



AtliQ Mart

-- Problem Statement

/*

AtliQ Mart is a growing FMCG manufacturer headquartered in Gujarat, India. It is currently operational in three cities Surat, Ahmedabad and Vadodara. They want to expand to other metros/Tier 1 cities in the next 2 years.

AtliQ Mart is currently facing a problem where a few key customers did not extend their annual contracts due to service issues. It is speculated that some of the essential products were either not delivered on time or not delivered in full over a continued period, which could have resulted in bad customer service. Management wants to fix this issue before expanding to other cities and requested their supply chain analytics team to track the 'On time' and 'In Full' delivery service level for all the customers daily basis so that they can respond swiftly to these issues.

The Supply Chain team decided to use a standard approach to measure the service level in which they will measure 'On-time delivery (OT) %', 'In-full delivery (IF) %', and OnTime in full (OTIF) %' of the customer orders daily basis against the target service level set for each customer.

*/

-- I performed nearly 15 sql queries on the data provided by AtliQ Mart, also provided some questions. (why don't you try it! 😊)

Komal Diwe



Overview

```
/* Q.1. starting with simple overview of dataset present
a. columns present in each table
b. total customers present
c. total products with their categories available
d. total cities they are currently operating in
*/
```

-- Overview of the dataset

```
SELECT * FROM dim_customers
-- dim_products,
-- dim_date,
-- im_targets_orders
-- fact_order_lines,
-- fact_orders_aggregate
;
```

-- To get total customers present

```
SELECT COUNT(DISTINCT customer_id) as total_customers FROM dim_customers;
```

-- To get total products with their categories available

```
SELECT COUNT(DISTINCT product_id) as total_products FROM dim_products;
```

-- To get total cities they are currently operating in

```
SELECT COUNT(DISTINCT city) as total_cities FROM dim_customers;
```



Some Insights

-- What are the total number of customers and total number of products?

```
SELECT COUNT(DISTINCT customer_id) as 'Total Customers', COUNT(DISTINCT product_id) as 'Total Products'  
FROM fact_order_lines;
```

Total Customers	Total Products
35	18

-- What are the total number of cities that Atliq Mart operates in?

```
SELECT COUNT(DISTINCT city) as 'Total Cities'  
FROM dim_customers;
```

Total Cities
3

-- What is the average order quantity by customer?

```
SELECT customer_id, AVG(order_qty) as avg_order_qty  
FROM fact_order_lines  
GROUP BY customer_id
```

-- What is the average delivery time for orders by city?

```
SELECT city, AVG(DATEDIFF(actual_delivery_date, agreed_delivery_date)) as avg_delivery_time  
FROM fact_order_lines JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id  
GROUP BY city
```

-- What is the average delivery time for on-time orders by city?

```
SELECT city, AVG(DATEDIFF(actual_delivery_date, agreed_delivery_date)) as avg_delivery_time  
FROM fact_order_lines JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id JOIN fact_orders_aggregate ON  
fact_order_lines.order_id = fact_orders_aggregate.order_id  
WHERE fact_orders_aggregate.on_time = 1  
GROUP BY city
```



Overview

```
/* Q.2. what are total orders, total orders on time, total orders infull and total orders (on time and infull)
```

```
(OTIF) by city?
```

```
*/
```

```
WITH city_order_data AS (
    SELECT
        dim_customers.city,
        fact_orders_aggregate.order_id,
        fact_orders_aggregate.on_time,
        fact_orders_aggregate.in_full,
        fact_orders_aggregate.otif
    FROM fact_orders_aggregate
    JOIN dim_customers ON fact_orders_aggregate.customer_id = dim_customers.customer_id
),
all_order_data AS (
    SELECT
        city_order_data.city,
        COUNT(DISTINCT city_order_data.order_id) as total_orders,
        SUM(CASE WHEN city_order_data.on_time = 1 THEN 1 ELSE 0 END) as total_on_time,
        SUM(CASE WHEN city_order_data.in_full = 1 THEN 1 ELSE 0 END) as total_in_full,
        SUM(CASE WHEN city_order_data.otif = 1 THEN 1 ELSE 0 END) as total_otif
    FROM city_order_data
    GROUP BY city_order_data.city
)
SELECT
    all_order_data.city,
    all_order_data.total_orders,
    all_order_data.total_on_time,
    all_order_data.total_in_full,
    all_order_data.total_otif,
    (SELECT COUNT(DISTINCT order_id) FROM fact_orders_aggregate) as overall_total_order
FROM all_order_data;
```

city	total_orders	total_on_time	total_in_full	total_otif	overall_total_order
Ahmedabad	11061	6433	5995	3244	31729
Surat	9696	5935	5095	2916	31729
Vadodara	10972	6362	5657	3048	31729



