E-commerce Sales Analysis MySQL QUERIES

use onlinestore_db;

select * from ecommerce_dataset_updated;

describe ecommerce_dataset_updated;

UPDATE ecommerce_dataset_updated

    SET Purchase_Date = STR_TO_DATE(Purchase_Date, '%d-%m-%Y');

ALTER TABLE ecommerce_dataset_updated

    MODIFY COLUMN Purchase_Date DATE;

-- Renaming my columns and changing data types

ALTER TABLE ecommerce_dataset_updated

    CHANGE COLUMN `Price (Rs.)` price_rupees DECIMAL(10,2),

  CHANGE COLUMN `Discount (%)` discount_percent INT,

  CHANGE COLUMN `Final_Price(Rs.)` final_price_rupees DECIMAL(10,2);

-- Checking if there are null values in my dataset

```sql
SELECT * FROM ecommerce_dataset_updated

        WHERE User_ID IS NULL

    OR Product_ID IS NULL

    OR Category IS NULL

    OR price_rupees IS NULL

    OR discount_percent IS NULL

    OR final_price_rupees IS NULL

    OR Payment_Method IS NULL

    OR Purchase_Date IS NULL;


-- Retrieve the total number of transactions in the dataset

SELECT COUNT(*) AS total_transactions

FROM ecommerce_dataset_updated;


-- Retrieve the top 10 Most Sold Product categories

SELECT Category,

        COUNT(*) AS category_transactions,

    ROUND((COUNT(*)/ (SELECT COUNT(*) FROM
ecommerce_dataset_updated))*100, 2) AS percentage_of_total

FROM ecommerce_dataset_updated

GROUP BY Category

order by category_transactions desc LIMIT 10;
```

```sql
-- Retrieve the top 10 Most sold products

SELECT Category, Product_ID,

        COUNT(Product_ID) AS product_transactions,

    ROUND((COUNT(Product_ID)/ (SELECT COUNT(*) FROM
ecommerce_dataset_updated))*100, 2) AS percentage_of_total

FROM ecommerce_dataset_updated

GROUP BY Category, Product_ID

order by product_transactions desc LIMIT 10;
```

```sql
-- Retrieve the top 10 customers with the highest number of
transactions

SELECT User_ID,

        COUNT(*) AS user_transactions

FROM ecommerce_dataset_updated

GROUP BY User_ID

order by user_transactions desc LIMIT 10;
```