## Context
Company A, having been established for some time, is now preparing for a funding round with venture capital investors. Your task is to use your analytical skills to present a compelling picture of the company's exceptional growth.
In this assignment, you will act as a Data Analyst assisting the CEO of Company A in crafting a data-driven story. Using your expertise in data analysis and website performance metrics, you will extract insights and create a narrative that demonstrates the company's growth trajectory.

Your responsibilities are two fold:
1. Extract and analyze data.
2. Convey a compelling story based on the analysis.

## Dataset
The dataset contains six tables:
1. **order_item_refunds**: Refund details for products in order.
2. **order_items**: Product details within orders.
3. **orders**: Order information.
4. **products**: Product details.
5. **website_pageviews**: Website pageview data.
6. **website_sessions**: Website session data.

## Tasks
You will use **MySQL database** to insert data from the provided sql script.
Here are the key deliverables for this assignment:

### 1. Analyze Website Growth Trends
- Write queries to show growth in the number of website sessions and orders.
- Provide observations based on your results.
- **Hint**: Use session and order data to display trends over time.
![1.png](etc/1.png)

### 2. Measure Company Performance
- Write queries to showcase performance metrics such as:
  - Conversion rate (sessions to orders).
  - Revenue per order.
  - Revenue per session.
![1.png](etc/2.png)

### 3. Analyze Growth Across Different Categories
- Write queries to display quarterly order growth for categories like:
  - Paid search (gsearch, bsearch).
  - Organic search (nonbrand).
  - Direct traffic (no UTM source or HTTP referrer).
![1.png](etc/3.png)

### 4. Conversion Rate Analysis by Category

- Write queries to show session-to-order conversion trends for the categories in task 3.
![1.png](etc/4.png)

### 5. Revenue and Profit Analysis
- Write queries to calculate:
  - Revenue and profit by product.
  - Total revenue and profit across all products.
![1.png](etc/5.png)

### 6. Impact of New Products
- Write queries to assess:
  - Percentage of sessions navigating from `/products` to another page.
  - Percentage of sessions navigating from `/products` to the order page.
- Show how these percentages change over time.
![1.png](etc/6.png)

## Submission Guidelines
- Each query must align with the task requirements.
- Submit both your scripts and the output captured from each scripts.
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