

JENSON^{USA}

The Most
Successful
American bicycle
retailer industry



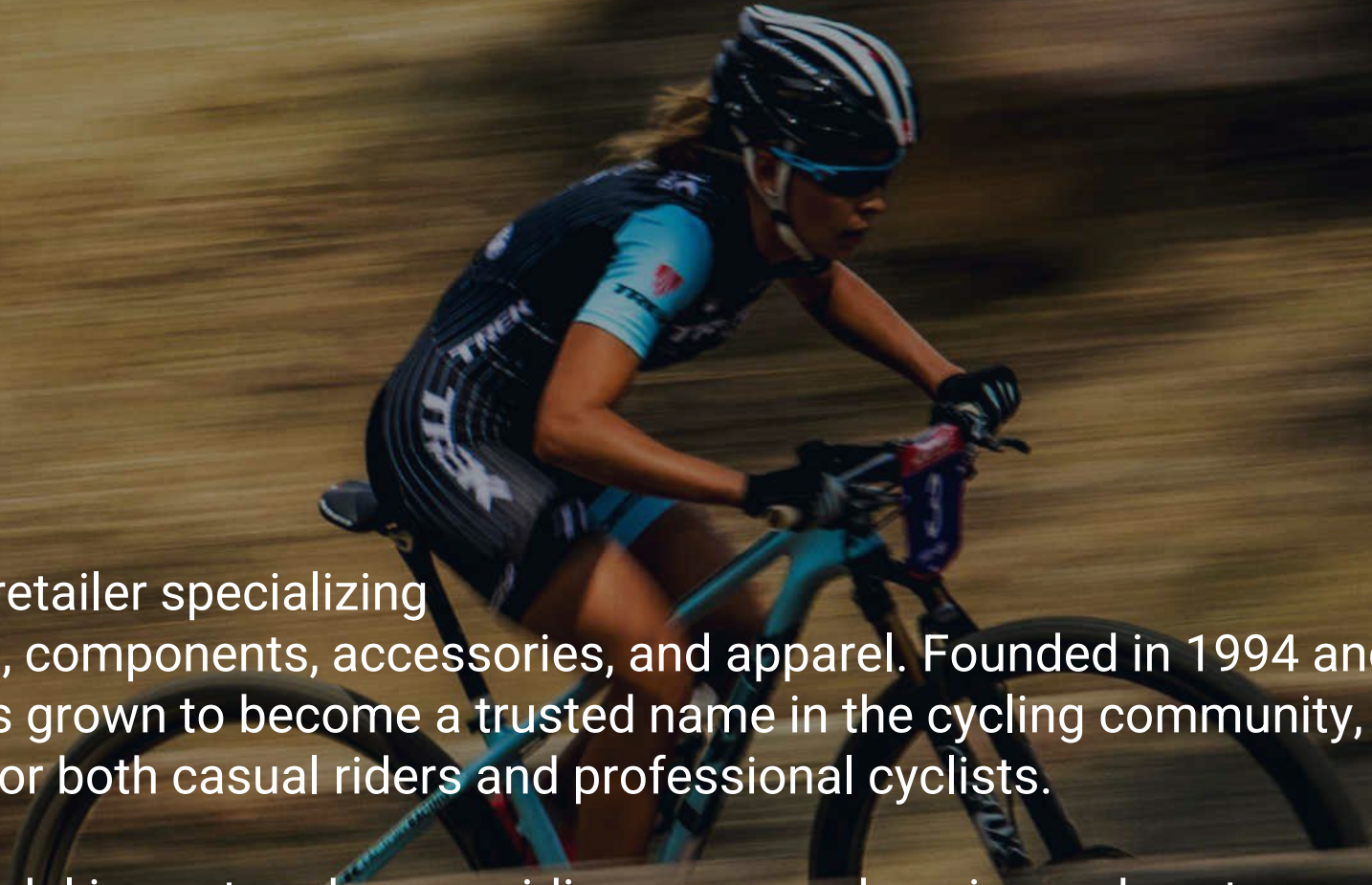
Presented by Jagruti Jadhav



ABOUT JENSON USA

Jenson USA is a prominent online retailer specializing in cycling products, including bikes, components, accessories, and apparel. Founded in 1994 and based in Riverside, California, it has grown to become a trusted name in the cycling community, offering a wide range of products for both casual riders and professional cyclists.

