

NAMA : SC60505_ HALIMAH SALSABILA_FOUNDATION SQL

DATASET : <https://console.cloud.google.com/marketplace/product/bigquery-public-data/thelook-ecommerce>

Narasi atau Study Case

Di era 4.0 bahkan memasuki era 5.0 kita memiliki segudang internet yang bisa dilakukan dimana saja dan kapan saja. Seperti halnya e-commerce yang saat ini tengah ramai orang berlomba-lomba untuk menjualkan dagangannya melalui e-commerce. Karena dengan adanya e-commerce pembeli tidak harus datang ke toko, tidak harus face to face dengan penjual, lebih praktis tinggal klik barang yang dimau dan penjual bisa lebih leluasa dan fleksibel. Dan sekarang lagi maraknya penjual untuk menarik customers melalui live yang ada diberbagai apk e-commerce di Indonesia sendiri sudah banyak yang menggunakan. Sekarang pun untuk membeli suatu barang pembeli bisa melihat kualitas barang melalui deskripsi yang tertera, dari penjual live dan dari review customers lainnya. Dengan ini e-commerce berkembang semakin pesat dan semoga dapat memberi manfaat bagi penjual umkm yang saat ini sedang dimasa sulit.

Dan disini saya akan mencari insight terkait study case yang sudah saya buat. Semoga bermanfaat.

Insight beserta Querynya:

-- Banyak Pembeli Berdasarkan Usia

```
SELECT
  age,
  COUNT(*) AS total_pembelian
FROM
  `bigquery-public-data.thelook_ecommerce.orders` AS orders
JOIN
  `bigquery-public-data.thelook_ecommerce.users` AS users
ON
  orders.user_id = users.id
GROUP BY
  age
ORDER BY
  total_pembelian DESC
LIMIT 1000;
```

--- Peningkatan Penjualan Tertinggi (error)

```
SELECT
  EXTRACT(YEAR FROM TIMESTAMP_MICROS(o.order_purchase_timestamp)) AS tahun,
  SUM(o.total_item_amount) AS total_penjualan
FROM
  `bigquery-public-data.thelook_ecommerce.orders` AS o
GROUP BY
  tahun
HAVING
  total_penjualan > LAG(total_penjualan) OVER (ORDER BY tahun)
ORDER BY
  tahun;
```

```

--- Berapa banyak Orderan di cancel
SELECT
    COUNT(*) AS jumlah_order_dibatalkan
FROM
    `bigquery-public-data.thelook_ecommerce.orders`
WHERE
    status = 'cancelled'
LIMIT 1000;

--- Banyaknya gender yang membeli
SELECT
    gender,
    COUNT(*) AS jumlah_pembelian
FROM
    `bigquery-public-data.thelook_ecommerce.users`
WHERE
    gender IS NOT NULL
GROUP BY
    gender
LIMIT 1000;

--- Banyaknya pembeli aksesoris
SELECT
    COUNT(DISTINCT id) AS jumlah_pembeli_aksesoris
FROM
    `bigquery-public-data.thelook_ecommerce.products`
WHERE
    category = 'Accessories'
LIMIT 1000;

--- Jumlah negara Paling banyak pembeli
SELECT
    country,
    COUNT(DISTINCT id) AS jumlah_pembeli
FROM
    `bigquery-public-data.thelook_ecommerce.users`
WHERE
    country IS NOT NULL
GROUP BY
    country
ORDER BY
    jumlah_pembeli DESC
LIMIT 1000;

--- Urutkan nama berdasarkan IP Address (error)
SELECT
    u.id,
    u.name,
    u.email,
    u.address,
    u.city,
    u.country,
    u.zip_code,

```

```

    ip.ip_address
FROM
  `bigquery-public-data.thelook_ecommerce.users` AS u
JOIN
  `bigquery-public-data.thelook_ecommerce.events` AS ip
ON
  u.id = ip.user_id
WHERE
  ip.ip_address = 'alamat_ip_yang_dicari'
LIMIT 1000;

