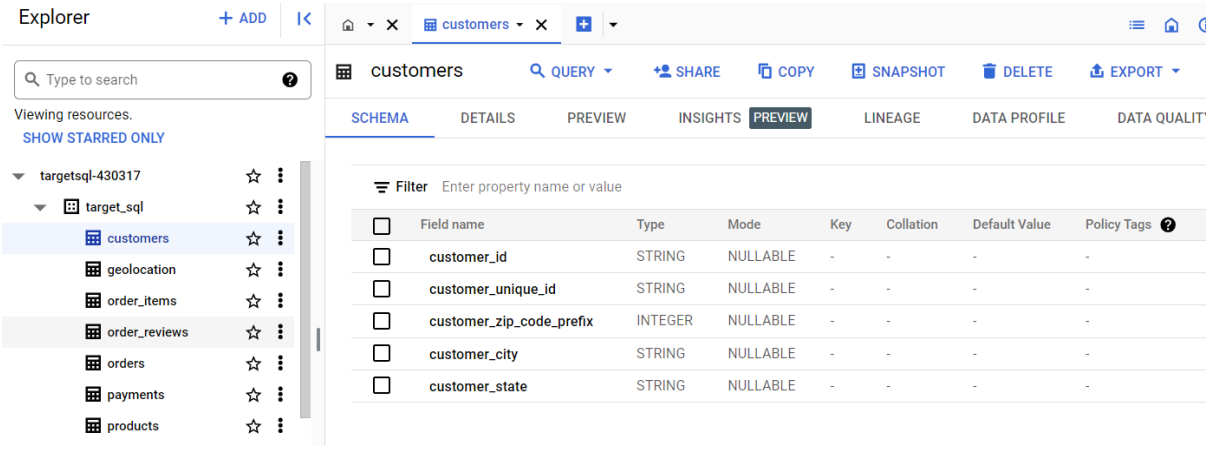
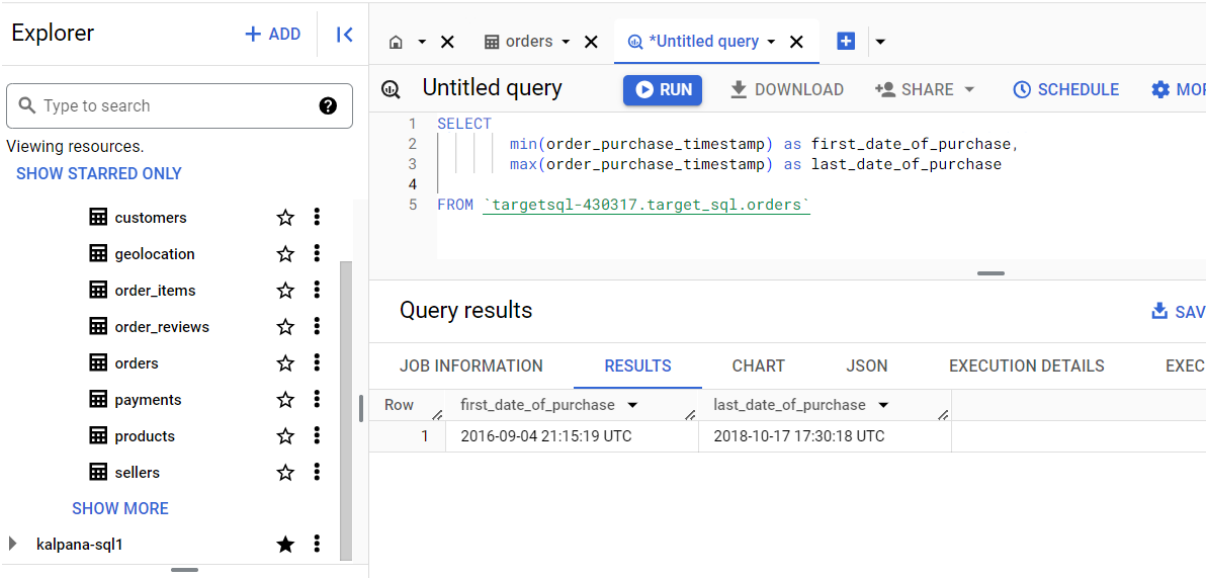
Target_SQL case study

Q. 1

1. Data type of all columns in the "customers" table.

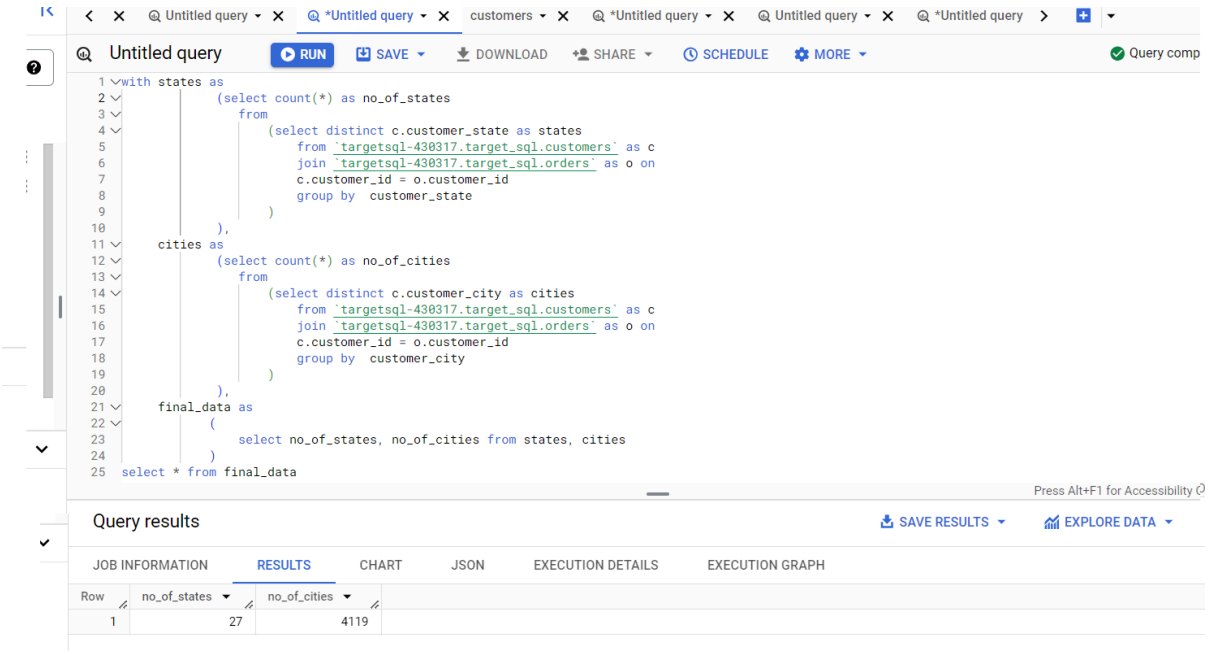


2. Time range between orders placed



Inference: The orders placed time is nothing but the order purchase timestamp. The minimum date-time and the max date-time will give the range in which orders get placed.