Overall, Jenson USA's business model is centered on providing a comprehensive and customer-centric shopping experience for cyclists, leveraging both their online platform and their expertise in the cycling industry to maintain a strong market presence.



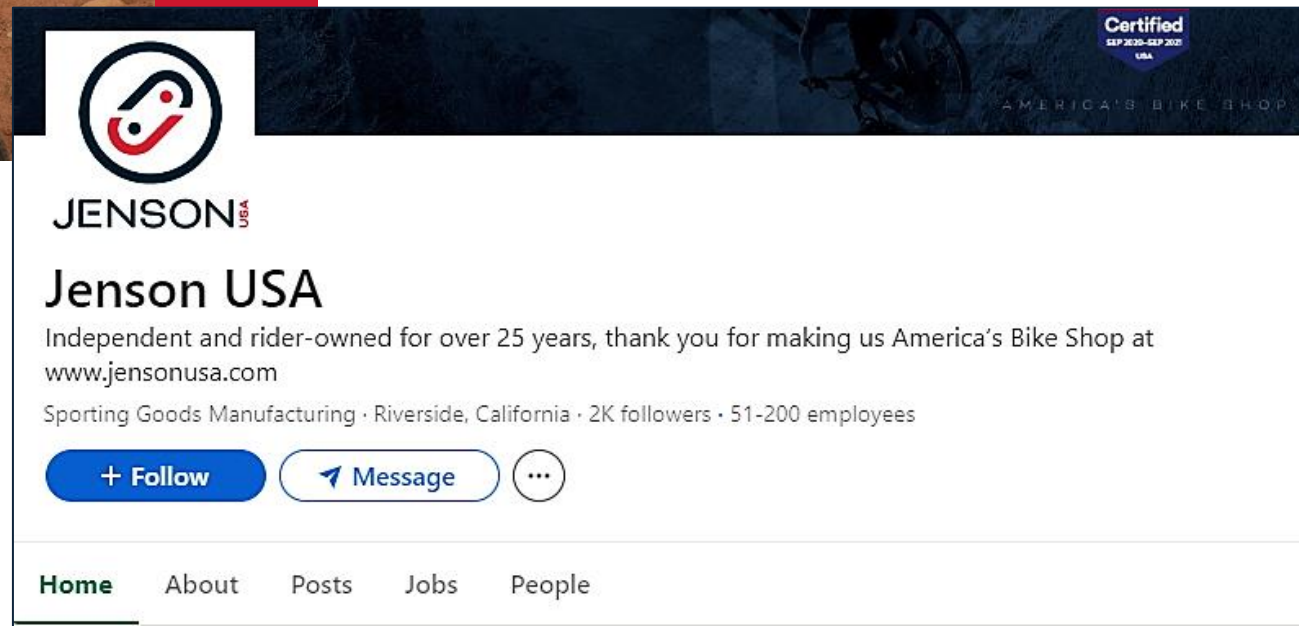
MEET THE FOUNDER



Mike Cachat is the founder and CEO of Jenson USA, a leading online mail order bike parts company. Cachat started the company as a teenager to fund his passion for cycling

Cachat's core values for Jenson USA include:

- Honesty and openness.
- Together with purpose, passion, and pride.
- Sustainability.



Key Aspects



Product Range

Offers an extensive selection of bicycles, including mountain bikes, road bikes, gravel bikes, & e-bikes. They also provide a vast array of components, from drivetrains to wheels, along with apparel, helmets, tools.



Brands

The retailer partners with top cycling brands like Shimano, SRAM, Fox Racing, and Yeti Cycles, ensuring high-quality products.



