

 Search America's Bike Shop

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BRANDS

BIKES

COMPONENTS

MAINTENANCE

ACCESSORIES

APPAREL

BIKE BUILDER

GIFT CARDS

SALE

28 ITEMS

Clear All

↓ FILTER BY

- New Items (3)
- Sale (16)
- In Stock (27)

↓ CATEGORIES

- Road Frames (0)
- Road Bikes On Sale (16)

BIKE MODEL

- Cannondale CAAD13 (2)
- Cannondale SuperSix (3)
- Cannondale Synapse (3)
- Cervelo Caledonia (2)
- Cervelo R5 (1)

JENSON USA SALES ANALYSIS USING SQL

PRESENTED BY
KASHISH BISHT



Cannondale CAAD13 105 Di2 Bike

\$3,144.00

SAVE 15% ~~MSRP \$3,700.00~~

www.jensonusa.com

Ships Ready to Ride*

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TO DRIVE INSIGHTS ON

1

2

3

4

Customer Behavior

Staff Performance

Inventory management

Store Operations

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INTRODUCTION ABOUT JENSON USA....

Jenson USA is a well-known American retailer specializing in bicycles, cycling components, accessories, and apparel. Founded in 1994, the company has grown from a small operation into one of the leading online and brick-and-mortar stores catering to cycling enthusiasts of all levels.

Jenson USA offers a wide range of products, including mountain bikes, road bikes, gravel bikes, and electric bikes, along with parts, tools, and gear from top brands.

The company is recognized for its commitment to customer service, providing expert advice, and a satisfaction guarantee. Jenson USA also emphasizes community involvement, supporting cycling events, and promoting the sport through various initiatives.



SQL QUERIES: JENSON USA

Cannondale CAAD13 105 Di2 Bike

\$3,144.00

SAVE 15 % ~~MSRP \$3,700.00~~

ORBEA ORCA M30i 2024 BIKE

\$2,699.94

SAVE 25 % ~~MSRP \$3,599.00~~

Cannondale Synapse 3 Bike

\$1,099.00

SAVE 15 % ~~MSRP \$1,300.00~~

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

```
1
2 • select stores.store_name, sum(order_items.quantity)
3           as total_quantity
4   from orders join order_items
5     on order_items.order_id = orders.order_id
6           join stores
7   on stores.store_id = orders.store_id
8       group by stores.store_name;
```

```
1
2 • select product_id, order_date, quantity,
3   sum(quantity) over(partition by product_id
4   order by order_date)
5   from (select order_items.product_id,
6   orders.order_date, sum(order_items.quantity)quantity
7   from orders join order_items
8   on orders.order_id = order_items.order_id
9   group by order_items.product_id, orders.order_date) a;
```

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



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

```

1
2 • select * from
3   (select categories.category_id, categories.category_name,
4     products.product_name,
5     products.list_price,
6     rank() over(partition by categories.category_id
7       order by products.list_price desc) rnk
8     from products join categories
9     on products.category_id= categories.category_id) a
10    where rnk = 1 ;

```

```

1
2 • select category_id, product_name, total_sales, sales_rank from
3   (select products.category_id, products.product_name,
4     sum(order_items.list_price)as total_sales,
5     rank() over(partition by category_id
6       order by sum(order_items.quantity*
7         order_items.list_price)desc)as sales_rank
8     from products join order_items on
9     products.product_id=
10    order_items.product_id group by
11    products.category_id,products.product_name)
12      as ranked_sales where sales_rank= 1;

```

Find the highest-priced product for each category name.



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Find the customer who spent
the most money on orders.

```
1
2 • with a as (select customers.customer_id,
3   concat(customers.first_name, " ", customers.last_name) full_name,
4   sum(order_items.quantity*(order_items.list_price-order_items.discount))sales
5   from customers join orders
6   on customers.customer_id = orders.customer_id
7   join order_items
8   on order_items.order_id = orders.order_id
9   group by customers.customer_id,
10  concat(customers.first_name, customers.last_name))
11
12  select * from
13  (select *, rank() over (order by sales desc) rnk
14  from a) b
15  where rnk = 1 ;
```

