e-Commerce Sales Report

PROJECT PLATFORM: MYSQL

The eCommerce dataset project involves the analysis of an eCommerce platform's data stored in multiple tables. The primary goal is to understand customer behavior, product performance, and overall business metrics

Leju Monachan



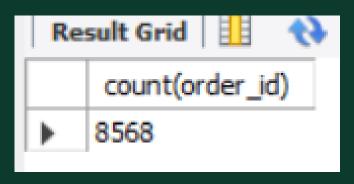
Project Overview

The eCommerce dataset project involves the analysis of an eCommerce platform's data stored in multiple tables. The primary goal is to understand customer behavior, product performance, and overall business metrics. The dataset includes the following tables:

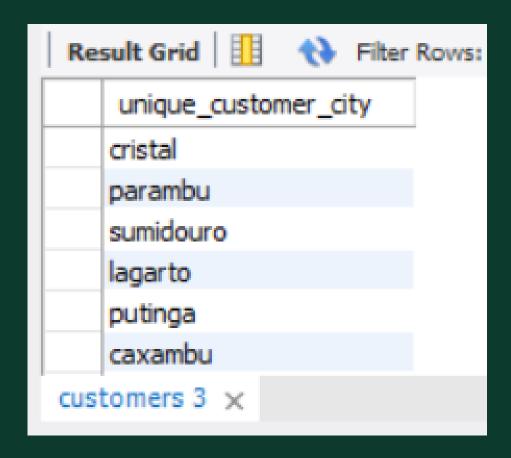
- Customers
- Products
- Orders
- Order Items
- Geolocation
- Payments

Q: Count the number of orders placed in 2017?

```
select * from `order_items`;
select count(order_id) from `order_items` where year(shipping_limit_date) = "2017"
```



Q:List all unique cities where customers are located?



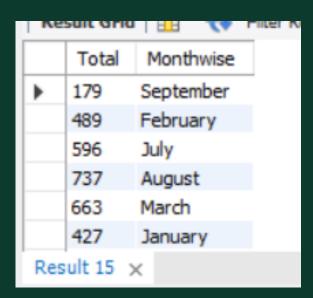
Q: Find the total sales per category?

```
select upper(product_category) as PRODUCT_CATEGORY, round(sum(payment_value),2) as TOTAL_SALES from `products 1` join `order_items` on `products 1`.product_id = order_items.product_id join payments on payments.order_id = `order_items`.order_id group by product_category order by TOTAL_SALES;
```

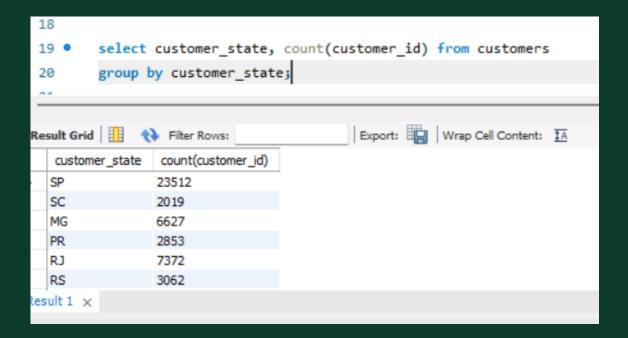
Res	sult Grid	Export:	Wrap Cell Cont
	PRODUCT_CATEGORY	TOTAL_SALES	
•	ROOM FURNITURE	22.56	
	GENERAL INTEREST BOOKS	35.05	
	CASA CONSTRUCAO	44.63	
	FOODS	79.69	
	FURNITURE KITCHEN SERVICE AREA DINNER A	92.99	
	TECHNICAL BOOKS	122.59	
Res	ult 9 ×		

Q: Calculate the number of orders per month in 2018?

```
select count(order_id) as Total , monthname(order_estimated_delivery_date) as Monthwise from orders where year(order_estimated_delivery_date)
= "2018"
group by monthname(order_estimated_delivery_date);
```



Q: Count the number of customers from each state?



