

SQL(STRUCTURED QUERY LANGUAGE)

PROJECT TITLE

MARKET TRENDS AND CONSUMER BEHAVIOR IN FURNITURE SALES

Presented By

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Under Guidance

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FURNITURE SALES ANALYSIS:



SALES DATA ANALYSIS:

- **Total Sales and Revenue:** Track daily, weekly, and monthly sales to identify trends and peak periods.
- **Product Performance:** Analyze sales by product category, individual items, and brands to determine bestsellers and underperformers.
- **Seasonality:** Identify seasonal patterns and trends (e.g., higher sales of certain products during holidays).

Antecedent	Antecedent Support	Consequent	Consequent Support	Confidence
Cooking oil	386	Sugar	115	87%
Cooking oil	132	Rice	93	71%
Cooking oil	132	Bread	129	98%
Cooking oil	132	Flour	72	55%
Cooking oil	132	Milk	59	45%
Cooking oil	132	Kitchen ware	17	13%

THE BUSINESS TO CONSUMER(B2C)PROCESS INVOLVES THE FOLLOWING STEPS:

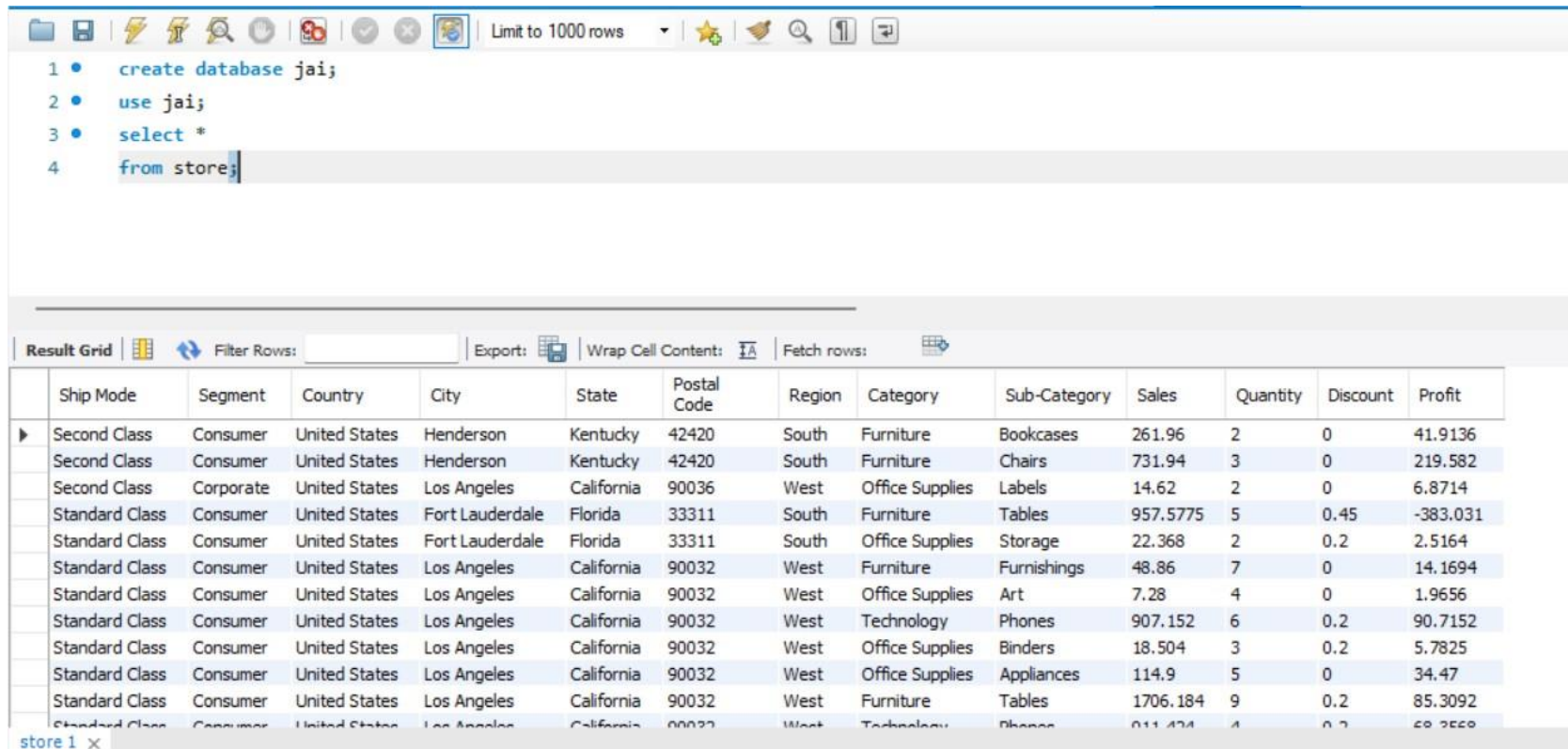
- **Marketing:**
 - The business creates awareness for its product or service through marketing activities.
- **Sales:**
 - The business sells its product or service to consumers.
- **Delivery:**
 - The business delivers the product or service to the consumer.
- **Customer Service:**
 - The business provides the customer service to the customer.

