Data Collection with SQL Course

Project Deliverable

- Your deliverable will be a Google Docs document that contains questions to the given questions.
- In addition to the answers, you'll need to provide the SQL code you used to answer each question.

Instructions

Background Information and Problem Statement

Shoprity is a retail company operating across multiple African countries, serving both small businesses and individual consumers. The management is now exploring opportunities to expand its B2B sales and has tasked you, as a data analyst, with analyzing the company's collected data. Your goal is to provide insights that will help guide strategies for increasing B2B sales.

You need to provide answers to the following questions:

- Which branch had the highest gross income?
- Which branch was the top-rated?
- Which branch was the lowest-rated?
- Should the company spend more costs on advertising to normal clients or clients who are members?
- What type of products should the company focus on increasing sales?
- Based on findings, should the company invest in their own payments systems if they are outsourcing all payment methods?

Dataset Information

You have been provided with a MySQL **retail** dataset, which can be found here:

https://learning-mysql.afterwork.ai. Here are the login credentials:

- **Username:** data-analyst
- **Password:** &zeJUF81fICK&eh2
- **Database:** data-collection-sql

Context

The growth of retail supermarkets in most populated cities is increasing, and market competitions are also high. The dataset has historical sales for 3 different branches for 3 months data.

Attribute information

- **Invoice id:** Computer generated sales slip invoice identification number
- **Date:** Date of purchase (Record available from January 2019 to March 2019)
- **Time:** Purchase time (10 am to 9 pm)
- **Branch:** Branch of supercenter (3 branches are available identified by a, b and c).
- **City:** Location of supercenters
- **Customer type:** Type of customers, recorded by Members for customers using member card and Normal for without member card.
- **Gender:** Gender type of customer
- **Product line:** General item categorization groups - Electronic accessories, Fashion accessories, Food and beverages, Health and beauty, Home and Lifestyle, Sports and travel
- **Unit price:** Price of each product in $
- **Quantity**: Number of products purchased by the customer
- **Tax:** 5% tax fee for customer buying
- **Total:** Total price including tax
- **Payment:** Payment used by the customer for the purchase (3 methods are available – Cash, Debit Card and Mobile money)
- **COGS:** Cost of goods sold (USD)
- **Gross margin percentage:** Gross margin percentage
- **Gross income:** Gross income (USD)
- **Rating:** Customer stratification rating on their overall shopping experience (On a scale of 1 to 10)

Project Source: [Link]