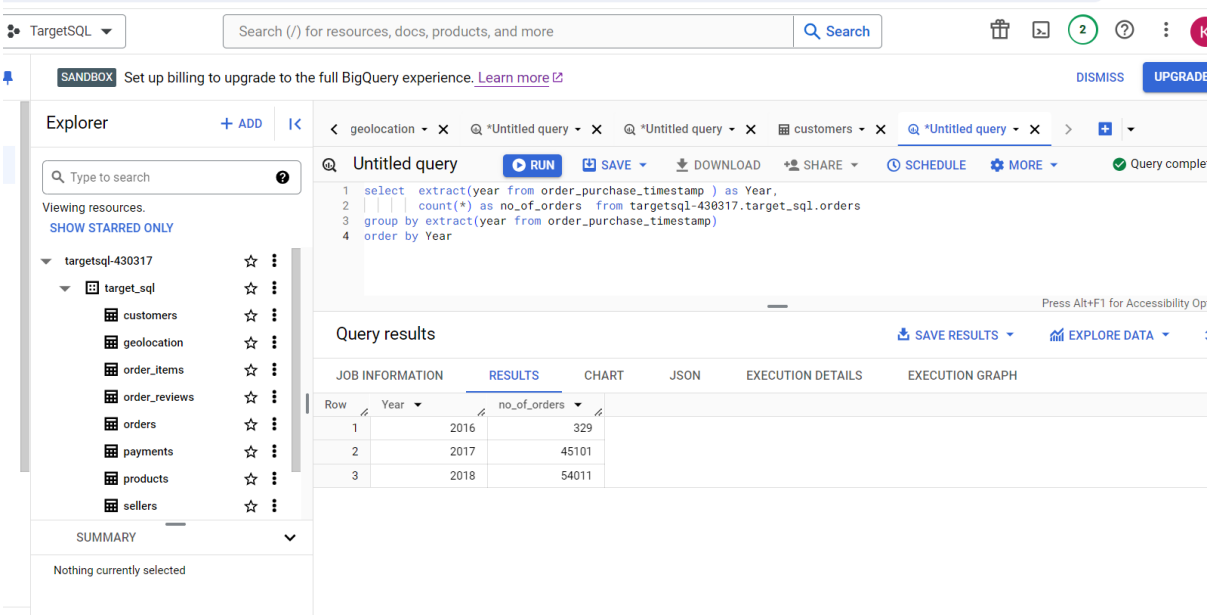
3. Count the Cities & States of customers



Inference: Count of Cities & States of customers who ordered between min and max range of order_purchase_timestamp. So all orders will be considered.

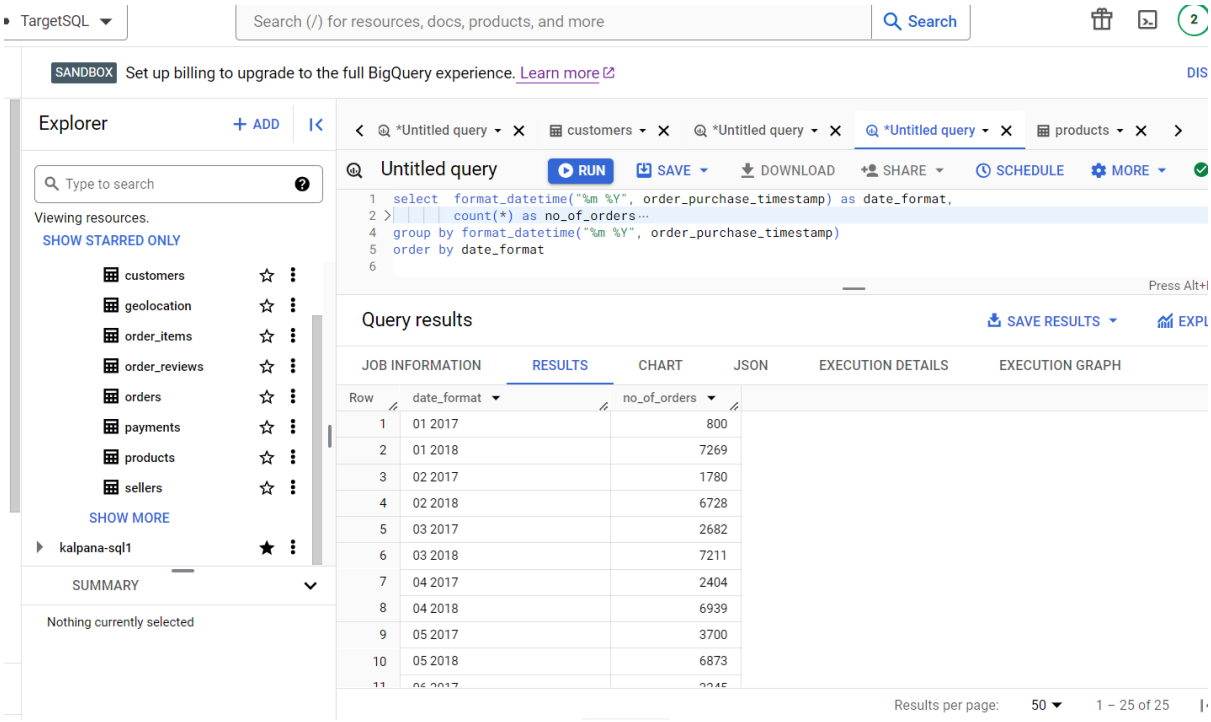
Q.2

1.