WHY MYSQL IS IMPORTANT FOR BUSINESS ANALYTICS:

- Better comb through data and identify patterns.
- Retrieve, Manipulate and manage data for making informed decisions and answering questions related to business.
- Filter data, join tables and aggregate data from various tables, all of which are crucial for business analytics.
- Use data to report, analyze and inform business decisions with data.
- Retrieve the data you need to report, analyze and inform business decisions.

1.WAQTD ALL THE TABLES

```
SELECT *  
From store;
```



The screenshot shows a database client interface. The top toolbar includes icons for file operations, execution, and a dropdown menu set to "Limit to 1000 rows". The SQL editor contains the following commands:

```
1 • create database jai;  
2 • use jai;  
3 • select *  
4 • from store;
```

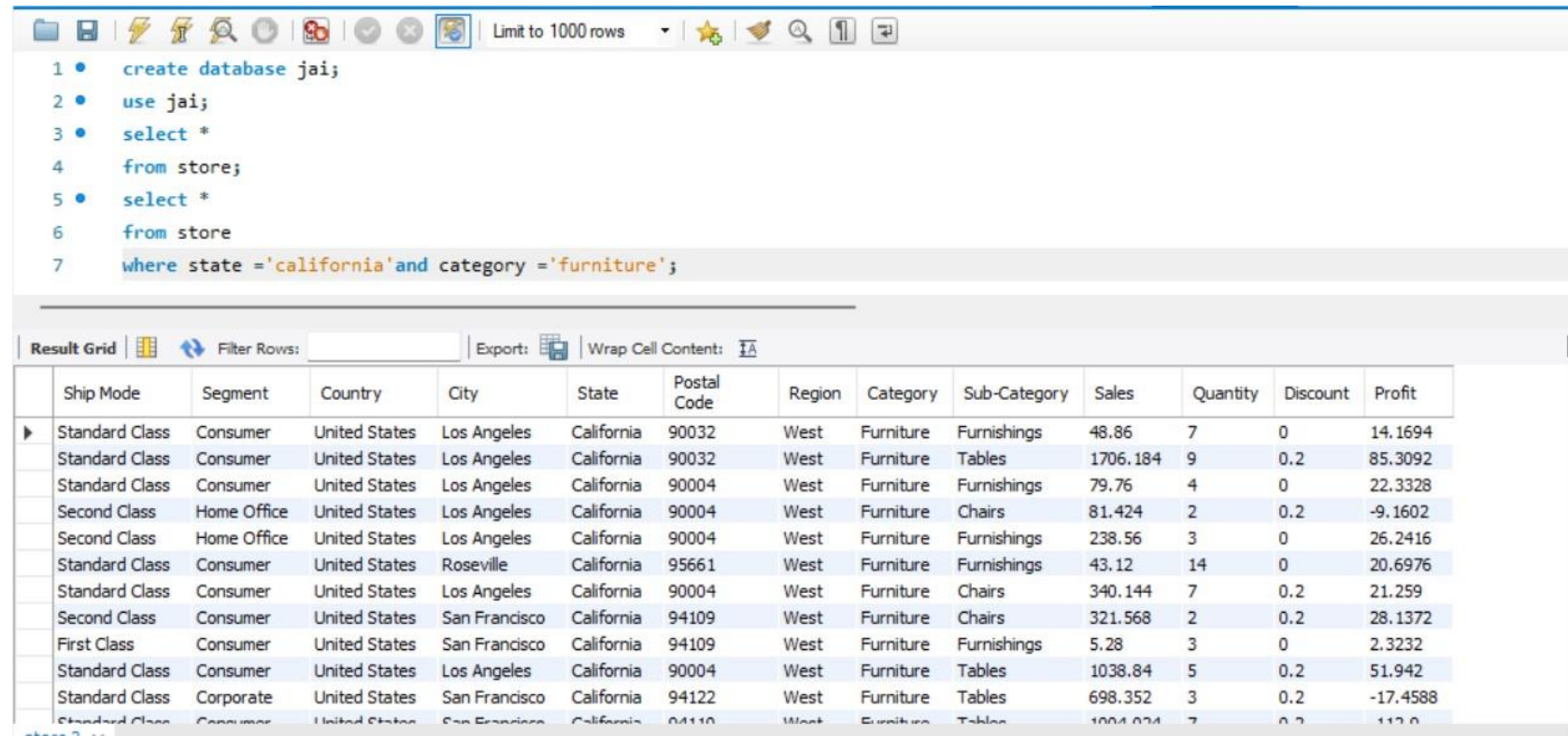
Below the editor is the "Result Grid" section, which includes a "Filter Rows:" input, an "Export:" button, a "Wrap Cell Content:" toggle, and a "Fetch rows:" button. The grid displays the following data:

	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount	Profit
▶	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Bookcases	261.96	2	0	41.9136
	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Chairs	731.94	3	0	219.582
	Second Class	Corporate	United States	Los Angeles	California	90036	West	Office Supplies	Labels	14.62	2	0	6.8714
	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Furniture	Tables	957.5775	5	0.45	-383.031
	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Office Supplies	Storage	22.368	2	0.2	2.5164
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Furnishings	48.86	7	0	14.1694
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Art	7.28	4	0	1.9656
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones	907.152	6	0.2	90.7152
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Binders	18.504	3	0.2	5.7825
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Appliances	114.9	5	0	34.47
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Tables	1706.184	9	0.2	85.3092
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones	911.424	4	0.2	68.2568

The bottom of the window shows a tab labeled "store 1 x".

