**--EN ÇOK SATAN ÜRÜN ANALİZİ**

SELECT

p.product\_name,

SUM(od.quantity) AS TotalQuantity

FROM

order\_details od

JOIN

products p ON od.product\_id = p.product\_id

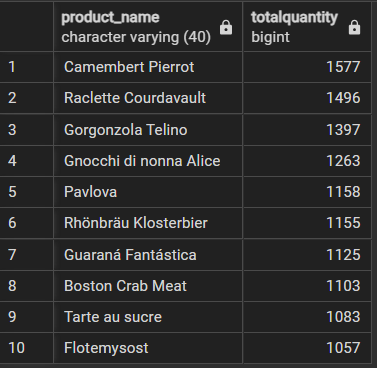
GROUP BY

p.product\_name

ORDER BY

TotalQuantity DESC

LIMIT 10;



**--MÜŞTERİ SEGMENTASYONU**

WITH CustomerTotals AS (

SELECT

c.customer\_id,

c.company\_name,

SUM(od.quantity \* od.unit\_price) AS TotalSpent

FROM

orders o

JOIN

order\_details od ON o.order\_id = od.order\_id

JOIN

customers c ON o.customer\_id = c.customer\_id

GROUP BY

c.customer\_id, c.company\_name

),

Percentiles AS (

SELECT

PERCENTILE\_CONT(0.33) WITHIN GROUP (ORDER BY TotalSpent) AS P33,

PERCENTILE\_CONT(0.66) WITHIN GROUP (ORDER BY TotalSpent) AS P66

FROM

CustomerTotals

)

SELECT

ct.customer\_id,

ct.company\_name,

ct.TotalSpent,

CASE

WHEN ct.TotalSpent > p.P66 THEN 'Üst Segment'

WHEN ct.TotalSpent > p.P33 THEN 'Orta Sehment'

ELSE 'Alt Segment'

END AS CustomerCategory

FROM

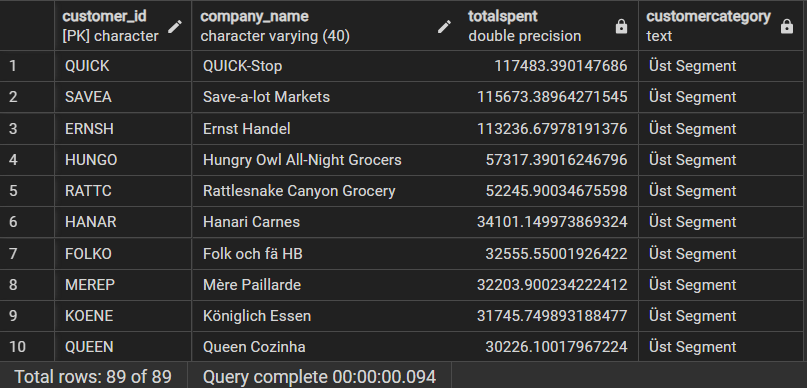
CustomerTotals ct

JOIN

Percentiles p ON 1=1

ORDER BY

ct.TotalSpent DESC;



**--SİPARİŞ TRENDLERİ**

SELECT

TO\_CHAR(o.order\_date, 'YYYY-MM') AS YearMonth,

COUNT(o.order\_id) AS OrderCount,

SUM(od.quantity \* od.unit\_price) AS TotalSales

FROM

orders o

JOIN

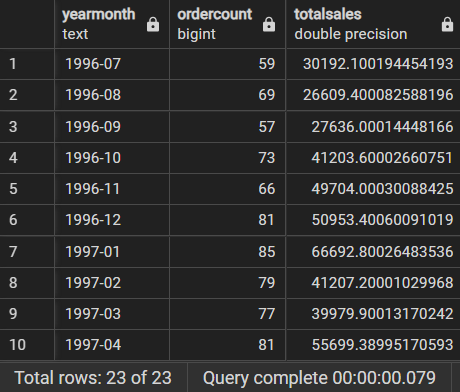
order\_details od ON o.order\_id = od.order\_id

GROUP BY

YearMonth

ORDER BY

YearMonth;



**--ÜRÜN ANALİZİ**

SELECT

product\_name,

unit\_price,

CASE

WHEN unit\_price >= 150 THEN 'Yüksek'

WHEN unit\_price BETWEEN 50 AND 149.99 THEN 'Orta'