Analyzing Delivery Performance

```
/* Q.3. Provide insight regarding the share distribution of previous question metrics by customers.  
*/
```

```
WITH customer_metrics AS (  
    SELECT  
        c.customer_name,  
        SUM(ol.order_qty) AS total_orders,  
        SUM(CASE WHEN o.on_time = 1 THEN ol.order_qty ELSE 0 END) AS total_orders_on_time,  
        SUM(CASE WHEN o.in_full = 1 THEN ol.order_qty ELSE 0 END) AS total_orders_in_full,  
        SUM(CASE WHEN o.otif = 1 THEN ol.order_qty ELSE 0 END) AS total_orders_otif  
    FROM fact_order_lines ol  
    INNER JOIN dim_customers c ON ol.customer_id = c.customer_id  
    INNER JOIN fact_orders_aggregate o ON ol.order_id = o.order_id  
    GROUP BY c.customer_name  
)  
SELECT  
    customer_name,  
    total_orders,  
    total_orders_on_time,  
    total_orders_in_full,  
    total_orders_otif,  
    round(total_orders_on_time/total_orders*100, 2) as 'on_time_%',  
    round(total_orders_in_full/total_orders*100, 2) as 'in_full_%',  
    round(total_orders_otif/total_orders*100, 2) as 'otif_%'  
FROM customer_metrics  
ORDER BY total_orders DESC;
```

customer_name	total_orders	total_orders_on_time	total_orders_in_full	total_orders_otif	on_time_%	in_full_%	otif_%
Vijay Stores	1176293	998568	406464	304018	84.89	34.55	25.85
Lotus Mart	1157117	300217	560658	158378	25.95	48.45	13.69
Rel Fresh	1155598	980851	550183	424934	84.88	47.61	36.77
Propel Mart	1143763	981179	563551	450220	85.79	49.27	39.36
Acclaimed Stores	1120090	300689	520776	142935	26.85	46.49	12.76
Expert Mart	789698	667646	374604	285655	84.54	47.44	36.17
Coolblue	776624	208655	305960	89823	26.87	39.40	11.57
Elite Mart	772140	657062	226082	172363	85.10	29.28	22.32
Expression Stores	768746	647164	377375	291595	84.18	49.09	37.93
Info Stores	767833	640958	251810	186518	83.48	32.79	24.29
Sorefoz Mart	765536	646450	241100	182104	84.44	31.49	23.79
Atlas Stores	760711	640693	374600	288471	84.22	49.24	37.92
Viveks Stores	760300	636060	386970	301723	83.66	50.90	39.68
Chiptec Stores	756652	632896	376209	283655	83.64	49.72	37.49
Logic Stores	755835	632778	372760	283547	83.72	49.32	37.51



Analyzing Delivery Performance

```
/* Q.3. Calculate % variance between actual and target from on time (OT), infull(IF) and 'ontime and infill'(OTIF) metrics by city.
*/
WITH actual AS (
    SELECT
        dim_customers.city,
        SUM(CASE WHEN fact_orders_aggregate.on_time = 1 THEN 1 ELSE 0 END) / COUNT(DISTINCT fact_orders_aggregate.order_id) * 100 as
actual_ot,
        SUM(CASE WHEN fact_orders_aggregate.in_full = 1 THEN 1 ELSE 0 END) / COUNT(DISTINCT fact_orders_aggregate.order_id) * 100 as
actual_if,
        SUM(CASE WHEN fact_orders_aggregate.otif = 1 THEN 1 ELSE 0 END) / COUNT(DISTINCT fact_orders_aggregate.order_id) * 100 as
actual_otif
    FROM fact_orders_aggregate
    JOIN dim_customers ON fact_orders_aggregate.customer_id = dim_customers.customer_id
    GROUP BY dim_customers.city
), target AS (
    SELECT
        dim_customers.city,
        SUM(dim_targets_orders.ontime_target_per) / COUNT(DISTINCT dim_targets_orders.customer_id) as target_ot,
        SUM(dim_targets_orders.infull_target_per) / COUNT(DISTINCT dim_targets_orders.customer_id) as target_if,
        SUM(dim_targets_orders.otif_target_per) / COUNT(DISTINCT dim_targets_orders.customer_id) as target_otif
    FROM dim_targets_orders
    JOIN dim_customers ON dim_targets_orders.customer_id = dim_customers.customer_id
    GROUP BY dim_customers.city
)
SELECT
actual.city,
round((actual.actual_ot - target.target_ot) / target.target_ot * 100, 3) as ot_variance,
round((actual.actual_if - target.target_if) / target.target_if * 100, 3) as if_variance,
round((actual.actual_otif - target.target_otif) / target.target_otif * 100, 3) as otif_variance
FROM actual
JOIN target ON actual.city = target.city
```