2.WAQTD WHERE CATEGORY IN FURNITURE AND STATE IN CALIFORNIA

```
select *  
from storewhere  
state ='california'and category ='furniture';
```



The screenshot shows a database query interface. The top toolbar includes icons for file operations, search, and a 'Limit to 1000 rows' dropdown. The SQL editor contains the following code:

```
1 • create database jai;  
2 • use jai;  
3 • select *  
4   from store;  
5 • select *  
6   from store  
7   where state ='california'and category ='furniture';
```

Below the editor is the 'Result Grid' section, which includes a 'Filter Rows' input and an 'Export' button. The grid displays 14 rows of data with the following columns: Ship Mode, Segment, Country, City, State, Postal Code, Region, Category, Sub-Category, Sales, Quantity, Discount, and Profit.

	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount	Profit
▶	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Furnishings	48.86	7	0	14.1694
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Tables	1706.184	9	0.2	85.3092
	Standard Class	Consumer	United States	Los Angeles	California	90004	West	Furniture	Furnishings	79.76	4	0	22.3328
	Second Class	Home Office	United States	Los Angeles	California	90004	West	Furniture	Chairs	81.424	2	0.2	-9.1602
	Second Class	Home Office	United States	Los Angeles	California	90004	West	Furniture	Furnishings	238.56	3	0	26.2416
	Standard Class	Consumer	United States	Roseville	California	95661	West	Furniture	Furnishings	43.12	14	0	20.6976
	Standard Class	Consumer	United States	Los Angeles	California	90004	West	Furniture	Chairs	340.144	7	0.2	21.259
	Second Class	Consumer	United States	San Francisco	California	94109	West	Furniture	Chairs	321.568	2	0.2	28.1372
	First Class	Consumer	United States	San Francisco	California	94109	West	Furniture	Furnishings	5.28	3	0	2.3232
	Standard Class	Consumer	United States	Los Angeles	California	90004	West	Furniture	Tables	1038.84	5	0.2	51.942
	Standard Class	Corporate	United States	San Francisco	California	94122	West	Furniture	Tables	698.352	3	0.2	-17.4588
	Standard Class	Consumer	United States	San Francisco	California	94110	West	Furniture	Tables	1004.034	7	0.2	112.0

3.WAQTD SALES STATE IN CALIFORNIA OR FLORIDA

```
select * from store
where state ='california' or 'florida';
```

The screenshot shows a database IDE interface. The top menu bar includes 'Database', 'Server', 'Tools', 'Scripting', and 'Help'. The toolbar contains various icons for file operations and execution. The main editor displays the following SQL script:

```
1 • create database jai;
2 • use jai;
3 • select *
4 • from store;
5 • select *
6 • from store
7 • where state ='california' or 'florida';
```