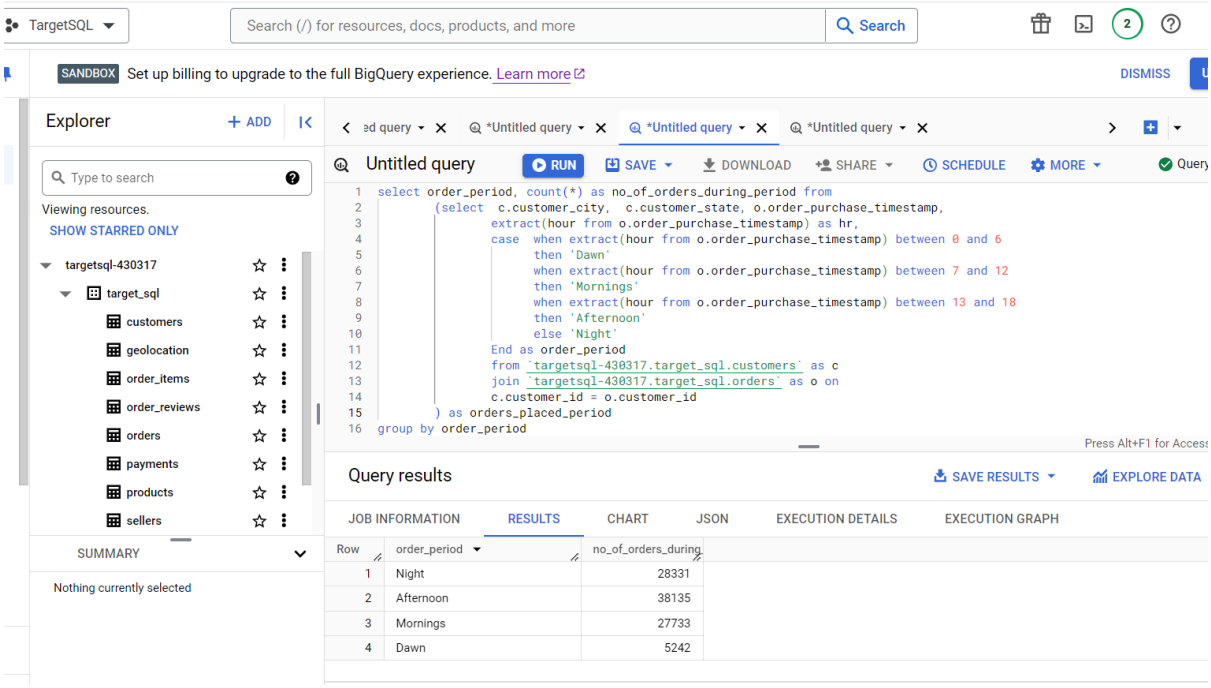
Inference: There has been a growing trend in the no. of orders placed over the past years as the orders are increasing year by year.

2.



Inference: There are adequate number of orders placed in the month from January to August but those get reduced from September to December.

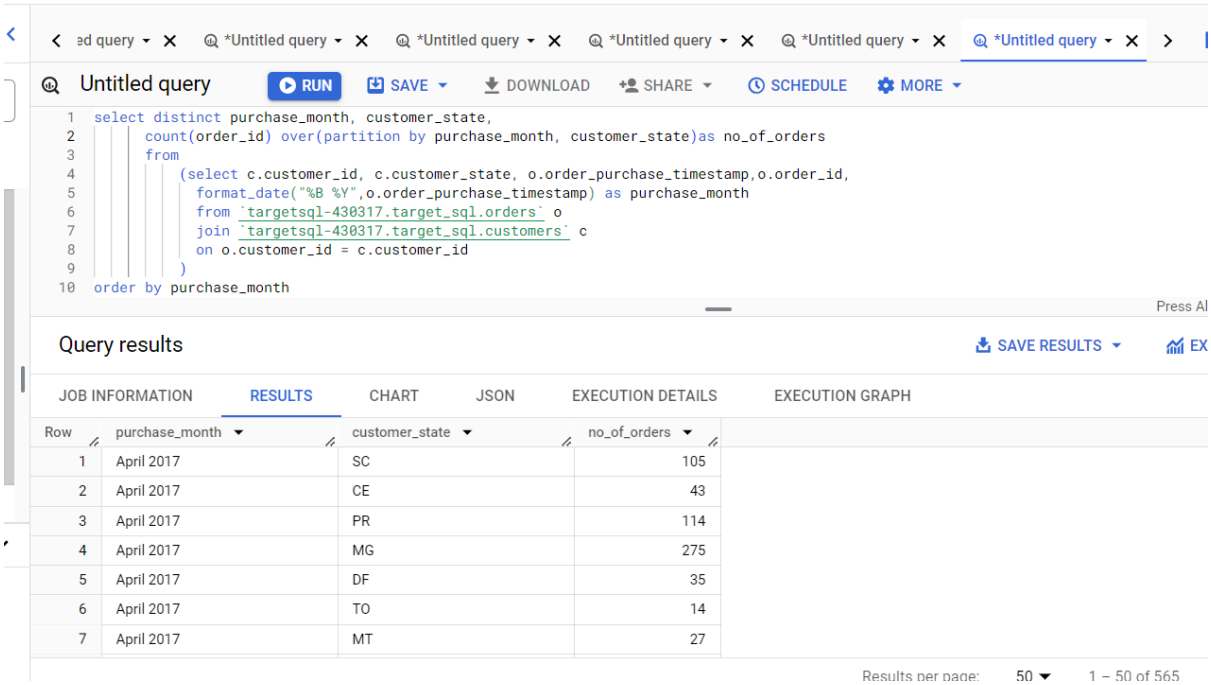
3.



Inference: From the output it is observed that they placed maximum orders in afternoon i.e. between 7 to 12.

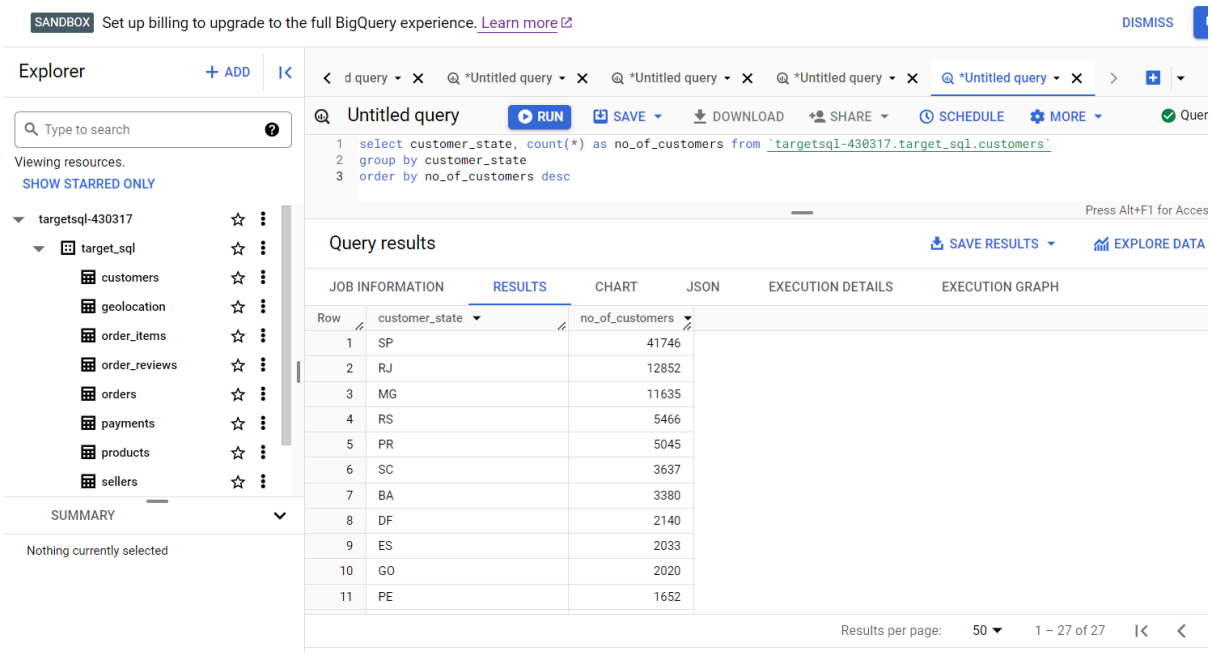
Q. 3

1.



