



Data Analytics Project Assignment



Company Background

Shop Name: UrbanCart

UrbanCart is a growing online retail shop operating across multiple cities. It sells a wide range of consumer products and processes thousands of customer orders every month.

The management team wants to become more **data-driven** in order to:

- Increase revenue
 - Improve product bundling and recommendations
 - Understand customer purchasing behavior
 - Optimize inventory and payment methods
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Your Role

You have been **hired as a Data Analyst at UrbanCart**.

Your responsibility is to analyze the company's transactional data and generate insights that can directly support:

- Business strategy
- Marketing decisions
- Product placement and bundling
- Customer retention

You will work with the following dataset.



Assignment Objective

Use SQL to answer the following **25 business questions**.

Your answers should be accurate, well-structured, and reflect **real business value**.



Business Questions

Customer & Order Fundamentals

1. How many total orders has UrbanCart received so far?
 2. How many unique customers have placed at least one order?
 3. Which cities generate the highest number of orders?
 4. What percentage of customers have placed more than one order?
 5. What is the monthly trend of total orders over time?
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Revenue & Product Performance

6. What is the total revenue generated by UrbanCart?
 7. Which product categories contribute the most to total revenue?
 8. Which individual products generate the highest revenue?
 9. What is the average order value (AOV) and Average Basket Size?
 10. Which products are at risk of stock-out due to high sales volume and low inventory?
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Customer Behavior & Segmentation

11. Which customers contribute the highest total revenue?
 12. What is the average number of products purchased per order?
 13. Do male and female customers show different purchasing patterns by category?
 14. Which cities have the highest average order value?
 15. How does customer purchasing behavior change over time since account creation?
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Payment & Order Flow Insights

16. Which payment methods are used most frequently?
17. Is there any relationship between payment method and order status?
18. Do certain cities prefer specific payment methods?
19. Are higher-value orders associated with specific payment methods?

20. What is the average number of items per order by payment method?

Advanced Product & Basket Analysis

21. Which products are most frequently ordered together?
22. Which product pairs appear most often across all orders?
23. Are there product pairs that consistently drive higher order values?
24. Which product combinations could be recommended as bundles to increase revenue?
25. Based on product co-occurrence and customer behavior, which products should UrbanCart promote together to maximize cross-selling opportunities?