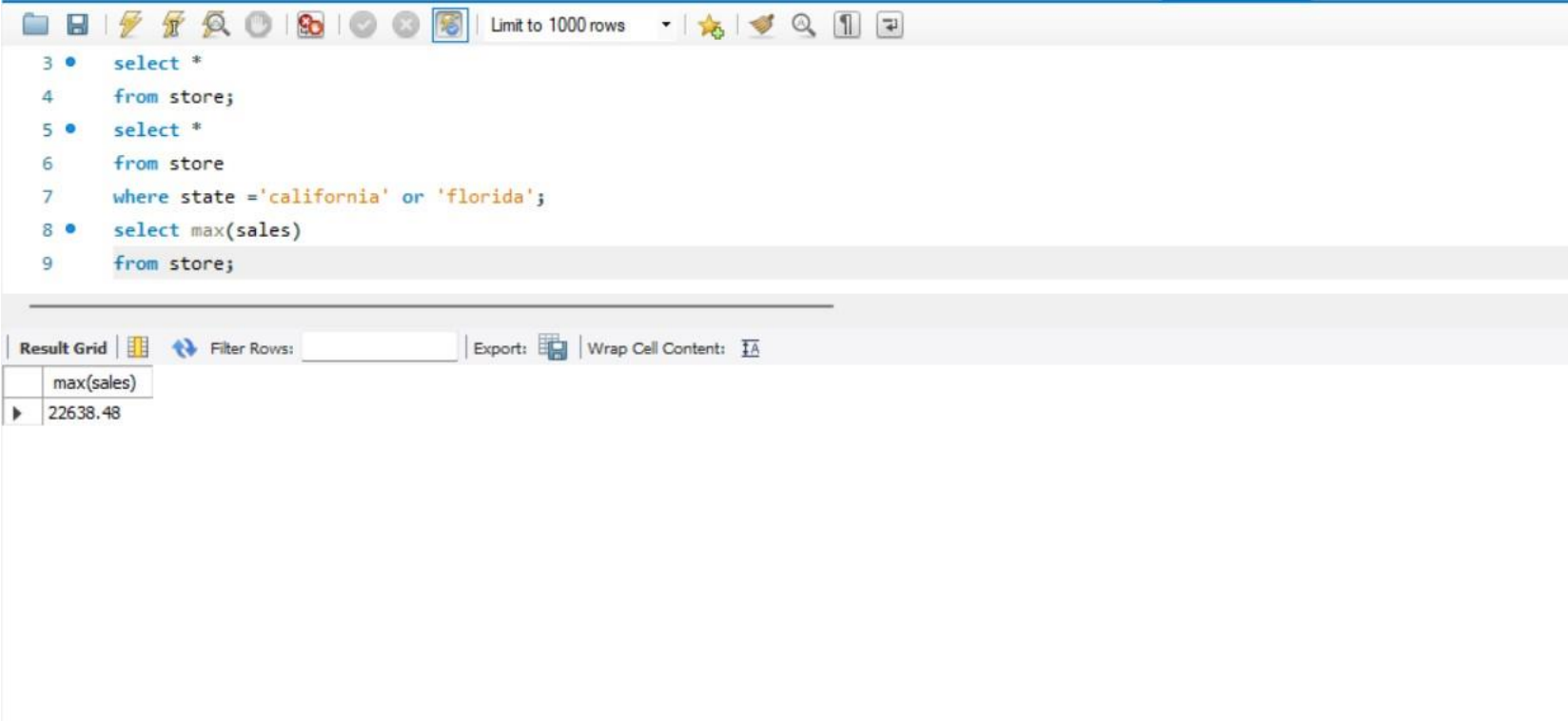
Below the editor is the 'Result Grid' section, which displays a table of data. The table has 14 columns: Ship Mode, Segment, Country, City, State, Postal Code, Region, Category, Sub-Category, Sales, Quantity, Discount, and Profit. The data is filtered to show only records from California.

Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount	Profit
Second Class	Corporate	United States	Los Angeles	California	90036	West	Office Supplies	Labels	14.62	2	0	6.8714
Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Furnishings	48.86	7	0	14.1694
Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Art	7.28	4	0	1.9656
Standard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones	907.152	6	0.2	90.7152
Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Binders	18.504	3	0.2	5.7825
Standard Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Appliances	114.9	5	0	34.47
Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Tables	1706.184	9	0.2	85.3092
Standard Class	Consumer	United States	Los Angeles	California	90032	West	Technology	Phones	911.424	4	0.2	68.3568
Second Class	Consumer	United States	San Francisco	California	94109	West	Office Supplies	Art	8.56	2	0	2.4824
Second Class	Consumer	United States	San Francisco	California	94109	West	Technology	Phones	213.48	3	0.2	16.011
Second Class	Consumer	United States	San Francisco	California	94109	West	Office Supplies	Binders	22.72	4	0.2	7.384
Second Class	Consumer	United States	Los Angeles	California	90032	West	Office Supplies	Binders	11.548	2	0.2	4.2224

On the right side of the IDE, there is a 'SQLAdditions' panel with a message: 'Automatic context help disabled. Use the tool manually get help for current caret position toggle automatic help'. At the bottom right, there are buttons for 'Read Only', 'Context Help', and 'Snippets'.

4. WAQTD Maximun sales of the store

```
select max(sales)
from store;
```



The screenshot shows a SQL query editor window with a toolbar at the top. The query text is as follows:

