KPI ANALYSIS ON E-COMMERCE DATA USING HIVE

Code:

Total Sales:

SELECT SUM(Net_Amount) AS Total_Sales FROM purchases_final;

Total Discount Given:

SELECT SUM(Discount_Amount_INR) AS Total_Discount_Given FROM purchases_final;

Customer Count:

SELECT COUNT(DISTINCT CID) AS Customer_Count FROM purchases_final;

Sales by Product Category:

```
SELECT
    Product_Category,
    SUM(Net_Amount) AS Total_Sales
FROM purchases_final
GROUP BY Product_Category;
```

Sales by Gender:

SELECT

    Gender,

    SUM(Net_Amount) AS Total_Sales

FROM purchases_final

GROUP BY Gender;

Average Discount Amount:

SELECT AVG(Discount_Amount_INR) AS Average_Discount_Amount FROM purchases WHERE Discount_Availed = 'Yes';

Sales by Location:

SELECT Location, SUM(Net_Amount) AS Total_Sales FROM purchases GROUP BY Location;

Top Selling Products:

SELECT Product_Category, SUM(Net_Amount) AS Total_Sales FROM purchases GROUP BY Product_Category ORDER BY Total_Sales DESC LIMIT 10;

Top Product Category by Year:

WITH Category_Count AS (

    SELECT YEAR(Purchase_Date) AS Year,

        Product_Category,

        COUNT(*) AS Purchase_Count

    FROM purchases

    GROUP BY YEAR(Purchase_Date), Product_Category

),

Top_Category AS (

    SELECT Year,

        Product_Category,

        Purchase_Count,

```
        RANK() OVER (PARTITION BY Year ORDER BY Purchase_Count DESC) AS
rank

    FROM Category_Count

)

SELECT Year,

    Product_Category,

    Purchase_Count

FROM Top_Category

WHERE rank = 1;
```

Total Sales by Location:

```
SELECT Location,

    SUM(Net_Amount) AS Total_Sales

FROM purchases

GROUP BY Location

ORDER BY Total_Sales DESC;
```

Top Product Categories by Location:

```
SELECT Location,

    Product_Category,

    COUNT(*) AS Purchase_Count

FROM purchases

GROUP BY Location, Product_Category

ORDER BY Location, Purchase_Count DESC;
```

Total Sales by Purchase Method:

```
SELECT

    Purchase_Method,

    ROUND(SUM(Net_Amount), 2) AS Total_Sales

FROM purchases
```

```
GROUP BY Purchase_Method

ORDER BY Total_Sales DESC;
```

in which city more sales has happened:

```
SELECT

    Location,

    SUM(Net_Amount) AS Total_Sales

FROM purchases

GROUP BY Location

ORDER BY Total_Sales DESC

LIMIT 5;
```

Customer Age Group Analysis: Sales Contribution

```
SELECT

    Age_Group,

    SUM(Net_Amount) AS Total_Sales

FROM purchases

GROUP BY Age_Group

ORDER BY Total_Sales DESC;
```