city	ot_variance	if_variance	otif_variance
Ahmedabad	-32.242	-29.915	-55.897
Surat	-29.050	-31.676	-54.683
Vadodara	-32.707	-31.559	-57.207



Customer Performance

```
/* Q.5. top/bottom 5 customers by total quantity ordered, in full quantity ordered and 'ontime and infull' quantity ordered */
-- To find the top 5 customers by total quantity ordered:
SELECT
    dim_customers.customer_name,
    SUM(fact_order_lines.order_qty) as total_qty_ordered
FROM fact_order_lines
JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id
GROUP BY dim_customers.customer_name
ORDER BY total_qty_ordered DESC
LIMIT 5;
```

customer_name	total_qty_ordered
Vijay Stores	1176293
Lotus Mart	1157117
Rel Fresh	1155598
Propel Mart	1143763
Acclaimed Stores	1120090



Customer Performance

```
/* Q.5. top/bottom 5 customers by total quantity ordered, in full quantity ordered and 'ontime and infull' quantity ordered */
-- To find the top 5 customers by in full quantity ordered:
SELECT
    dim_customers.customer_name,
    SUM(fact_order_lines.delivery_qty) as in_full_qty_ordered
FROM fact_order_lines
JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id
GROUP BY dim_customers.customer_name
ORDER BY in_full_qty_ordered DESC
LIMIT 5;
```

customer_name	in_full_qty_ordered
Vijay Stores	1127743
Rel Fresh	1125869
Propel Mart	1117512
Lotus Mart	1110955
Acclaimed Stores	1073582



Customer Performance

```
/* Q.5. top/bottom 5 customers by total quantity ordered, in full quantity ordered and 'ontime and infull' quantity ordered */
-- To find the top 5 customers by 'ontime and infull' quantity ordered:
WITH ontime_infull AS (
    SELECT
        fact_order_lines.customer_id,
        SUM(CASE WHEN fact_orders_aggregate.otif = 1 THEN fact_order_lines.delivery_qty ELSE 0 END) as ontime_infull_qty
    FROM fact_order_lines
    JOIN fact_orders_aggregate ON fact_order_lines.order_id = fact_orders_aggregate.order_id
    GROUP BY fact_order_lines.customer_id
)
SELECT
    dim_customers.customer_name,
    ontime_infull.onetime_infull_qty
FROM ontime_infull
JOIN dim_customers ON ontime_infull.customer_id = dim_customers.customer_id
ORDER BY ontime_infull_qty DESC
LIMIT 5;
```

customer_name	ontime_infull_qty
Info Stores	161531
Expression Stores	161098
Viveks Stores	153525
Propel Mart	152887
Sorefroz Mart	152257



Customer Performance

```
/* Q.6. a. Provide actual OT%, IF%, and OTIF% by customers
*/
WITH actual AS (
SELECT
dim_customers.customer_name,
SUM(CASE WHEN fact_orders_aggregate.on_time = 1 THEN 1 ELSE 0 END) / COUNT(DISTINCT fact_orders_aggregate.order_id) * 100 as actual_ot,
SUM(CASE WHEN fact_orders_aggregate.in_full = 1 THEN 1 ELSE 0 END) / COUNT(DISTINCT fact_orders_aggregate.order_id) * 100 as actual_if,
SUM(CASE WHEN fact_orders_aggregate.otif = 1 THEN 1 ELSE 0 END) / COUNT(DISTINCT fact_orders_aggregate.order_id) * 100 as actual_otif
FROM fact_orders_aggregate
JOIN dim_customers ON fact_orders_aggregate.customer_id = dim_customers.customer_id
GROUP BY dim_customers.customer_name
)
SELECT
actual.customer_name,
round(actual.actual_ot,2) as ot_per,
round(actual.actual_if,2) as if_per,
round(actual.actual_otif,2) as otif_per
FROM actual
ORDER BY actual.customer_name;
```