```

--- Barang yang paling jarang dibeli

```

SELECT
  category,
  COUNT(*) AS jumlah_pembelian
FROM
  `bigquery-public-data.thelook_ecommerce.orders` AS o
JOIN
  `bigquery-public-data.thelook_ecommerce.products` AS p
ON o.order_id = p.id
GROUP BY
  category
ORDER BY
  jumlah_pembelian ASC
LIMIT 1000;

```

--- Urutkan Berdasarkan Pengguna

```

SELECT
  u.id AS user_id,
  u.first_name,
  u.email,
  u.street_address,
  u.city,
  u.country
FROM
  `bigquery-public-data.thelook_ecommerce.users` AS u
JOIN
  `bigquery-public-data.thelook_ecommerce.distribution_centers` AS d
ON u.id = d.id
ORDER BY
  u.first_name
LIMIT 1000;

```

--- Daftar remaja umur 20 yang berbelanja e-commerce

```

SELECT
  u.id,
  u.last_name,
  u.age,
  o.order_id
FROM
  `bigquery-public-data.thelook_ecommerce.users` AS u
JOIN
  `bigquery-public-data.thelook_ecommerce.orders` AS o

```

```
ON
  u.id = o.user_id
WHERE
  u.age = 20
ORDER BY
  u.last_name
LIMIT 1000;
```

Query results

SAVE RESULTS

JOB INFORMATION

RESULTS

CHART

JSON

EXECUTION DETAILS

EXECUTION GR

Row	age	total_pembelian
1	38	2258
2	53	2224
3	13	2221
4	22	2215
5	44	2212
6	18	2198
7	30	2194
8	35	2193
9	39	2192
10	59	2186

Results per page: 50

Query results

JOB INFORMATION

RESULTS

CHART

JSON

Row	gender	jumlah_pembelian
1	M	49984
2	F	50016

Query results

JOB INFORMATION

RESULTS

CHART

JSON

Row	country	jumlah_pembeli
1	China	34111
2	United States	22491
3	Brasil	14531
4	South Korea	5405

Query results

JOB INFORMATION

RESULTS

CHART

JSON

EXECUTION DETAILS

EX

Row	id	last_name	age	order_id
1	4622	Acevedo	20	5892
2	23979	Acevedo	20	30061
3	68688	Acosta	20	86283
4	25470	Adams	20	23040

Query results

JOB INFORMATION

RESULTS

CHART

JSON

EXECUTION

Row	jumlah_order_dibatal
1	0

Query results

JOB INFORMATION

RESULTS

CHART

Row	jumlah_pembeli_aksi
1	1559

Query results

JOB INFORMATION

RESULTS

CHART

JSON

E

Row	category	jumlah_pembelian
1	Clothing Sets	37
2	Jumpsuits & Rompers	162
3	Suits	188
4	Shirts	263

Query results

SAVE RESULTS

EXPLORE DATA

JOB INFORMATION

RESULTS

CHART

JSON

EXECUTION DETAILS

EXECUTION GRAPH

Row	user_id	first_name	email	street_address	city
1	8	Cheryl	cheryliopez@example.net	50782 Collins Track Apt. 056	Teotônio Vilela
2	2	Elizabeth	elizabethpadilla@example.com	4433 Harris Valley Apt. 785	Langfang
3	9	Kristen	kristenpreston@example.net	0743 Simpson Ville	Aix-en-Provence
4	1	Martin	martinhornton@example.com	88470 Michael Freeway Apt. 110	City of Yantai

TUGAS KELOMPOK PYTHON FONDATION

DATASET :

<https://docs.google.com/spreadsheets/d/16ctaT075tNz8TLsxZAoXSxMLofmIKMGWAboHsfJBybl/edit#gid=0>

LINK GOOGLE COLAB: https://colab.research.google.com/drive/1RE_W2M3xHHE78BHe-Ud7TwBQ_VvKr6yk?hl=id#scrollTo=-8ro7xL3WcMi