JENSON USA

Your Partner in Cycling Adventure.
Bicycles, Components, Apparel & Accessories.

HISTORY OF JENSON USA

- Founded in 1996 by a group of cycling enthusiasts in Riverside, California.
- Started as a small mail-order company, focused on serving the mountain bike community.
- Quickly grew into a leading online retailer of bicycles, components, and gear.
- Known for their commitment to customer service and supporting the cycling culture.
- Continues to expand its product offerings and services for cyclists of all levels.
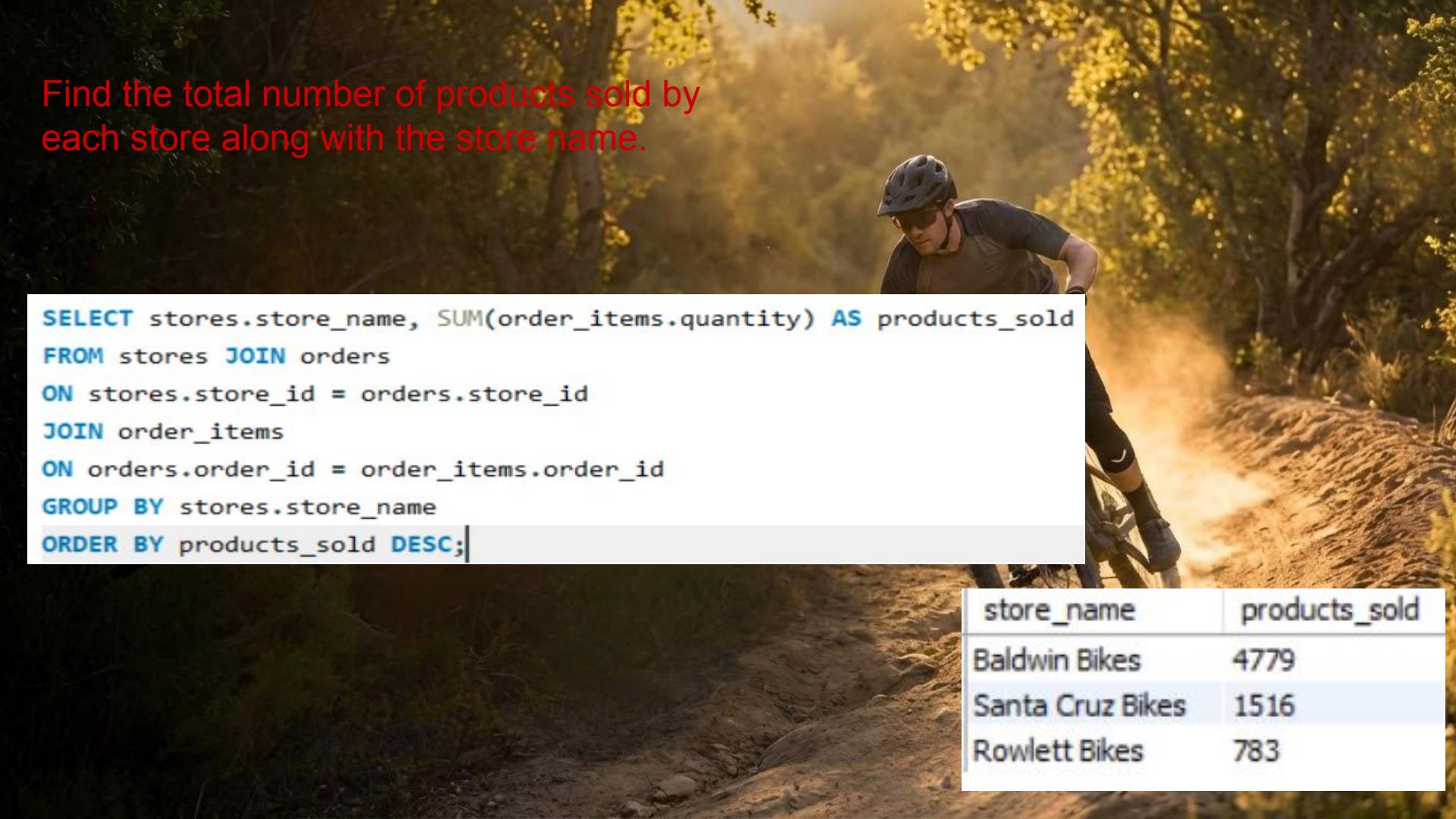
OPERATIONS & REACH

- Primarily operates in the United States, serving customers nationwide.
- International shipping available to select countries.
- Serving a large and growing customer base of cycling enthusiasts.
- Hundreds of thousands of active customers.
- Strong online presence and community engagement.

Leveraged SQL at Jensen's to conduct comprehensive analysis of customer behavior, staff performance, inventory, and store operations, resulting in data-driven strategies for enhanced business decision-making.