customer_name	ot_per	if_per	otif_per
Acclaimed Stores	29.43	52.36	15.47
Atlas Stores	71.81	59.78	39.55
Chiptec Stores	71.62	60.35	38.73
Coolblue	29.13	44.73	13.75
Elite Mart	72.45	37.94	24.37
Expert Mart	72.54	59.81	39.11
Expression Stores	69.92	60.83	38.39
Info Stores	70.94	41.16	25.52
Logic Stores	70.82	60.14	38.78
Lotus Mart	28.11	53.35	16.34
Propel Mart	73.64	59.74	40.92
Rel Fresh	72.32	58.69	38.18
Sorefoz Mart	72.67	39.19	25.89
Vijay Stores	72.45	44.98	28.28
Viveks Stores	70.61	60.07	39.44



Customer Performance

```
/* Q.6. b. categorize the orders by product category for each customer in descending order
*/
WITH customer_orders AS (
    SELECT
        dim_customers.customer_name,
        dim_products.category,
        COUNT(DISTINCT fact_order_lines.order_id) as total_orders
    FROM fact_order_lines
    JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id
    JOIN dim_products ON fact_order_lines.product_id = dim_products.product_id
    GROUP BY dim_customers.customer_name, dim_products.category
)
SELECT
    customer_orders.customer_name,
    SUM(CASE WHEN customer_orders.category = 'diary' THEN customer_orders.total_orders ELSE 0 END) as "Dairy",
    SUM(CASE WHEN customer_orders.category = 'food' THEN customer_orders.total_orders ELSE 0 END) as "Food",
    SUM(CASE WHEN customer_orders.category = 'beverages' THEN customer_orders.total_orders ELSE 0 END) as "Beverages",
    SUM(customer_orders.total_orders) as "Total Orders"
FROM customer_orders
GROUP BY customer_orders.customer_name
ORDER BY "Total Orders" DESC;
```

customer_name	Dairy	Food	Beverages	Total Orders
Acclaimed Stores	2603	759	783	4145
Atlas Stores	1322	506	475	2303
Chiptec Stores	1320	488	482	2290
Coolblue	1825	540	526	2891
Elite Mart	1330	497	495	2322
Expert Mart	1366	523	492	2381
Expression Stores	1336	483	512	2331
Info Stores	1361	475	483	2319
Logic Stores	1378	490	474	2342
Lotus Mart	2653	758	751	4162
Propel Mart	1965	720	718	3483
Rel Fresh	1987	731	743	3461
Sorefoz Mart	1352	465	517	2334
Vijay Stores	2023	758	702	3483
Viveks Stores	1339	470	469	2278



Customer Performance

```
/* Q.7 categorize the orders by product category for each city in descending order */
WITH city_orders AS (
SELECT
dim_customers.city,
dim_products.category,
COUNT(DISTINCT fact_order_lines.order_id) as total_orders
FROM fact_order_lines
JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id
JOIN dim_products ON fact_order_lines.product_id = dim_products.product_id
GROUP BY dim_customers.city, dim_products.category
)
SELECT
city_orders.city,
SUM(CASE WHEN city_orders.category = 'diary' THEN city_orders.total_orders ELSE 0 END) as "Dairy",
SUM(CASE WHEN city_orders.category = 'food' THEN city_orders.total_orders ELSE 0 END) as "Food",
SUM(CASE WHEN city_orders.category = 'beverages' THEN city_orders.total_orders ELSE 0 END) as "Beverages",
SUM(city_orders.total_orders) as "Total Orders"
FROM city_orders
GROUP BY city_orders.city
ORDER BY "Total Orders" DESC;
```

city	Dairy	Food	Beverages	Total Orders
Ahmedabad	8763	2951	3011	14725
Surat	7728	2742	2630	13100
Vadodara	8669	2970	2981	14620



