by customers from a specific country (e.g., Spain)?

```
SELECT orders.order_id, orders.order_date, customers.customer_name  
FROM orders  
JOIN customers  
ON orders.customer_id = customers.customer_id  
WHERE customer_country = "spain";
```


10. Retrieve the product details (name, category) along with the total quantity ordered for each product, but only for products that belong to the 'Electronics' category. Order the results by total quantity ordered in descending order?

```
SELECT products.product_name,products.category, SUM( quantity_ordered) AS total_quantity
FROM products
JOIN order_items
ON products.product_id = order_items.product_id
WHERE products.category = "Electronics"
GROUP BY products.product_name,products.category
ORDER BY total_quantity DESC;
```

Entity-Relationship (ER) diagrams