Find the total number of products sold by
each store along with the store name.

```sql
SELECT stores.store_name, SUM(order_items.quantity) AS products_sold
FROM stores JOIN orders
ON stores.store_id = orders.store_id
JOIN order_items
ON orders.order_id = order_items.order_id
GROUP BY stores.store_name
ORDER BY products_sold DESC;
```
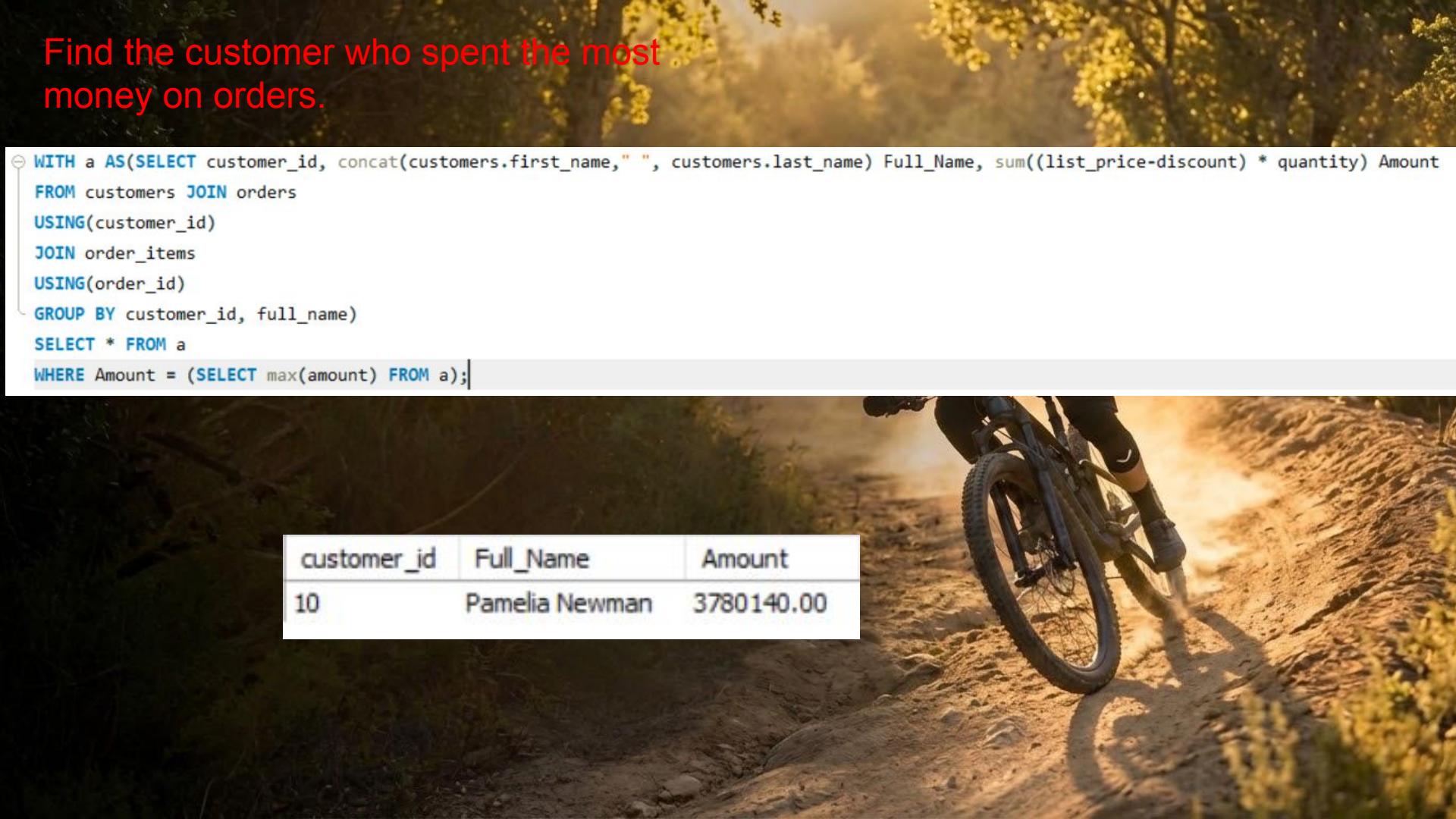
store_name	products_sold
Baldwin Bikes	4779
Santa Cruz Bikes	1516
Rowlett Bikes	783