Inference: Maximum orders placed in Jan 2018 as 7269

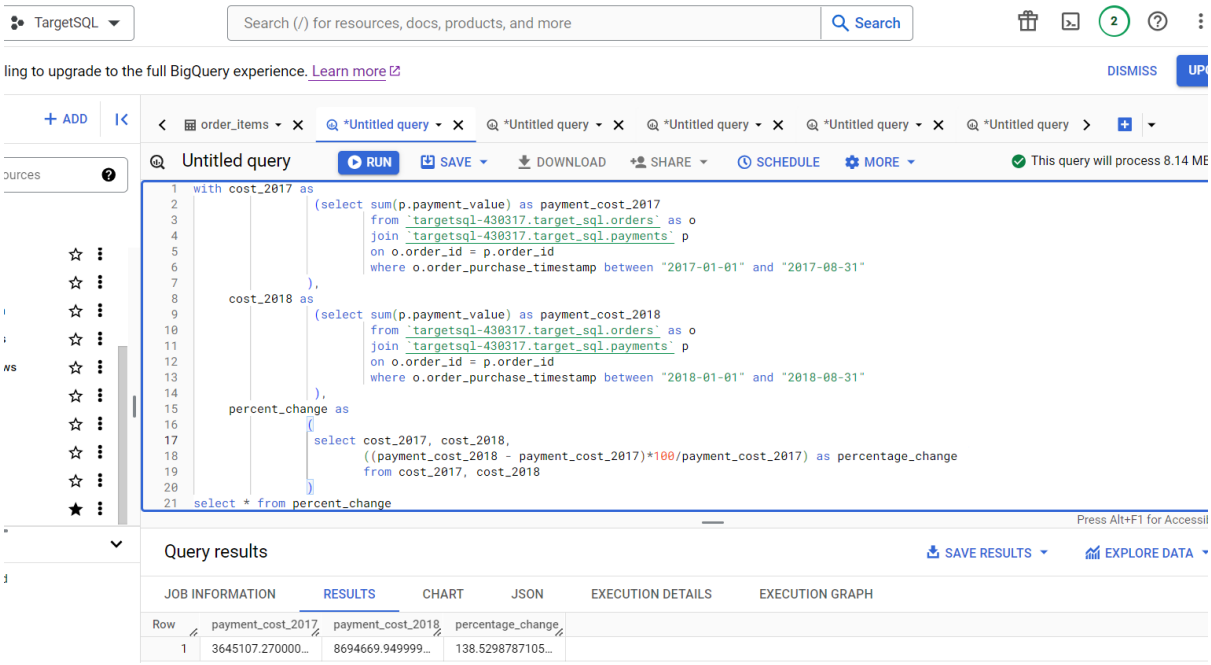
2.



Inference: The maximum customers are from SP state.

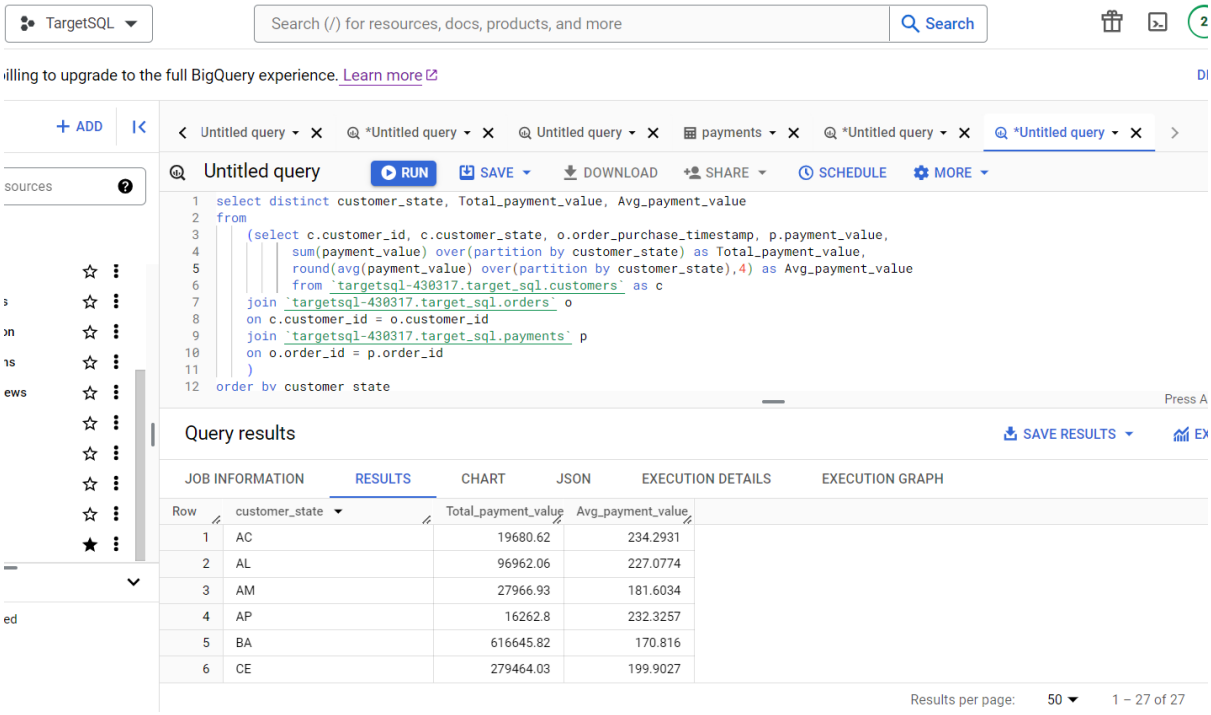
Q. 4

1.