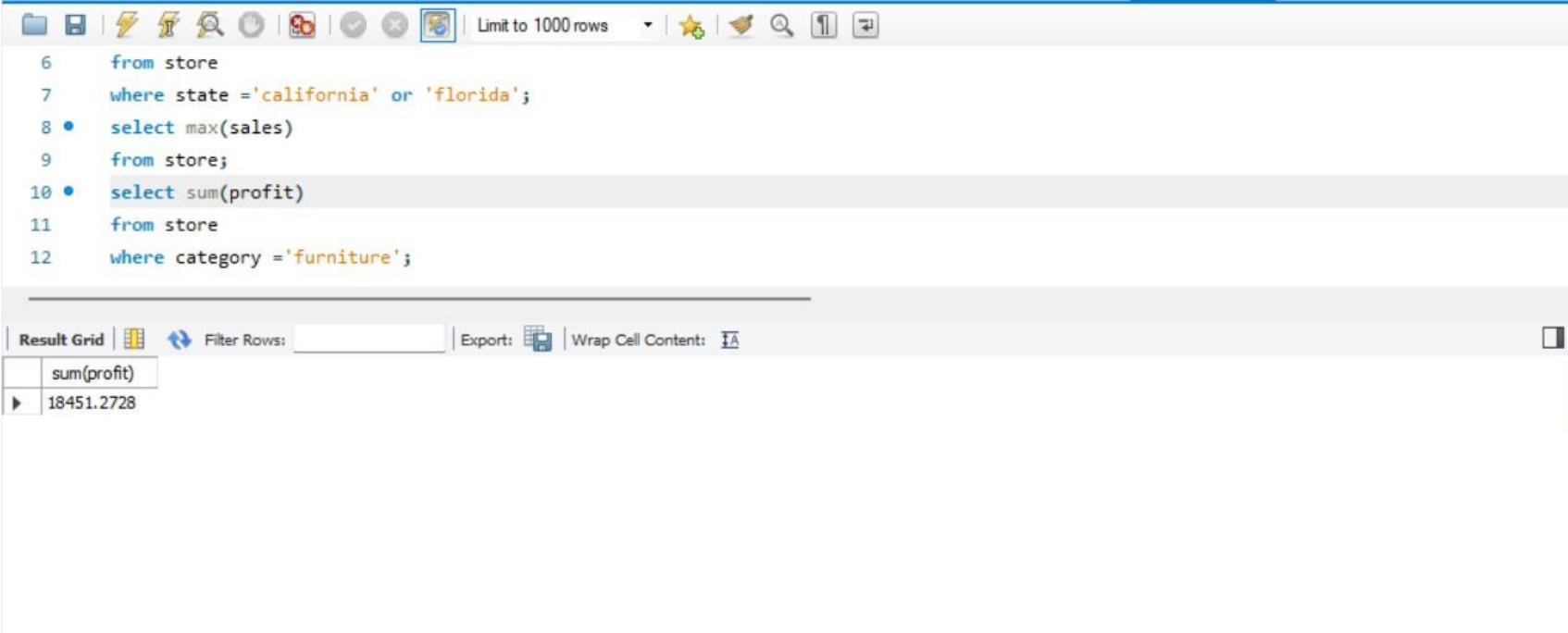
```
3 • select *
4   from store;
5 • select *
6   from store
7   where state = 'california' or 'florida';
8 • select max(sales)
9   from store;
```

Below the query editor is a "Result Grid" section. It includes a "Filter Rows:" input field, an "Export:" button, and a "Wrap Cell Content:" checkbox. The result grid displays the following data:

max(sales)
22638.48

5.WAQTD TOTAL SALES OF FURNITURE

```
select sum(profit)
from store
where category = 'furniture';
```



The screenshot displays a SQL query editor interface. The query is as follows:

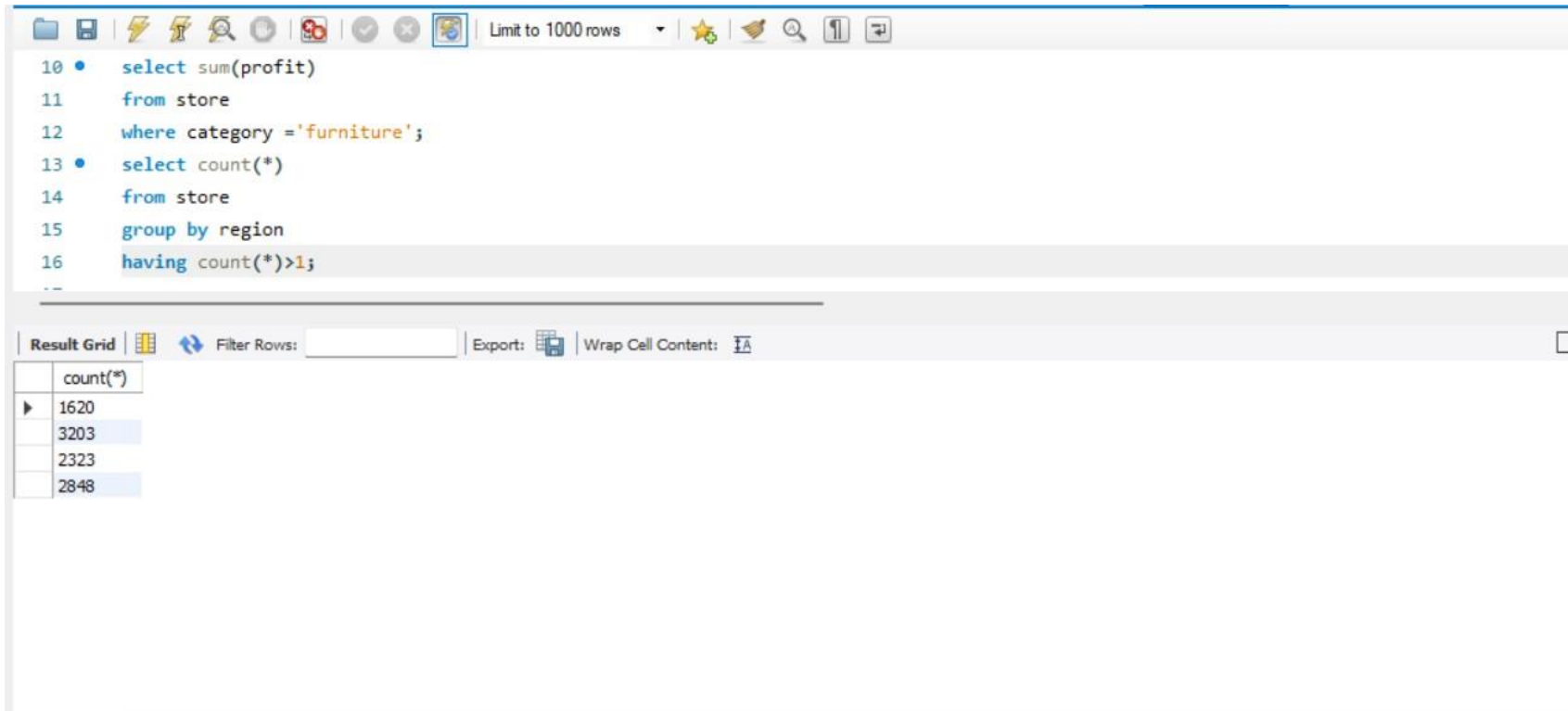
```
6 from store
7 where state = 'california' or 'florida';
8 • select max(sales)
9 from store;
10 • select sum(profit)
11 from store
12 where category = 'furniture';
```