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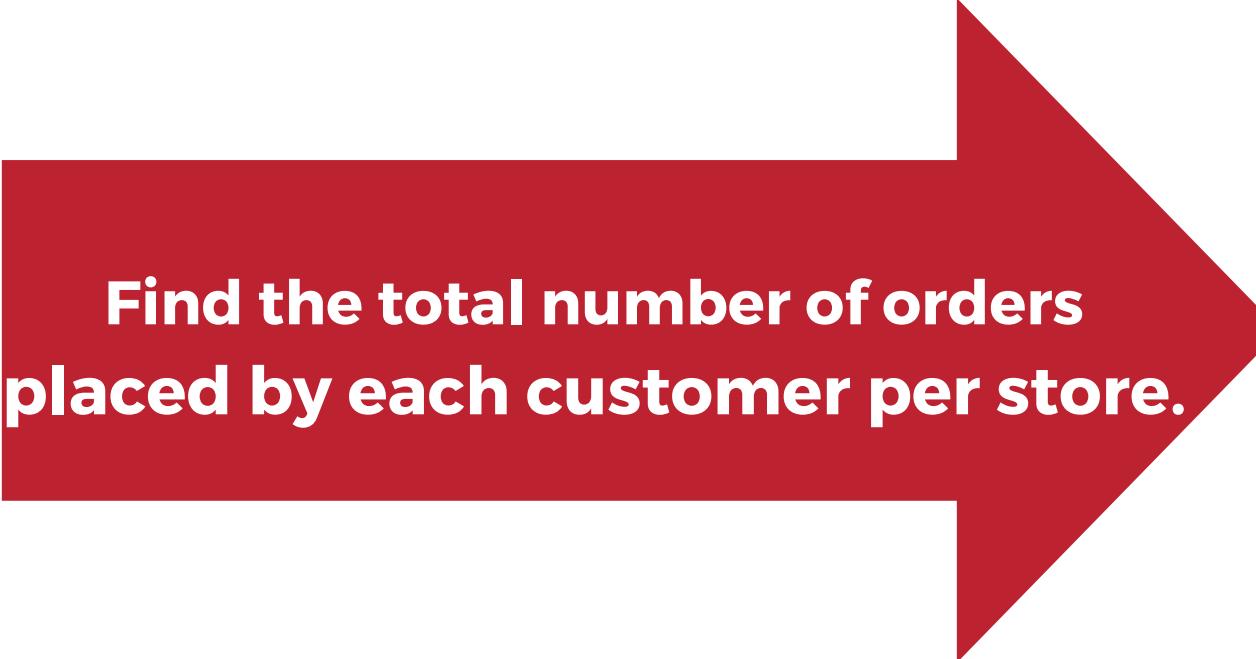
ACCESSORIES

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

```
1
2 • select staffs.staff_id,
3   concat(staffs.first_name, " "
4     , staffs.last_name)
5   from staffs where not exists
6   (select staff_id from orders
7    where orders.staff_id = staffs.staff_id);
```

```
1
2 • select
3   store_id , customer_id ,
4   count(*) totalno_orders
5   from
6   orders
7   group by store_id, customer_id
8   order by store_id, customer_id;
```



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



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

```

1
2 • Ⓜ with m as (select list_price,
3   row_number() over(order by list_price) rn,
4   count(list_price) over() cn
5   from order_items)
6
7   Ⓜ select case
8     Ⓜ when cn % 2 = 0 then (select avg (list_price) from m
9       where rn in (cn/2, (cn/2) + 1))
10    else (select list_price from m where rn = (cn+1)/2)
11    end as median from m limit 1;

```

```

1
2 • Ⓜ select product_name from
3   Ⓜ (select products.product_id,
4     products.product_name, sum(order_items.quantity) quantity,
5     rank() over(order by sum(order_items.quantity) desc) rnk
6     from products join order_items
7     on products.product_id = order_items.product_id
8     group by products.product_id,
9     products.product_name) a
10   where rnk <= 3;

```

Find the median value of the price list.



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List all products that have never been ordered.(use Exists)

```
1
2 • SELECT
3     products.product_id, products.product_name
4 FROM
5     products
6 WHERE
7     NOT EXISTS( SELECT
8         product_id
9     FROM
10    order_items
11 WHERE
12        order_items.product_id = products.product_id);
```





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```
1
2 •   select staffs.staff_id,
3   coalesce(sum(order_items.quantity *
4     (order_items.list_price-order_items.discount)),0) sales
5   from orders right join staffs
6   on staffs.staff_id = orders.staff_id
7   left join order_items
8   on orders.order_id = order_items.order_id
9   group by staffs.staff_id
10  having sum(order_items.quantity *
11    (order_items.list_price-order_items.discount)) >
12
13
14
15  (select avg(sales) from
16  (select staffs.staff_id,
17   coalesce(sum(order_items.quantity *
18     (order_items.list_price-order_items.discount)),0) sales
19   from orders right join staffs
20   on staffs.staff_id = orders.staff_id
21   left join order_items
22   on orders.order_id = order_items.order_id
23   group by staffs.staff_id) as a);
```

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



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```
1
2 • select customers.customer_id
3   from customers join orders
4     on customers.customer_id = orders.customer_id
5   join order_items
6     on order_items.order_id = orders.order_id
7   join products p
8     on p.product_id = order_items.product_id
9   group by customers.customer_id
10  having count(distinct p.category_id) =
11    (select count(category_id)from categories);
```



KEY LEARNINGS:

- **Joins:**
 - **INNER JOIN:** Combining rows from two or more tables based on related columns.
 - **LEFT JOIN:** Returning all records from the left table and matched records from the right.
 - **RIGHT JOIN:** Returning all records from the right table and matched records from the left.
 - **FULL JOIN:** Returning all records when there is a match in either left or right table.
 - **Subqueries:** Writing queries within queries to break down complex problems.
- **Advanced SQL Techniques:**
 - **Window Functions:** Performing calculations across a set of table rows related to the current row.
 - **CTEs (Common Table Expressions):** Simplifying complex queries by breaking them into modular, readable parts.
- **Indexes:** Understanding how indexes improve query performance but also the trade-offs in terms of storage and maintenance.

A black and white photograph of a person riding a bicycle away from the camera on a paved path. The person is wearing a helmet and a dark jacket. The background shows some trees and foliage.

THANK YOU

Connect with me on linkedIn

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