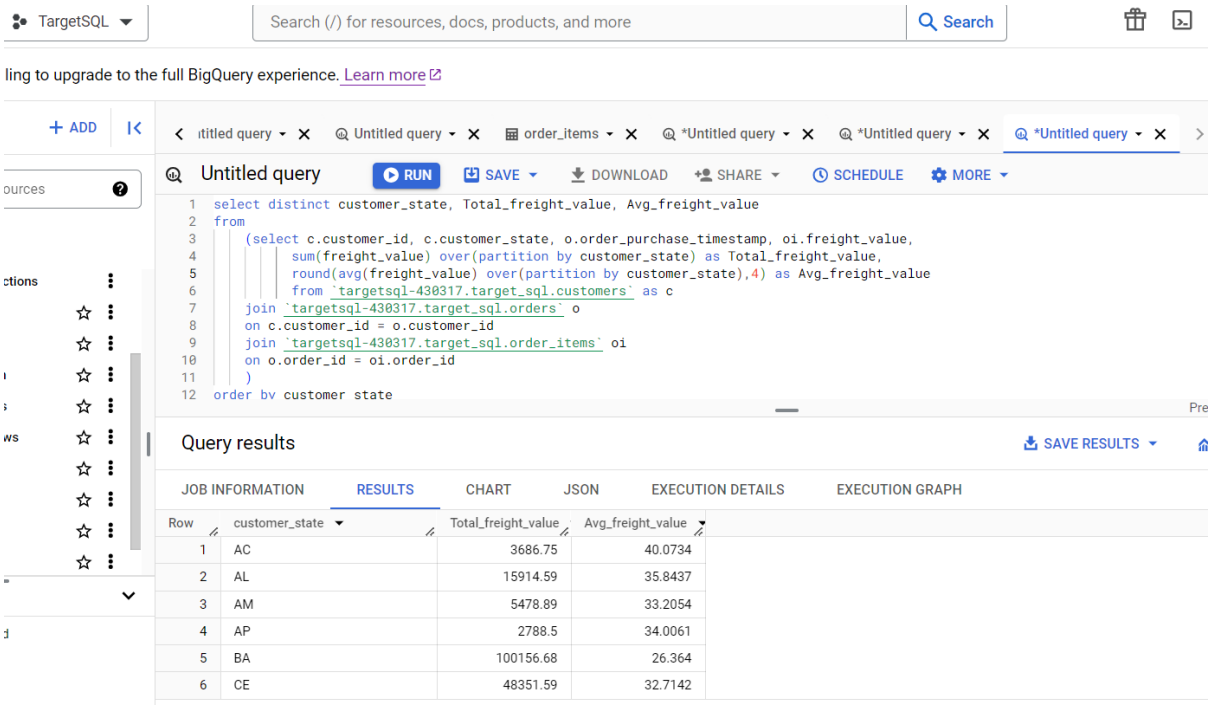
Inference: The payment value from 2017 to 2018 is increased by 138% .

2.



Inference: Maximum order cost is for the state SP.

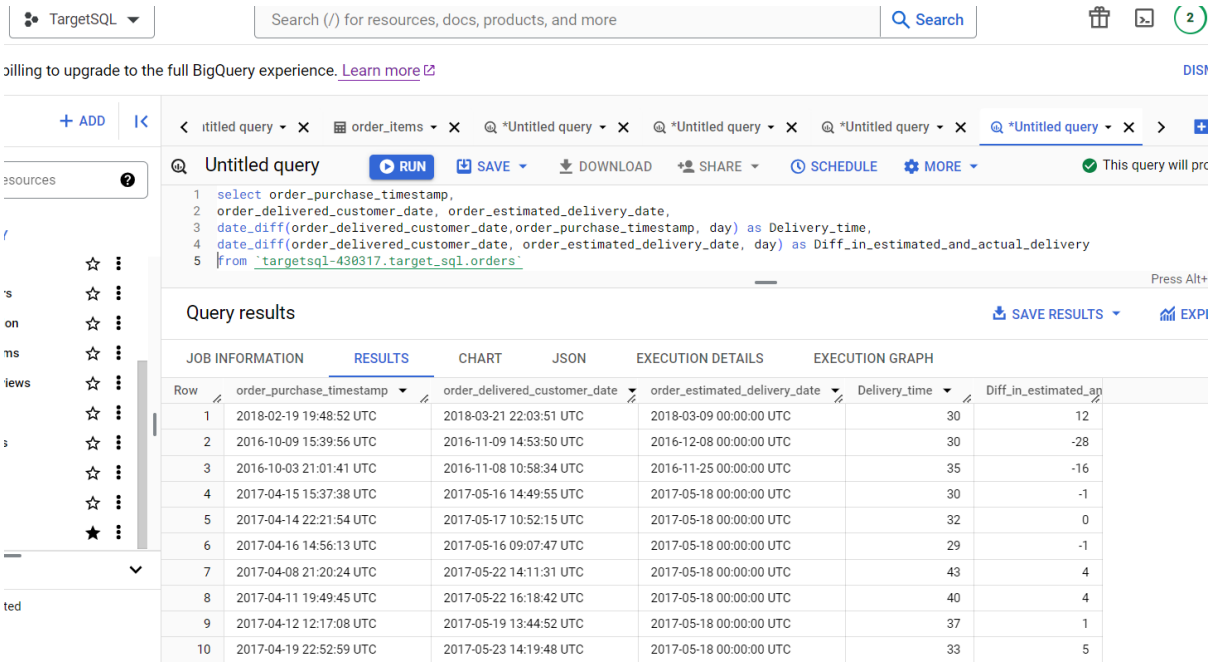
3.



Inference: Max. fright value is for the state SP.