Find the customer who spent the most money on orders.

```sql
WITH a AS(SELECT customer_id, concat(customers.first_name," ", customers.last_name) Full_Name, sum((list_price-discount) * quantity) Amount
FROM customers JOIN orders
USING(customer_id)
JOIN order_items
USING(order_id)
GROUP BY customer_id, full_name)
SELECT * FROM a
WHERE Amount = (SELECT max(amount) FROM a);
```

customer_id	Full_Name	Amount
10	Pamelia Newman	3780140.00

Calculate the cumulative sum of quantities sold for each product over time.

```sql
SELECT product_name, order_date, quantity,
sum(quantity) over(partition by product_name order by order_date) Cumulative_sum
FROM orders JOIN order_items
USING (order_id) JOIN products USING (product_id);
```

product_name	order_date	quantity	Cumulative_sum
Electra Amsterdam Fashion 3i Ladies' - 2017/2018	2018-01-01	1	1
Electra Amsterdam Fashion 3i Ladies' - 2017/2018	2018-01-21	2	3
Electra Amsterdam Fashion 3i Ladies' - 2017/2018	2018-04-30	2	5
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-01-29	2	2
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-02-28	1	3
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-03-03	1	4
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-03-09	2	6
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-04-06	1	7
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-04-15	2	9
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-04-16	1	10

Find the names of staff members
who have not made any sales

```sql
SELECT staff_id, concat(first_name, " ", last_name) staff_name
FROM staffs
WHERE staff_id not in (SELECT distinct staff_id
FROM orders);
```

staff_id	staff_name
1	Fabiola Jackson
4	Virgie Wiggins
5	Jannette David
10	Bernardine Houston

Find the highest-priced product for each category name.

```sql
SELECT * FROM
(SELECT categories.category_name, products.product_name, products.list_price,
dense_rank () over (partition by categories.category_name ORDER BY products.list_Price desc) High_price
FROM categories JOIN products
ON categories.category_id = products.category_id) a
WHERE High_price= 1;
```

category_name	product_name	list_price	High_price
Children Bicycles	Electra Straight 8 3i (20-inch) - Boy's - 2017	48999.00	1
Children Bicycles	Electra Townie 3i EQ (20-inch) - Boys' - 2017	48999.00	1
Children Bicycles	Trek Superfly 24 - 2017/2018	48999.00	1
Comfort Bicycles	Electra Townie Go! 8i - 2017/2018	259999.00	1
Cruisers Bicycles	Electra Townie Commute Go! - 2018	299999.00	1
Cruisers Bicycles	Electra Townie Commute Go! Ladies' - 2018	299999.00	1
Cyclocross Bicycles	Trek Boone 7 Disc - 2018	399999.00	1
Electric Bikes	Trek Powerfly 7 FS - 2018	499999.00	1
Electric Bikes	Trek Super Commuter+ 8S - 2018	499999.00	1
Electric Bikes	Trek Powerfly 8 FS Plus - 2017	499999.00	1

Find the top 3 most sold products in terms of quantity.

```sql
SELECT * FROM
(SELECT products.product_name, order_items.product_id, sum(order_items.quantity),
rank() over(order by sum(order_items.quantity) desc) Ranks
FROM order_items JOIN products
ON order_items.product_id = products.product_id
GROUP BY products.product_name, order_items.product_id) sold
WHERE Ranks <=3;
```

product_name	product_id	sum(order_items.quantity)	Ranks
Surly Ice Cream Truck Frameset - 2016	6	167	1
Electra Cruiser 1 (24-Inch) - 2016	13	157	2
Electra Townie Original 7D EQ - 2016	16	156	3

Find the product with the highest total sales (quantity * price) for each category.

```sql
WITH a AS(SELECT products.product_id, products.product_name, products.category_id,
sum(order_items.quantity * order_items.list_price) Total_Sales
FROM products JOIN order_items
ON products.product_id = order_items.product_id
GROUP BY products.product_id, products.product_name, products.category_id),
b AS ( SELECT a.category_id, MAX(a.Total_sales) AS max_sales
FROM a GROUP BY a.category_id)
SELECT categories.category_name, a.product_name, a.total_sales
FROM a JOIN b
ON a.category_id = b.category_id
AND a.total_sales = b.max_sales
JOIN categories
ON categories.category_id = a.category_id;
```

category_name	product_name	total_sales
Children Bicycles	Electra Girl's Hawaii 1 (20-inch) - 2015/2016	4619846.00
Comfort Bicycles	Electra Townie Original 7D EQ - 2016	8039866.00
Cruisers Bicycles	Electra Townie Original 7D EQ - 2016	9359844.00
Cyclocross Bicycles	Surly Straggler 650b - 2016	25382949.00
Electric Bikes	Trek Conduit+ - 2016	43499855.00
Mountain Bikes	Trek Slash 8 275 - 2016	61599846.00
Road Bikes	Trek Domane SLR 6 Disc - 2017	23649957.00