Customer Service

Known for its excellent customer service, Jenson USA offers expert advice through Gear Advisors, free shipping on orders over a certain amount, and a no-hassle return policy.



Community Engagement

Jenson USA actively supports the cycling community through sponsorships, events, and partnerships with cycling advocacy organizations.



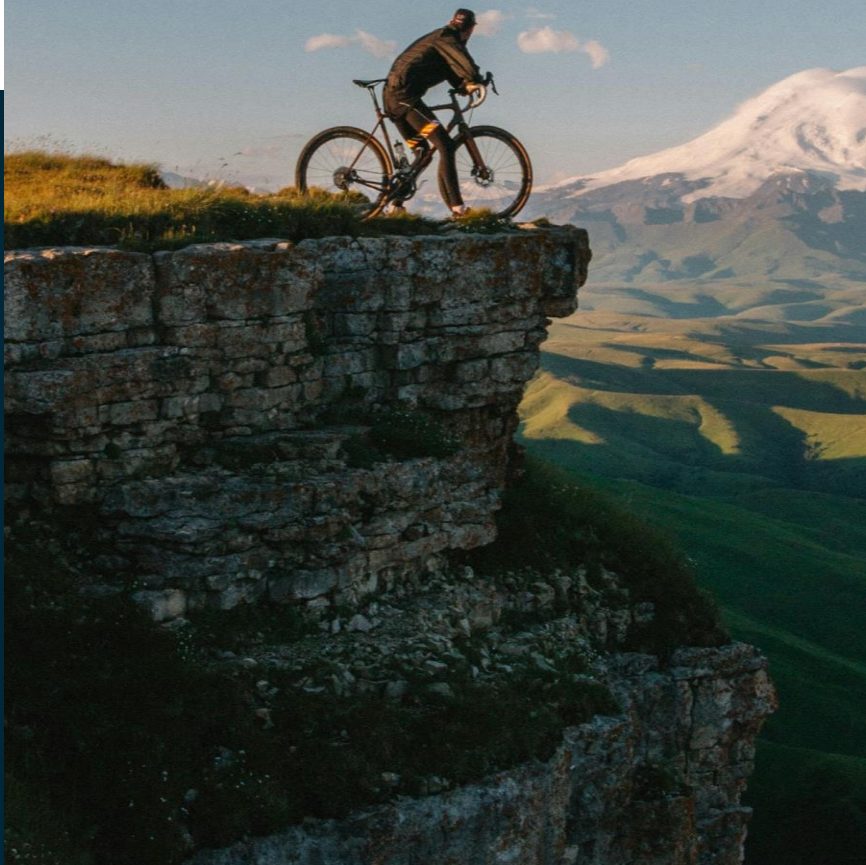
Online Shopping Experience

The website is user-friendly, featuring detailed product descriptions, reviews, and a live chat option for immediate assistance.



JENSON USA

Business Model



E-commerce Focus

Online Retail Platform : Jenson USA operates primarily through its online platform, allowing customers to browse and purchase a wide range of cycling products. This online presence helps them reach a global customer base, providing convenience and accessibility to their products.

User-Friendly Website : The website is designed to be intuitive, with features like detailed product descriptions, customer reviews, and a live chat for real-time customer support.

Product Offerings

Diverse Range of Products : Jenson USA offers a broad selection of cycling products, including bikes, components, accessories, apparel, and tools. They cater to various types of cyclists, from mountain bikers to road cyclists and everything in between.

Top Brands : Partner with leading brands such as Shimano, SRAM, Yeti Cycles, and Fox Racing, ensuring that they provide high-quality products that appeal to both amateur and professional cyclists.

Customer Experience

Expert Advice and Support: Has a team of Gear Advisors who are cycling experts available to assist customers with product selection and advice.