Q: Find the average number of products per order, grouped by customer city?

```
select * from orders:
29 •
30 •
       select * from order items;
       with count order as
31 •
       (select orders.order_id, orders.customer_id , count(order_items.order_id) as oc
32
       from orders join order_items on
33
       orders.order id = order items.order id
34
       group by orders.order id, orders.customer id )
35
36
37
       select customers.customer city, avg(count order.oc) from customers join count order
       on customers.customer id = count order.customer id
38
       group by customers.customer_city order by avg(count_order.oc) desc;
39
```

Re	Result Grid Filter Rows: Export:			
	customer_city	avg(count_order.oc)		
•	poa	6.0000		
	campinas	3.0000		
	recife	2.0000		
	saloa	2.0000		
	campo grande	2.0000		
	cuiaba	2.0000		
Res	Result 14 ×			

Q: Calculate the percentage of total revenue contributed by each product category?

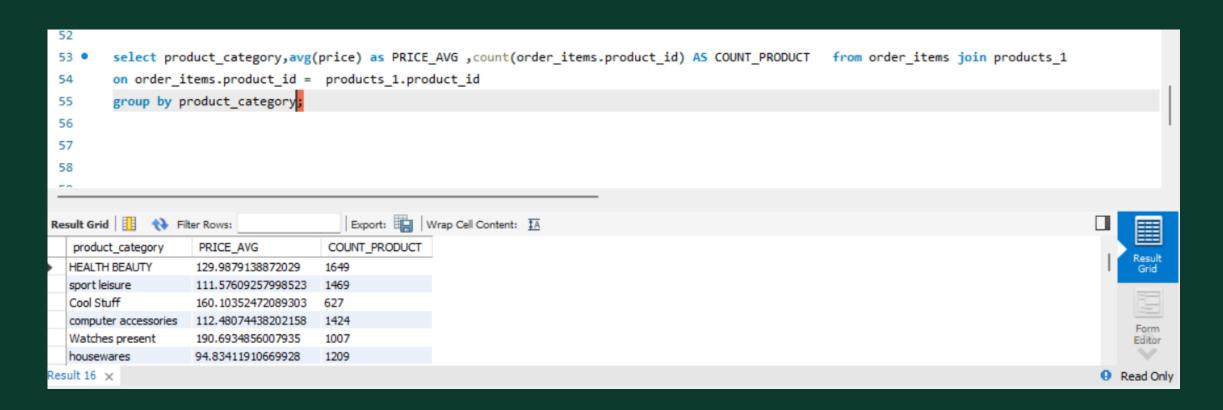
```
select (sum(payment_value) / (select sum(payment_value) from payments))*100 REVENUE_PERCENTAGE , UPPER(product_category ) CATEGORY

from payments join order_items
on payments.order_id = order_items.order_id join products_1
on products_1.product_id = order_items.product_id group by product_category order by product_category;

on products_1.product_id = order_items.product_id group by product_category order by product_category;
```

Re	Result Grid Filter Rows: Export:					
	REVENUE_PERCENTAGE	CATEGORY				
•	0.33105469723819786	AUTOMOTIVE				
	0.14665147933352868	BABIES				
	0.7272806814098743	BED TABLE BATH				
	0.02871268051175865	CASA CONSTRUCAO				
	0.13465301436502547	CLIMATIZATION				
	7.631313227165683	COMPUTER ACCESSORIES				
Res	ult 7 ×					

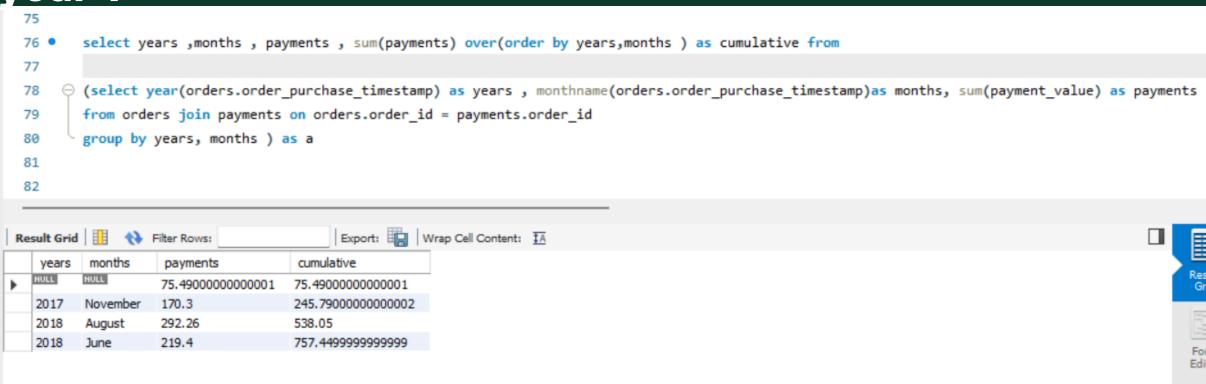
Q: Identify the correlation between product price and the number of times a product has been purchased?