The query on line 10 is highlighted in blue. Below the query editor, the result grid is visible, showing the output of the query:

sum(profit)
18451.2728

6. WAQTD NUMBER OF QUANTITY BY REGION GREATER THAN 1

```
select count(*)  
from store  
group by region  
having count(*)>1;
```



The screenshot shows a SQL query editor with a toolbar at the top. The query is as follows:

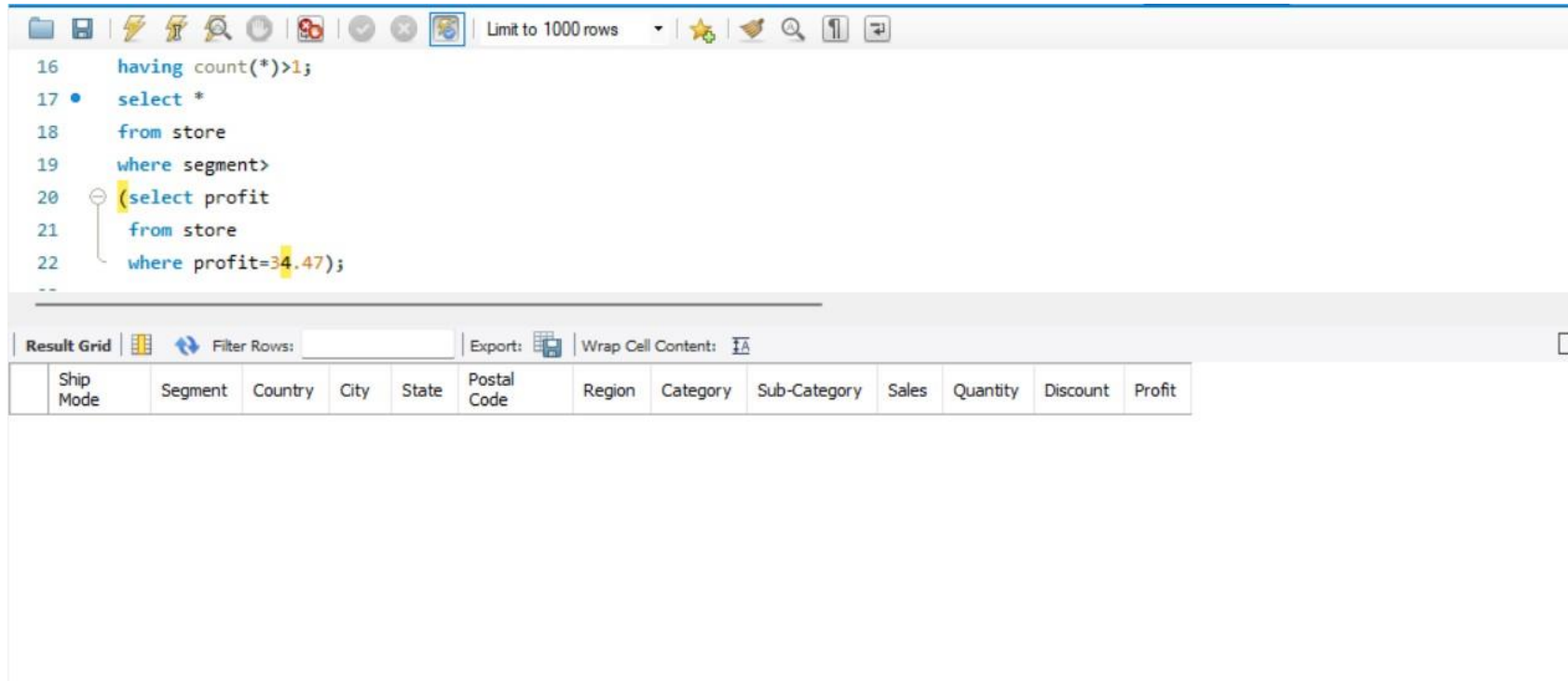
```
10 • select sum(profit)  
11   from store  
12   where category = 'furniture';  
13 • select count(*)  
14   from store  
15   group by region  
16   having count(*)>1;  
--
```