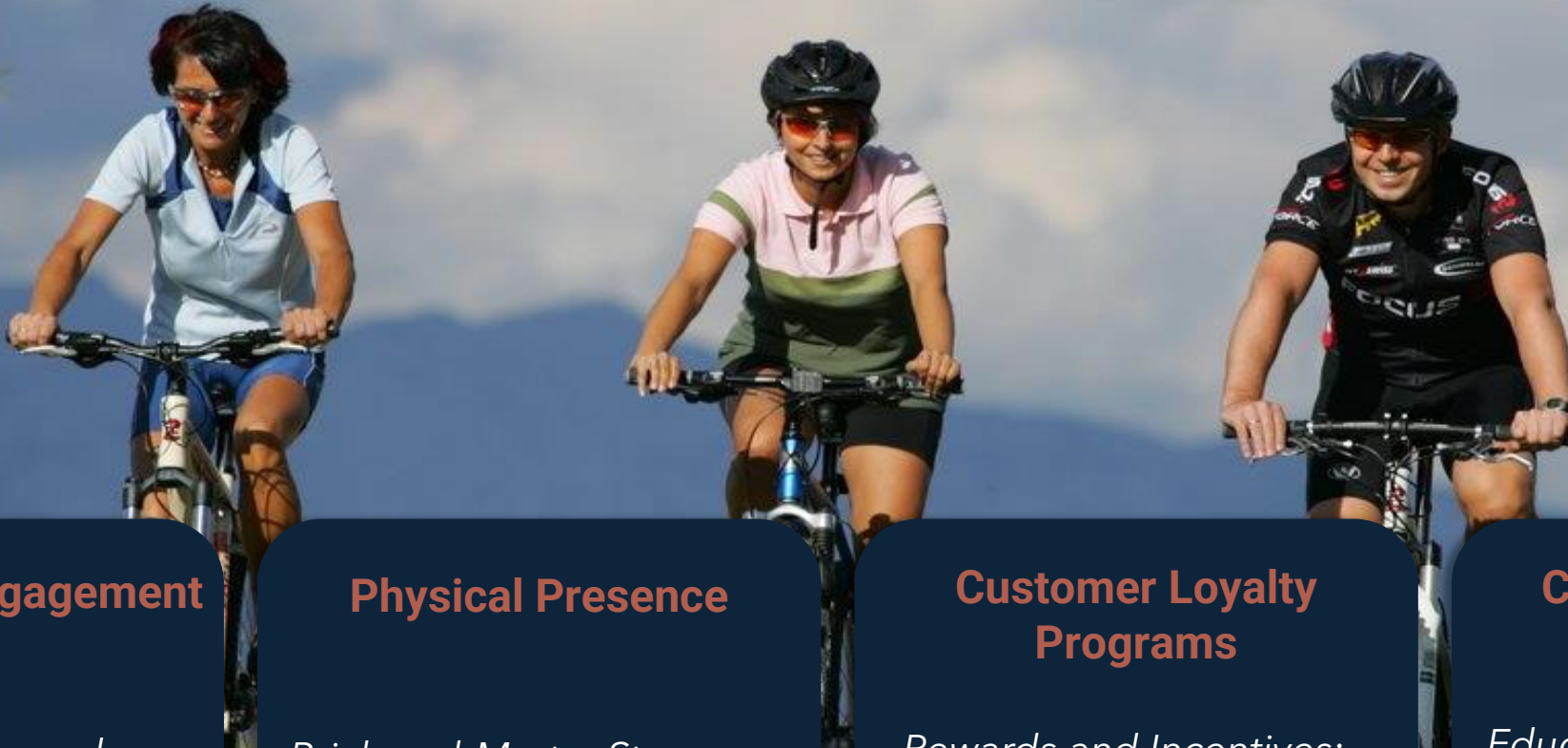
Flexible Shipping and Returns : The company offers free shipping on orders over a certain amount & has a flexible return policy, making easier for customers to shop.



Pricing Strategy

Competitive Pricing : Jenson USA often competes on price, offering competitive rates on their products. They also run frequent promotions, discounts & clearance sales to attract budget-conscious customers.

Price Matching : They offer a price matching service, ensuring that customers get the best deal possible by matching the prices of competitors.