Q: Calculate the total revenue generated by each seller, and rank them by revenue?

Re	Result Grid 1					
	seller_id	payment_value	Rank_list			
•	25c5c91f63607446a97b143d2d535d31	6524.640000000001	1			
	70a12e78e608ac31179aea7f8422044b	4004.55	2			
	c3cfdc648177fdbbbb35635a37472c53	1066.41	3			
	d71d863e5ef30d94e440c11be17dcd8f	1017.63	4			
	723cd880edaacdb998898b67c8f9da30	724.34	5			
	7178f9f4dd81dcef02f62acdf8151e01	666.45	6			
Res	Result 23 ×					

Q: Calculate the cumulative sales per month for each year?



Q: Identify the top 3 customers who spent the most money in each year?

```
select orders.customer_id, orders.order_id ,year(orders.order_purchase_timestamp) years, sum(payments.payment_value) Totalpayments,

dense_rank() over (partition by year(orders.order_purchase_timestamp) order by sum(payments.payment_value) ) Rankwise

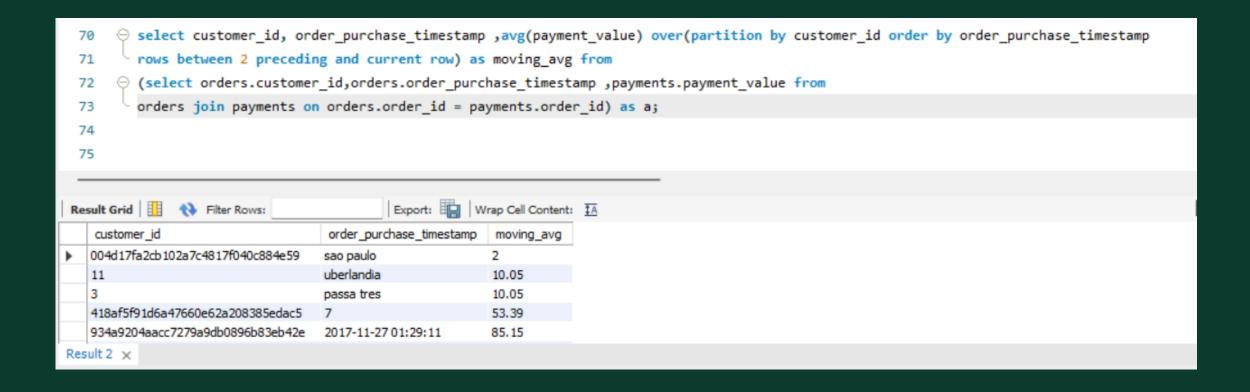
from orders join payments

on orders.order_id = payments.order_id

group by orders.customer_id, orders.order_id ,year(orders.order_purchase_timestamp);
```

-	Result Grid				
Ke	customer_id	order_id Export: Wrap Cell Con	years	Totalpayments	Rankwise
•	004d17fa2cb102a7c4817f040c884e59	4689b1816de42507a7d63a4617383c59	NULL	2	1
	3	1be51feefcd481bee3118900e6777057	NULL	10.05	2
	11	1be51feefcd481bee3118900e6777057	NULL	10.05	2
	418af5f91d6a47660e62a208385edac5	7c95572fd6e7e0ab8b88b00fd8c70716	NULL	53.39	3
	934a9204aacc7279a9db0896b83eb42e	1355bd6c7fa80ea43bdecab48ff8052c	2017	170.3	1
	e6f5b234bb0d847f10eebd70130c5d49	ad 133696906f6a78826daa0911b7daec	2018	219.4	1
Res	sult 4 ×				

Q: Calculate the moving average of order values for each customer over their order history?



THANK YOU