Q. 5

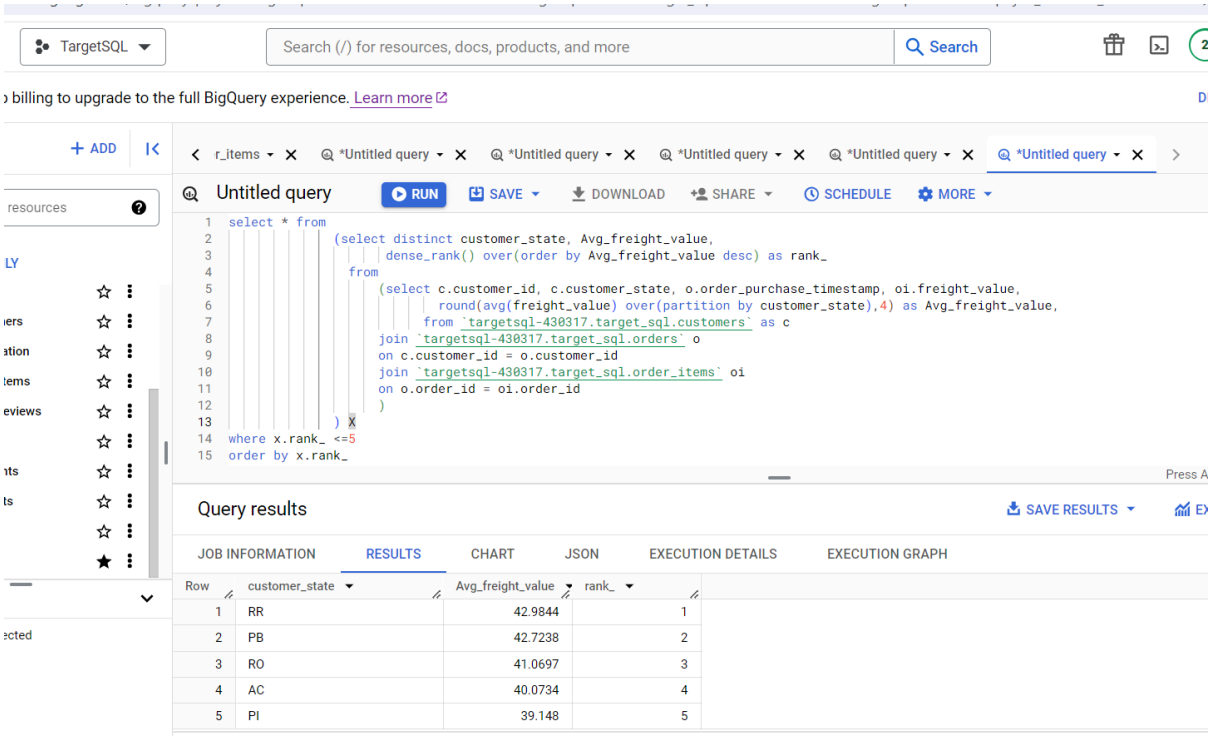
1.



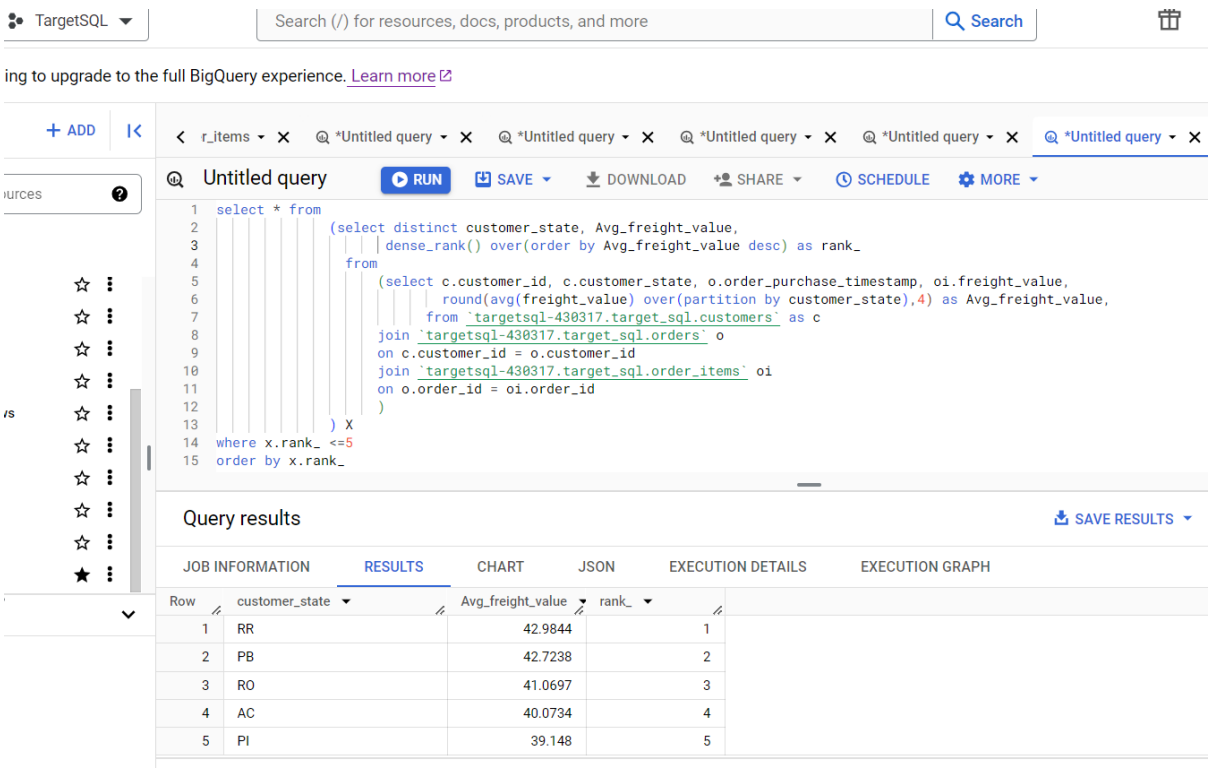
Inference: If the difference between the estimated and the actual delivery time (last column in the result) is negative, it means the order is delivered before the stimated time.

Q.5

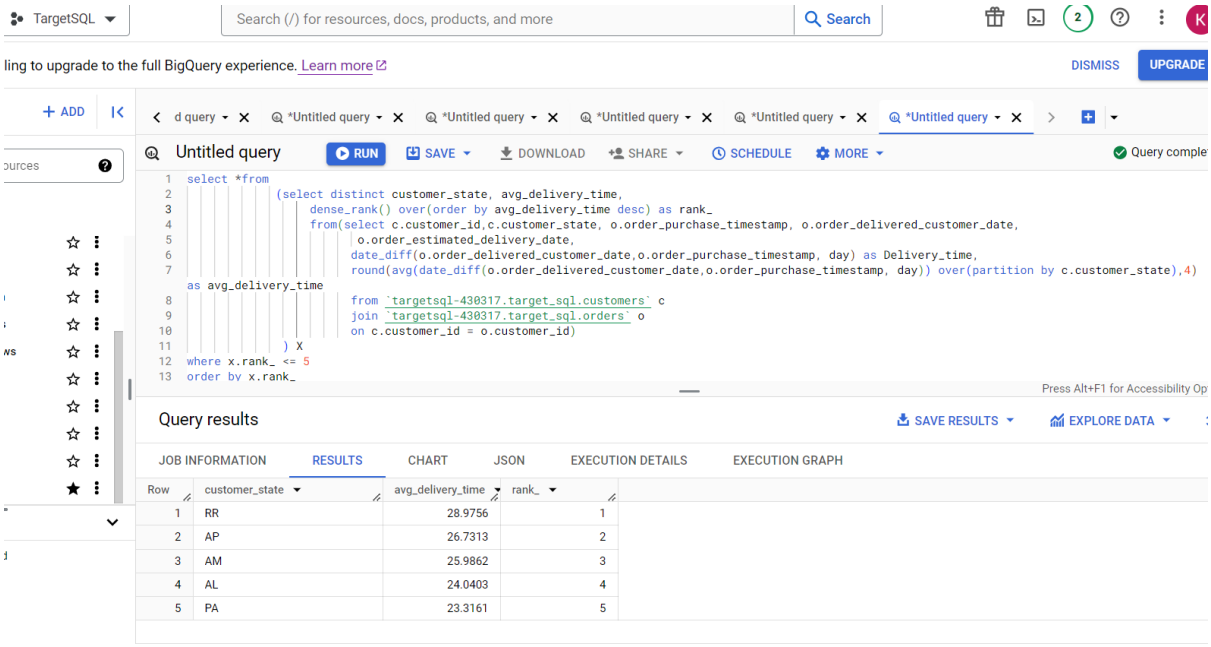
2. i) Top 5 states with heighest average freight value