Community Engagement

Cycling Advocacy and Sponsorship : Jenson USA engages with the cycling community by sponsoring events, supporting cycling advocacy organizations, & partnering with various cycling clubs, teams. This helps build brand loyalty & positions them as a trusted name in the cycling world.

Physical Presence

Brick-and-Mortar Store : Although primarily an online retailer, Jenson USA also has a physical store in Riverside, California, where customers can browse products in person and receive in-store services.

Customer Loyalty Programs

Rewards and Incentives: Jenson USA offers loyalty programs where customers can earn points on purchases, which can be redeemed for discounts on future orders. This encourages repeat business and helps build a loyal customer base.

Content Marketing

Educational Content: The company produces educational content, such as buying guides, how-to articles, and product reviews, which helps customers make informed purchasing decisions and positions Jenson USA as an authority in the cycling industry.

Supply Chain and Logistics

Inventory Management : Jenson USA maintains a robust inventory management system to ensure that popular items are always in stock and that shipping times are minimized.

Efficient Fulfillment : They focus on efficient order fulfillment, ensuring that orders are processed quickly and accurately, which is crucial for customer satisfaction



FIND THE TOP 3 ,MOST SOLD PRODUCTS IN
TERMS OF QUANTITY

```
SELECT
    product_name
FROM (SELECT
    products.product_id,
    products.product_name,
    SUM(order_items.quantity) AS quantity,
    RANK() OVER (ORDER BY SUM(order_items.quantity) DESC) AS rnk
FROM
    products
JOIN
    order_items ON products.product_id = order_items.product_id
GROUP BY
    products.product_id,
    products.product_name) a
WHERE
    rnk <= 3;
```

LIST ALL PRODUCTS THAT HAVE NEVER
BEEN ORDERED (USE EXISTS)

```
SELECT
    products.product_id,
    products.product_name
FROM
    products
WHERE
    NOT EXISTS (
        SELECT 1
        FROM order_items
        WHERE order_items.product_id = products.product_id
    );
```



CALCULATE THE CUMULATIVE SUM OF QUANTITIES SOLD FOR EACH PRODUCT OVER TIME.

```
SELECT product_id, order_date, quantity,  
       sum(quantity)  
OVER  
       (PARTITION BY product_id ORDER BY order_date)  
FROM (SELECT order_items.product_id,  
            orders.order_date, sum(order_items.quantity) quantity  
FROM orders JOIN order_items  
ON orders.order_id = order_items.order_id  
GROUP BY order_items.product_id, orders.order_date) a;
```



FIND THE NAMES OF STAFF MEMBERS WHO HAVE NOT MADE ANY SALES

```
SELECT  
    staffs.staff_id,  
    CONCAT(staffs.first_name, ' ', staffs.last_name) AS full_name  
FROM  
    staffs  
WHERE  
    NOT EXISTS (  
        SELECT 1  
        FROM orders  
        WHERE orders.staff_id = staffs.staff_id  
    );
```




FIND THE TOTAL NUMBER OF PRODUCTS SOLD BY EACH STORE ALONG WITH THE STORE NAME

```
SELECT
    stores.store_name,
    SUM(order_items.quantity) AS total_quantity
FROM
    orders
    JOIN
    order_items ON order_items.order_id = orders.order_id
    JOIN
    stores ON stores.store_id = orders.store_id
GROUP BY stores.store_name;
```

FIND THE PRODUCT WITH THE HIGHEST TOTAL SALES (QUANTITY*PRICE) FOR EACH CATEGORY

```
WITH a AS (SELECT categories.category_id, categories.category_name, products.product_id,
    products.product_name,
    sum(order_items.quantity * (order_items.list_price - order_items.discount)) sales
FROM order_items
JOIN products
ON products.product_id = order_items.product_id
JOIN categories
ON categories.category_id = products.category_id
GROUP BY categories.category_id, categories.category_name,
products.product_id, products.product_name)

SELECT * FROM
    (SELECT *, RANK() OVER(PARTITION BY category_id ORDER BY sales DESC) AS rnk
FROM a) b
WHERE rnk=1;
```

RIDE,
EXPERIENCE,
EXPLORE.