Customer Performance

```
/* Q.8 find top 3 customers from each city based on their total orders and what is their OTIF%
*/
WITH customer_orders AS (
SELECT
dim_customers.city,
dim_customers.customer_id,
COUNT(fact_orders_aggregate.order_id) as total_orders,
concat((round(((count(case when otif = 1 then (otif) end)/ count(otif))*100),2)), "%") as "OTIF%",
ROW_NUMBER() OVER (PARTITION BY dim_customers.city ORDER BY COUNT(fact_orders_aggregate.order_id) DESC) as ranking
FROM fact_orders_aggregate
JOIN dim_customers ON fact_orders_aggregate.customer_id = dim_customers.customer_id
GROUP BY dim_customers.city, dim_customers.customer_id
)
SELECT * FROM customer_orders
WHERE ranking IN (1, 2, 3);
SUM(CASE WHEN city_orders.category = 'diary' THEN city_orders.total_orders ELSE 0 END) as "Dairy",
SUM(CASE WHEN city_orders.category = 'food' THEN city_orders.total_orders ELSE 0 END) as "Food",
SUM(CASE WHEN city_orders.category = 'beverages' THEN city_orders.total_orders ELSE 0 END) as "Beverages",
SUM(city_orders.total_orders) as "Total Orders"
FROM city_orders
GROUP BY city_orders.city
ORDER BY "Total Orders" DESC;
```

city	customer_id	total_orders	OTIF%	ranking
Ahmedabad	789121	1219	20.34%	1
Ahmedabad	789521	1194	19.10%	2
Ahmedabad	789421	1179	7.97%	3
Surat	789420	1203	21.28%	1
Surat	789520	1126	6.93%	2
Surat	789301	842	35.27%	3
Vadodara	789122	1218	7.14%	1
Vadodara	789522	1190	19.92%	2
Vadodara	789422	1168	19.69%	3



Product Performance

```
/* Q.9 which product was most and least ordered by each customer
*/
WITH customer_products AS (
SELECT
    dim_customers.customer_name,
    dim_products.product_name,
    COUNT(fact_order_lines.product_id) as product_count
FROM fact_order_lines
JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id
JOIN dim_products ON fact_order_lines.product_id = dim_products.product_id
GROUP BY
    dim_customers.customer_name, dim_products.product_name
)
SELECT
    customer_products.customer_name,
    MAX(CASE WHEN customer_products.product_count =
        (SELECT MAX(product_count) FROM customer_products c2 WHERE c2.customer_name = customer_products.customer_name) THEN
        customer_products.product_name ELSE NULL END) as most_ordered_product,
    MIN(CASE WHEN customer_products.product_count =
        (SELECT MIN(product_count) FROM customer_products c2 WHERE c2.customer_name = customer_products.customer_name) THEN
        customer_products.product_name ELSE NULL END) as least_ordered_product
FROM customer_products
GROUP BY
    customer_products.customer_name
ORDER BY
    customer_products.customer_name;
```

customer_name	most_ordered_product	least_ordered_product
Acclaimed Stores	AM Tea 500	AM Butter 250
Atlas Stores	AM Biscuits 250	AM Tea 100
Chiptec Stores	AM Ghee 250	AM Curd 50
Coolblue	AM Butter 100	AM Tea 250
Elite Mart	AM Curd 250	AM Ghee 250
Expert Mart	AM Curd 100	AM Ghee 150
Expression Stores	AM Butter 100	AM Ghee 100
Info Stores	AM Butter 100	AM Ghee 100
Logic Stores	AM Ghee 250	AM Ghee 100
Lotus Mart	AM Milk 500	AM Tea 500
Propel Mart	AM Milk 500	AM Milk 250
Rel Fresh	AM Milk 250	AM Butter 250
Sorefoz Mart	AM Tea 500	AM Biscuits 750
Vijay Stores	AM Butter 500	AM Tea 100
Viveks Stores	AM Ghee 150	AM Biscuits 750