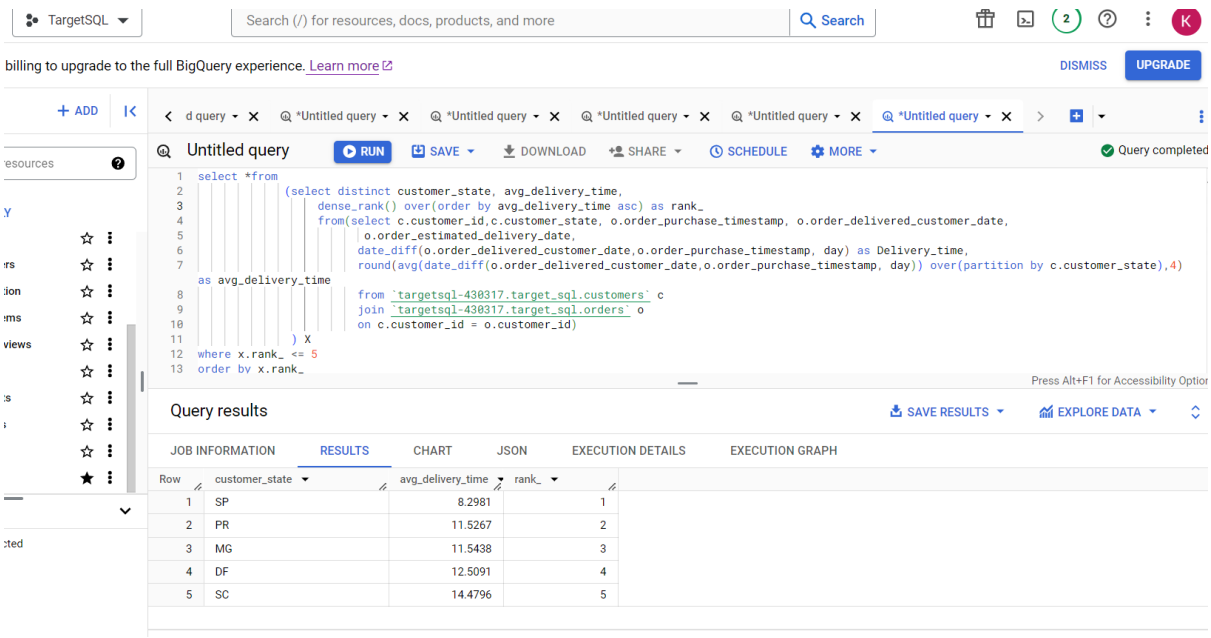
2. ii) Top 5 states with lowest average freight value



3. i) Top 5 states with highest average delivery time



ii) Top 5 states with lowest average delivery time

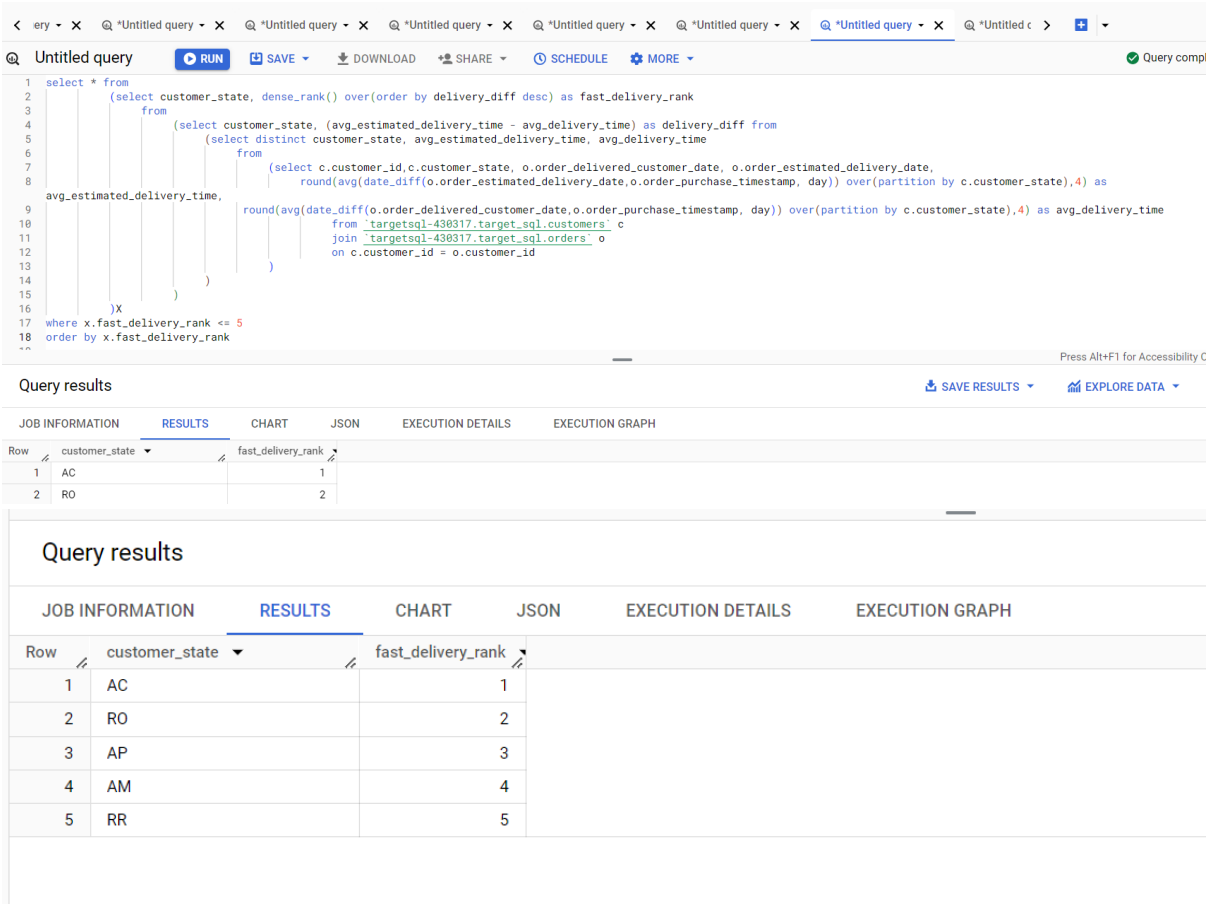


Q.5

4. The estimated delivery time will be the duration from the order placed date to the expected delivery date.

The delivery time will be the duration from the order placed date to the actual order delivery date.