Below the query editor, there is a "Result Grid" section. It includes a "Filter Rows:" input field, an "Export:" button, and a "Wrap Cell Content:" checkbox. The results are displayed in a table with one column, "count(*)", and four rows of data.

count(*)
1620
3203
2323
2848

7. WAQTD whose segment is greater than profit of 34.47

select *from storewhere segment>(select profit from store where profit=34.47);



The screenshot shows a SQL query editor with the following query:

```
16 having count(*)>1;
17 • select *
18 from store
19 where segment>
20 (select profit
21 from store
22 where profit=34.47);
--
```

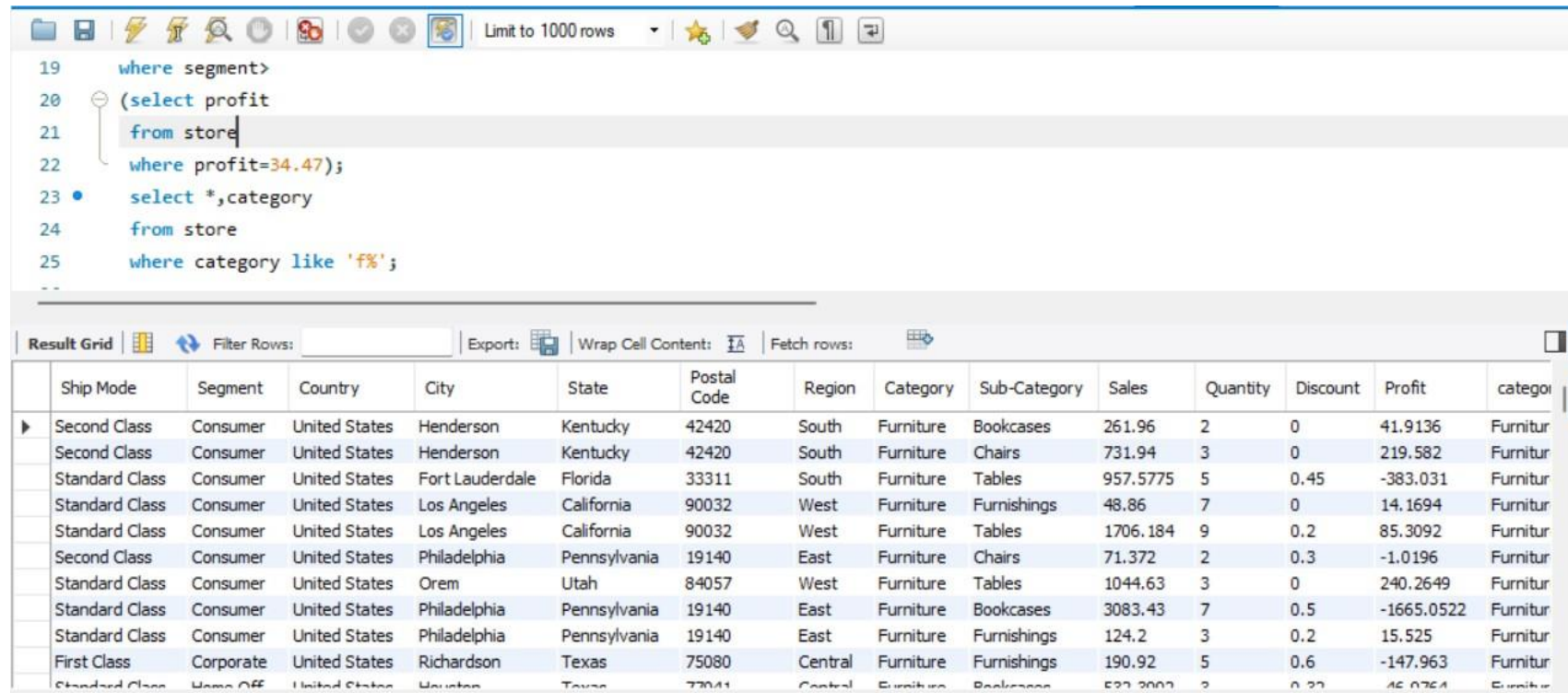
The query is displayed in a text area with line numbers 16 through 22. The value 34.47 is highlighted in yellow. Below the query editor is a toolbar with icons for saving, undo, redo, and other functions. The text "Limit to 1000 rows" is visible in the toolbar.