Product Performance

```
/* Q.10 try to distribute the total product orders by their categories and their % share, also show each city's top and worst selling product.
*/
WITH city_categories AS (
    SELECT
        dim_customers.city,
        dim_products.category,
        dim_products.product_name,
        COUNT(fact_order_lines.product_id) as total_orders
    FROM fact_order_lines
        JOIN dim_customers ON fact_order_lines.customer_id = dim_customers.customer_id
        JOIN dim_products ON fact_order_lines.product_id = dim_products.product_id
    GROUP BY dim_customers.city, dim_products.category
),
category_totals AS (
    SELECT
        city,
        SUM(CASE WHEN category = 'food' THEN total_orders ELSE 0 END) as food_total,
        SUM(CASE WHEN category = 'diary' THEN total_orders ELSE 0 END) as diary_total,
        SUM(CASE WHEN category = 'beverages' THEN total_orders ELSE 0 END) as beverages_total,
        SUM(total_orders) as total_orders
    FROM city_categories
    GROUP BY city
)
SELECT
    city_categories.city,
    city_categories.category,
    city_categories.total_orders,
    concat(ROUND((city_categories.total_orders/category_totals.total_orders)*100,2), "%") as percent_share,
    MAX(CASE WHEN city_categories.total_orders =
        (SELECT MAX(total_orders) FROM city_categories c2 WHERE c2.city = city_categories.city) THEN city_categories.product_name ELSE
        NULL END) as top_selling_product,
    MIN(CASE WHEN city_categories.total_orders =
        (SELECT MIN(total_orders) FROM city_categories c2 WHERE c2.city = city_categories.city) THEN city_categories.product_name ELSE
        NULL END) as worst_selling_product
FROM
    city_categories
JOIN category_totals ON city_categories.city = category_totals.city
GROUP BY
    city_categories.city, city_categories.category
ORDER BY
    city_categories.city, percent_share DESC;
```

city	category	total_orders	percent_share	top_selling_product	worst_selling_product
Ahmedabad	Diary	13130	66.73%	AM Butter 500	NULL
Ahmedabad	beverages	3294	16.74%	NULL	NULL
Ahmedabad	Food	3252	16.53%	NULL	AM Biscuits 500
Surat	Diary	11910	66.75%	AM Butter 500	NULL
Surat	Food	3022	16.94%	NULL	NULL
Surat	beverages	2910	16.31%	NULL	AM Tea 500
Vadodara	Diary	13056	66.69%	AM Butter 500	NULL
Vadodara	Food	3265	16.68%	NULL	NULL
Vadodara	beverages	3257	16.64%	NULL	AM Tea 500



SUMMARY

```
WITH customer_summary AS (
    SELECT
        -- dim_customers.customer_id,
        dim_customers.customer_name,
        dim_customers.city,
        SUM(fact_order_lines.order_qty) as total_quantity_ordered,
        SUM(CASE WHEN fact_order_lines.agreed_delivery_date = fact_order_lines.actual_delivery_date THEN fact_order_lines.delivery_qty
                 ELSE 0 END) as on_time_delivered_qty,
        SUM(CASE WHEN fact_order_lines.delivery_qty = fact_order_lines.order_qty THEN fact_order_lines.delivery_qty ELSE 0 END) as
            in_full_delivered_qty,
        SUM(CASE WHEN fact_order_lines.agreed_delivery_date = fact_order_lines.actual_delivery_date AND fact_order_lines.delivery_qty =
            fact_order_lines.order_qty THEN fact_order_lines.delivery_qty ELSE 0 END) as on_time_in_full_delivered_qty
    FROM
        fact_order_lines
    JOIN dim_customers
        ON fact_order_lines.customer_id = dim_customers.customer_id
    GROUP BY
        dim_customers.customer_id, dim_customers.customer_name, dim_customers.city
)
SELECT
    customer_summary.*,
    (total_quantity_ordered/on_time_delivered_qty) as on_time_percentage,
    ( total_quantity_ordered/in_full_delivered_qty) as in_full_percentage,
    ( total_quantity_ordered/on_time_in_full_delivered_qty) as on_time_in_full_percentage
FROM
    customer_summary
ORDER BY
    total_quantity_ordered DESC;
```



Questions

-- Further Questions

```
/*
. Calculate the average lead time for each customer
. Analyze the trend of on-time delivery over the months
. Analyze the trend of in-full delivery over the months
. Analyze the trend of on-time and in-full delivery over the months
. Analyze the customer's order count distribution by day of the week
. Analyze the customer's order count distribution by hour of the day
. Analyze the average order value for each customer and compare with the overall average order value
. Provide the average number of days between order placement and delivery for all orders by city.
*/
```

-- Let's give a try for these questions. 😊