When delivery time is less than the estimated delivery time, the order gets delivered fast. The greater the difference between estimated delivery time and the delivery time, the faster the delivery. The same logic is used to solve the query.



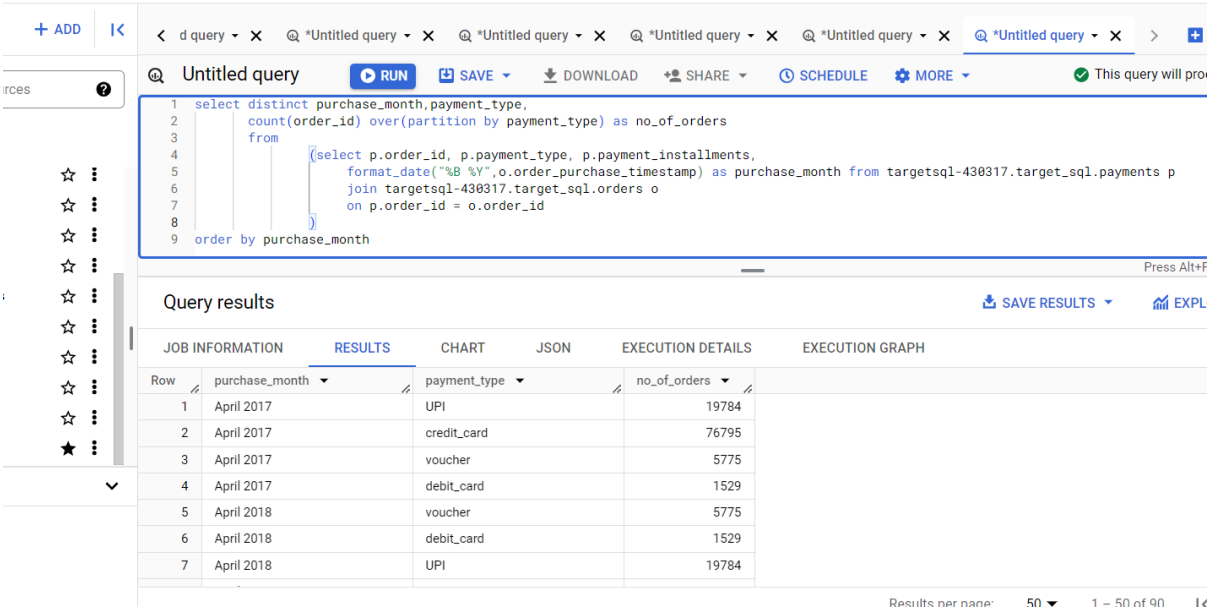
Query results

JOB INFORMATION | RESULTS | CHART | JSON | EXECUTION DETAILS | EXECUTION GRAPH

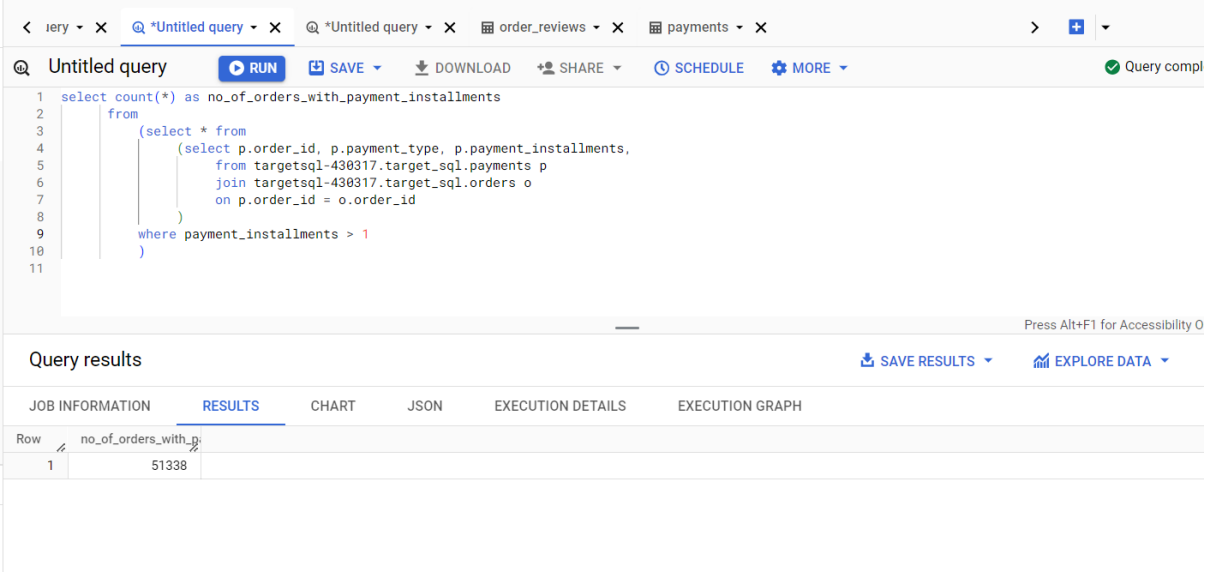
Row	customer_state	fast_delivery_rank
1	AC	1
2	RO	2
3	AP	3
4	AM	4
5	RR	5

Q.6

1.



2.



Inference: Maximum orders are placed on EMI (payment_installation) basis.

Detailed Report:

Tha analysis report of Target company which provides E-commerce service in Brazil from September 2016 to October 2018 has following highlighted points:

1. Target company provides E-commerce service in Brazil across 27 states and 4119 cities from September 2016.
2. The number of orders are increasing year on year so there is a growing trend.
3. Maximum orders are placed in afternoon i.e. from 13:00hr to 18:00hr
4. Maximum orders are placed in SP state as 41746 and minimum orders placed as 46 in RR state.
5. Freight value is more than the product price which is not preferred. So the company has to take necessary action in order to reduce freight value to increase the sales.
6. As the state SP has lowest average delivery time around 8 days, so there are maximum customers and orders, consequently the sale.
7. But in the RR state the average delivery time is highest which is around 29 days which is too high. So this can be one of the reason to have less sale in RR state. Company has to increase the logistic network in this state in order to shorten the delivery timelines.
8. Around 50% customers are using the installment facility.

Company has to take below actions in order to increase revenue:

1. Reducing freight value
2. Reducing delivery time