Below the query editor is a "Result Grid" section. It includes a "Filter Rows:" input field, an "Export:" button, and a "Wrap Cell Content:" checkbox. The grid itself is empty, showing only the column headers:

Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount	Profit
-----------	---------	---------	------	-------	-------------	--------	----------	--------------	-------	----------	----------	--------

8.WAQTD DETAILS OF CATEGORY HAVING FIRST LETTER AS F

```
select *,category
from store
where category like 'f%';
```



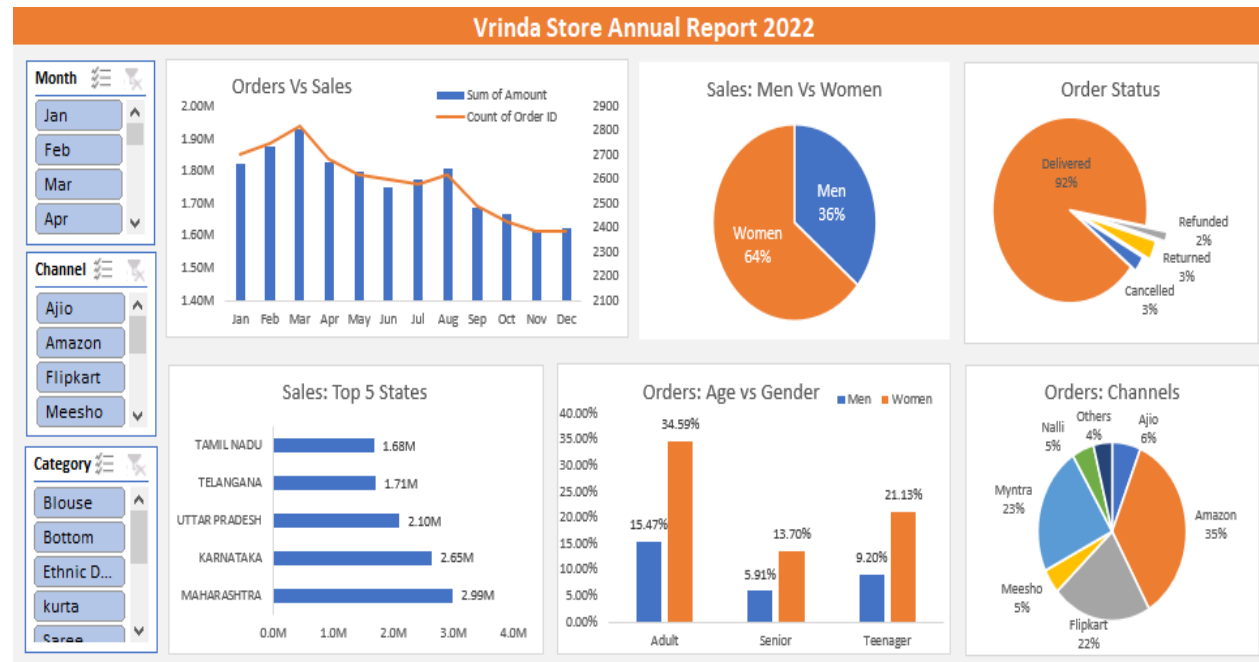
The screenshot shows a database query interface. The top part displays a SQL query with line numbers 19 to 25. The query is a subquery within a larger context, filtering for a specific profit value. The bottom part shows the 'Result Grid' with a table of data. The table has 15 columns: Ship Mode, Segment, Country, City, State, Postal Code, Region, Category, Sub-Category, Sales, Quantity, Discount, Profit, and category. The data rows show various furniture items categorized under 'Furniture'.

```
19   where segment>
20   (select profit
21     from store
22     where profit=34.47);
23   • select *,category
24     from store
25     where category like 'f%';
--
```

	Ship Mode	Segment	Country	City	State	Postal Code	Region	Category	Sub-Category	Sales	Quantity	Discount	Profit	category
▶	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Bookcases	261.96	2	0	41.9136	Furnitur
	Second Class	Consumer	United States	Henderson	Kentucky	42420	South	Furniture	Chairs	731.94	3	0	219.582	Furnitur
	Standard Class	Consumer	United States	Fort Lauderdale	Florida	33311	South	Furniture	Tables	957.5775	5	0.45	-383.031	Furnitur
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Furnishings	48.86	7	0	14.1694	Furnitur
	Standard Class	Consumer	United States	Los Angeles	California	90032	West	Furniture	Tables	1706.184	9	0.2	85.3092	Furnitur
	Second Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Furniture	Chairs	71.372	2	0.3	-1.0196	Furnitur
	Standard Class	Consumer	United States	Orem	Utah	84057	West	Furniture	Tables	1044.63	3	0	240.2649	Furnitur
	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Furniture	Bookcases	3083.43	7	0.5	-1665.0522	Furnitur
	Standard Class	Consumer	United States	Philadelphia	Pennsylvania	19140	East	Furniture	Furnishings	124.2	3	0.2	15.525	Furnitur
	First Class	Corporate	United States	Richardson	Texas	75080	Central	Furniture	Furnishings	190.92	5	0.6	-147.963	Furnitur
	Standard Class	Home Off	United States	Houston	Texas	77041	Central	Furniture	Bookcases	522.3002	2	0.22	45.0764	Furnitur

CONCLUSION:

- Understanding consumer behaviour is pivotable for business aiming to tailor their products, Services and marketing strategies to meet their target audiences evolving needs and preferences.
- Numerous factors influence consumer behaviour, Shaping the decision making process.



THANK
YOU.....