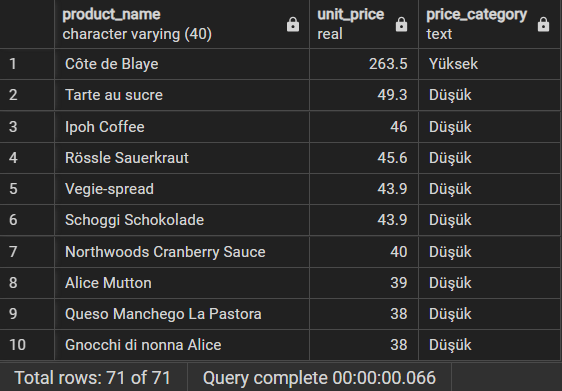
ELSE 'Düşük'

END AS price\_category

FROM Products

WHERE unit\_price >= 150 OR unit\_price < 50

ORDER BY unit\_price DESC;



**--ORTALAMA FİYATIN ÜZERİNDEKİ ÜRÜNLER**

SELECT product\_name, unit\_price

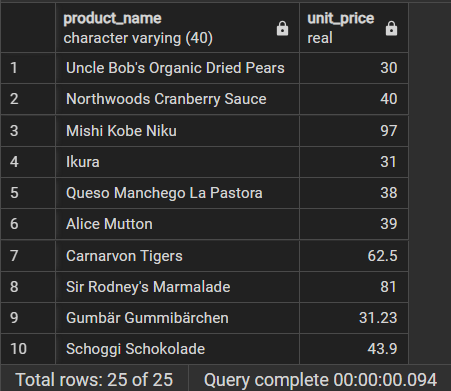
FROM products

WHERE unit\_price > (

SELECT AVG(unit\_price)

FROM products

);



**--EN YÜKSEK SİPARİŞ DEĞERLERİ**

SELECT

o.order\_id,

SUM(od.quantity \* od.unit\_price \* (1 - od.discount)) AS order\_value,

o.order\_date,

o.ship\_country

FROM

orders o

JOIN

order\_details od ON o.order\_id = od.order\_id

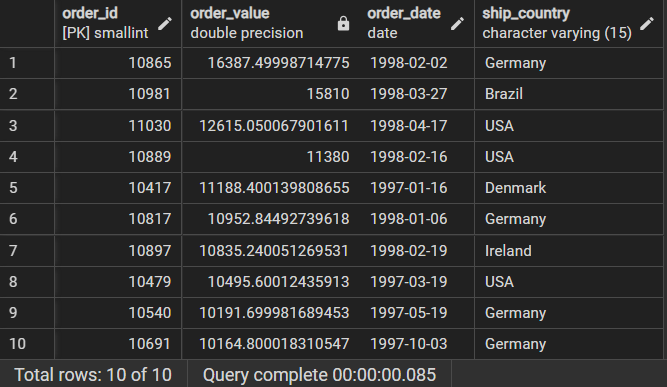
GROUP BY

o.order\_id, o.order\_date, o.ship\_country

ORDER BY

order\_value DESC

LIMIT 10;



**--AYLIK VE YILLIK ORTALAMA SİPARİŞ DEĞERLERİ**

SELECT

EXTRACT(YEAR FROM orders.order\_date) AS year,

EXTRACT(MONTH FROM orders.order\_date) AS month,

AVG(order\_details.quantity \* order\_details.unit\_price \* (1 - order\_details.discount)) AS average\_order\_value

FROM order\_details

JOIN orders ON orders.order\_id = order\_details.order\_id

GROUP BY

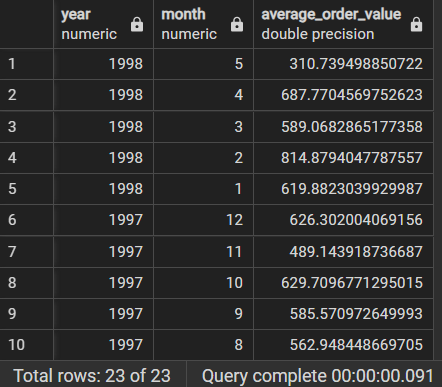
EXTRACT(YEAR FROM orders.order\_date),

EXTRACT(MONTH FROM orders.order\_date)

ORDER BY

year DESC,

month DESC;



**--ÜLKE BAZINDA TOPLAM SİPARİŞ DEĞERLERİ**

SELECT

SUM(order\_details.product\_id \* order\_details.unit\_price - order\_details.discount) AS order\_value,

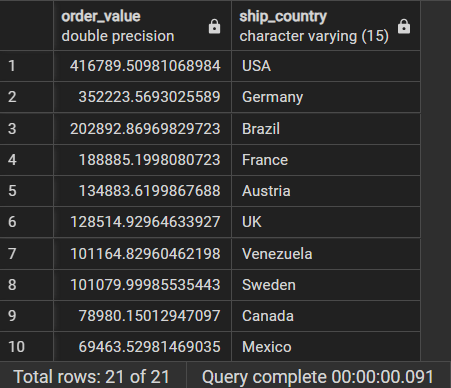
orders.ship\_country

FROM order\_details

JOIN orders on orders.order\_id = order\_details.order\_id

GROUP BY orders.ship\_country

ORDER BY order\_value DESC;