Find the total number of orders placed
by each customer per store

```sql
SELECT customers.customer_id, concat(customers.First_name, " ", customers.last_name) AS Full_name,
stores.store_id, stores.store_name, count(orders.order_id) Total_orders
FROM orders JOIN customers
ON customers.customer_id = orders.customer_id
JOIN stores
ON stores.store_id = orders.order_id
GROUP BY customers.customer_id, concat(customers.First_name, " ", customers.last_name),
stores.store_id, stores.store_name;
```

customer_id	Full_name	store_id	store_name	Total_orders
259	Johnathan Velazquez	1	Santa Cruz Bikes	1
1212	Jaqueline Cummings	2	Baldwin Bikes	1
523	Joshua Robertson	3	Rowlett Bikes	1

Find the median value of the price list

```sql
WITH a AS(SELECT list_price, row_number()
OVER (ORDER BY list_price) AS pp,
COUNT(*) OVER () Total_count FROM products
)
SELECT avg(list_price) Median_value
FROM a
WHERE pp IN
(FLOOR (total_count + 1) / 2,
FLOOR (total_count + 2) / 2);
```

Median_value
74999.000000

List all products that have never been ordered

```sql
SELECT product_id, product_name FROM products
WHERE not exists( SELECT product_id FROM order_items
WHERE products.product_id = order_items.product_id);
```

product_id	product_name
1	Trek 820 - 2016
121	Surly Krampus Frameset - 2018
125	Trek Kids' Dual Sport - 2018
154	Trek Domane SLR 6 Disc Women's - 2018
195	Electra Townie Go! 8i Ladies' - 2018
267	Trek Precaliber 12 Girl's - 2018
284	Electra Savannah 1 (20-inch) - Girl's - 2018
291	Electra Sweet Ride 1 (20-inch) - Girl's - 2018
316	Trek Checkpoint ALR 4 Women's - 2019

List the names of staff members who have made more sales than the average number of sales by all staff members.

```sql
WITH a AS (SELECT staffs.staff_id, concat(staffs.first_name, " " , staffs.last_name) Full_name,
coalesce(sum(order_items.quantity * order_items.list_price), 0 ) Sales
FROM staffs LEFT JOIN orders
ON orders.staff_id = staffs.staff_id
LEFT JOIN order_items
ON order_items.order_id = orders.order_id
GROUP BY staffs.staff_id, Full_name)
SELECT * FROM a
WHERE sales > (SELECT avg(sales) FROM a);
```
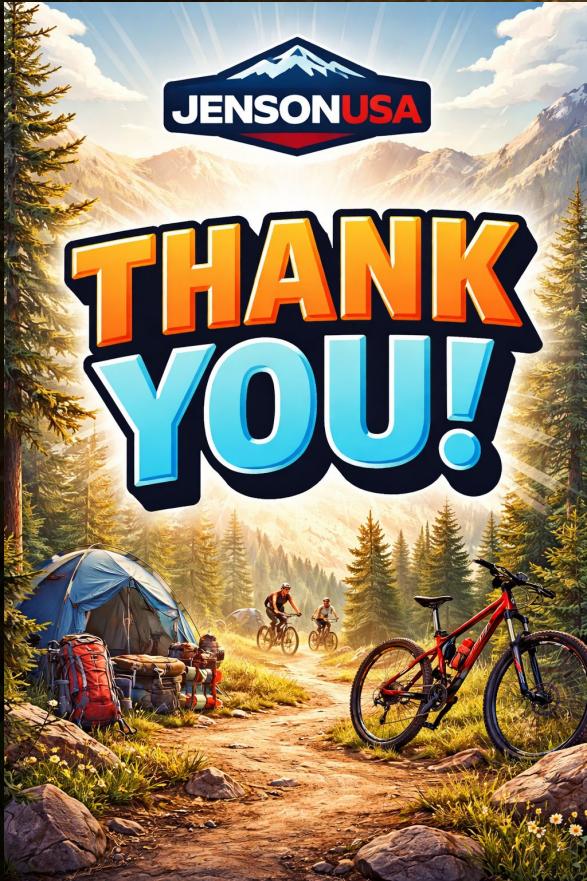
staff_id	Full_name	Sales
3	Genna Serrano	95272226.00
6	Marcelene Boyer	293888873.00
7	Venita Daniel	288735348.00

Identify the customers who have ordered all types of products

```sql
WITH a AS (SELECT customers.customer_id,
concat(customers.first_name, " ", customers.last_name) Full_name,
count(distinct products.category_id) category_count FROM customers
JOIN orders ON customers.customer_id = orders.customer_id
JOIN order_items ON order_items.order_id = orders.order_id
JOIN products ON products.product_id = order_items.product_id
GROUP BY customers.customer_id, full_name)
SELECT * FROM a
HAVING category_count = (SELECT count(*) FROM categories);
```

customer_id	Full_name	category_count
9	Genoveva Baldwin	7

THANK YOU!

BY- Kanishk Shrivastava