FIND THE MEDIAN VALUE OF THE PRICE LIST

```
WITH m AS ( SELECT
    list_price,
    ROW_NUMBER() OVER (ORDER BY list_price) AS rn,
    COUNT(*) OVER () AS cn
FROM
    order_items)
SELECT CASE
    WHEN cn % 2 = 0 THEN (SELECT AVG(list_price)
        FROM m
        WHERE rn IN (cn / 2, cn / 2 + 1))
    ELSE (SELECT list_price
        FROM m
        WHERE rn = (cn + 1) / 2)
END AS median
FROM m
LIMIT 1;
```


FIND THE CUSTOMER WHO SPENT THE MOST MONEY ON ORDERS



```
WITH a AS (SELECT
    customers.customer_id,
    CONCAT(customers.first_name, ' ', customers.last_name) AS full_name,
    SUM(order_items.quantity * (order_items.list_price - order_items.discount)) AS sales
FROM customers
JOIN orders ON customers.customer_id = orders.customer_id
JOIN order_items ON order_items.order_id = orders.order_id
GROUP BY customers.customer_id,
    CONCAT(customers.first_name, ' ', customers.last_name)
)
SELECT *
FROM (
    SELECT *,
        RANK() OVER (ORDER BY sales DESC) AS rnk
    FROM a
) b
WHERE rnk = 1;
```

IDENTIFY THE CUSTOMERS WHO HAVE ORDERED ALL TYPES OF PRODUCTS (i.e FROM EVERY CATEGORY)

```
SELECT
    customers.customer_id
FROM
    customers
JOIN
    orders ON customers.customer_id = orders.customer_id
JOIN
    order_items ON orders.order_id = order_items.order_id
JOIN
    products p ON p.product_id = order_items.product_id
GROUP BY
    customers.customer_id
HAVING
    COUNT(DISTINCT p.category_id) = (SELECT COUNT(*) FROM categories);
```

Welcome to Jenson USA

FIND THE HIGHEST-PRICED PRODUCT FOR EACH CATEGORY NAME

```
SELECT *
FROM (
    SELECT
        categories.category_id,
        categories.category_name,
        products.product_name,
        products.list_price,
        RANK() OVER (PARTITION BY categories.category_id ORDER BY products.list_price DESC) AS rnk
    FROM
        products
    JOIN
        categories ON products.category_id = categories.category_id
) a
WHERE rnk = 1;
```

FIND THE TOTAL NUMBER OF ORDERS PLACED BY EACH CUSTOMER PER STORE

```
SELECT
    store_id,
    customer_id,
    COUNT(order_id) AS total_orders
FROM
    orders
GROUP BY
    store_id,
    customer_id
ORDER BY
    store_id,
    customer_id;
```



LIST THE NAME OF STAFF MEMBERS WHO HAVE MADE MORE SALES THAN THE AVERAGE NUMBER OF SALES BY ALL STAFF MEMBERS

```
WITH sales_per_staff AS (SELECT
                        staffs.staff_id,
                        COALESCE(SUM(order_items.quantity *
                        (order_items.list_price - order_items.discount)), 0) AS sales
FROM staffs
LEFT JOIN
    orders ON staffs.staff_id = orders.staff_id
LEFT JOIN
    order_items ON orders.order_id = order_items.order_id
GROUP BY
    staffs.staff_id),
average_sales AS (SELECT
    AVG(sales) AS avg_sales FROM
    sales_per_staff)
SELECT
    staff_id, sales FROM sales_per_staff
WHERE
    sales > (SELECT avg_sales FROM average_sales);
```




WORKOUTS



COMMUNITY



MEMBERSHIP



EVENTS

Travel Together, race together

Keep your cycling
dreams alive





CONTACT ME



jagrutijadhav21@gmail.com



<https://github.com/jagruti217>



<https://www.linkedin.com/in/jagruti-jadhav-0275192a8>

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