**--ÜLKE BAZINDA ORTALAMA SİPARİŞ DEĞERLERİ**

SELECT

AVG(order\_details.product\_id \* order\_details.unit\_price - order\_details.discount) AS order\_value,

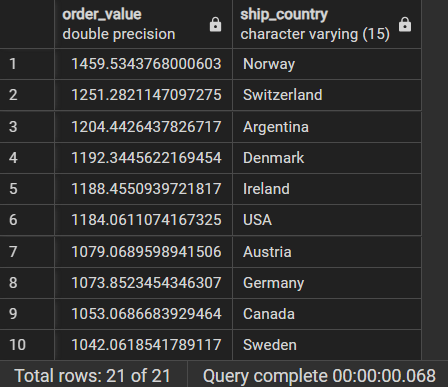
orders.ship\_country

FROM order\_details

JOIN orders on orders.order\_id = order\_details.order\_id

GROUP BY orders.ship\_country

ORDER BY order\_value DESC;



**--TESLİMAT SÜRELERİNE GÖRE KARGO FİRMALARININ PERFORMANS ANALİZİ**

SELECT

ship\_name,

AVG((shipped\_date - order\_date)::numeric) AS average\_delivery\_days,

CASE

WHEN AVG((shipped\_date - order\_date)::numeric) <= 2 THEN 'İyi'

WHEN AVG((shipped\_date - order\_date)::numeric) <= 5 THEN 'Orta'

ELSE 'Kötü'

END AS delivery\_rating

FROM

orders

GROUP BY

ship\_name;



**--MÜŞTERİ MEMNUNİYET ANALİZİ**

SELECT

o.customer\_id,

c.company\_name,

COUNT(o.order\_id) AS order\_count,

SUM(od.quantity \* od.unit\_price) AS total\_spent,

AVG(od.quantity \* od.unit\_price) AS average\_order\_value,

CASE

WHEN COUNT(o.order\_id) = 1 THEN 'Yeni Müşteri'

WHEN COUNT(o.order\_id) BETWEEN 2 AND 5 THEN 'Orta'

ELSE 'Sadık Müşteri'

END AS customer\_type

FROM

orders o

JOIN

order\_details od ON o.order\_id = od.order\_id

JOIN

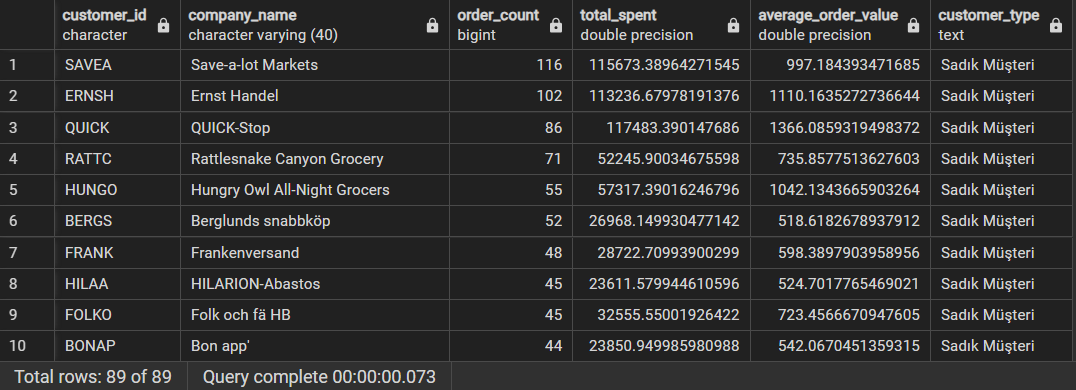
customers c ON o.customer\_id = c.customer\_id

GROUP BY

o.customer\_id, c.company\_name

ORDER BY

order\_count DESC;



**--KAMPANYA PERFORMANSI**

SELECT

CASE

WHEN od.discount > 0 THEN 'Kampanyalı'

ELSE 'Kampanyasız'

END AS campaign\_type,

COUNT(o.order\_id) AS order\_count,

SUM(od.quantity \* od.unit\_price \* (1 - od.discount)) AS total\_sales,

AVG(od.quantity \* od.unit\_price \* (1 - od.discount)) AS average\_order\_value

FROM

orders o

JOIN

order\_details od ON o.order\_id = od.order\_id

GROUP BY

CASE

WHEN od.discount > 0 THEN 'Kampanyalı'

ELSE 'Kampanyasız'

END;

