

# Product performance



bigquery-public-data.thelook\_ecommerce

# Category Preference (Sales)

## Overall



1 - Intimates  
2 - Swim/J Jeans



1 - Jeans  
2 - Tops & Tees

Child

1 - Swim  
2 - Intimates

Teen

1 - Intimates  
2 - Jeans

Young Adult

1 - Intimates  
2 - Jeans

Adult

1 - Intimates  
2 - Jeans

Senior

1 - Intimates  
2 - Jeans

# Category Preference Breakdown - Females

## Female

£45,232

Female Children

- 1 - Intimates
- 2 - Swim

£318,619

Female Teens

- 1 - Intimates
- 2 - Swim

£718,674

Female Young Adults

- 1 - Intimates
- 2 - Fashion Hoodies & Sweats

£670,999

Female Adults

- 1 - Outerwear & Coats
- 2 - Jeans

£900,878

Female Seniors

- 1 - Intimates
- 2 - Jeans

# Category Preference Breakdown - Males

## Male

Male Children

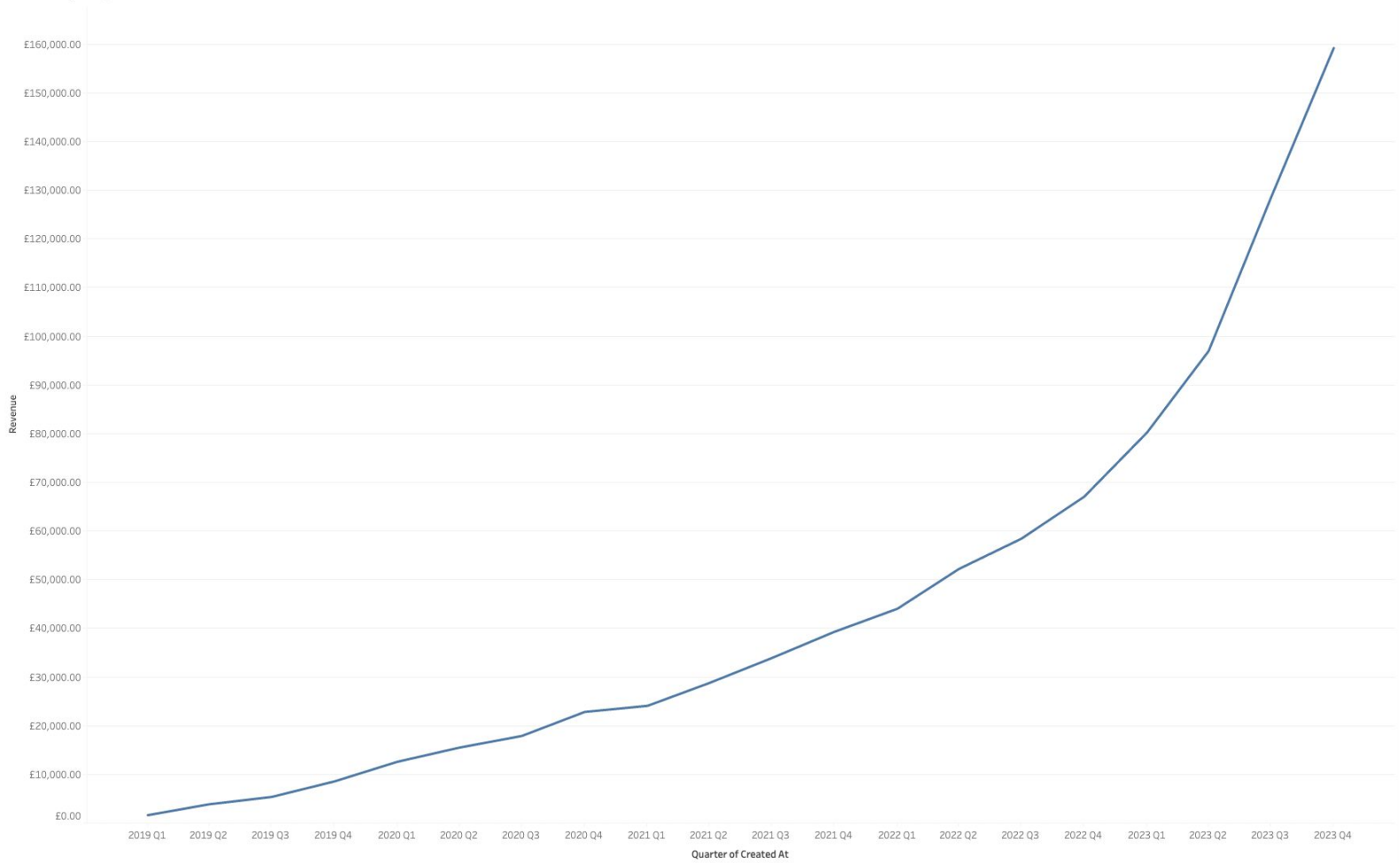
Male Teens

Male Young Adults

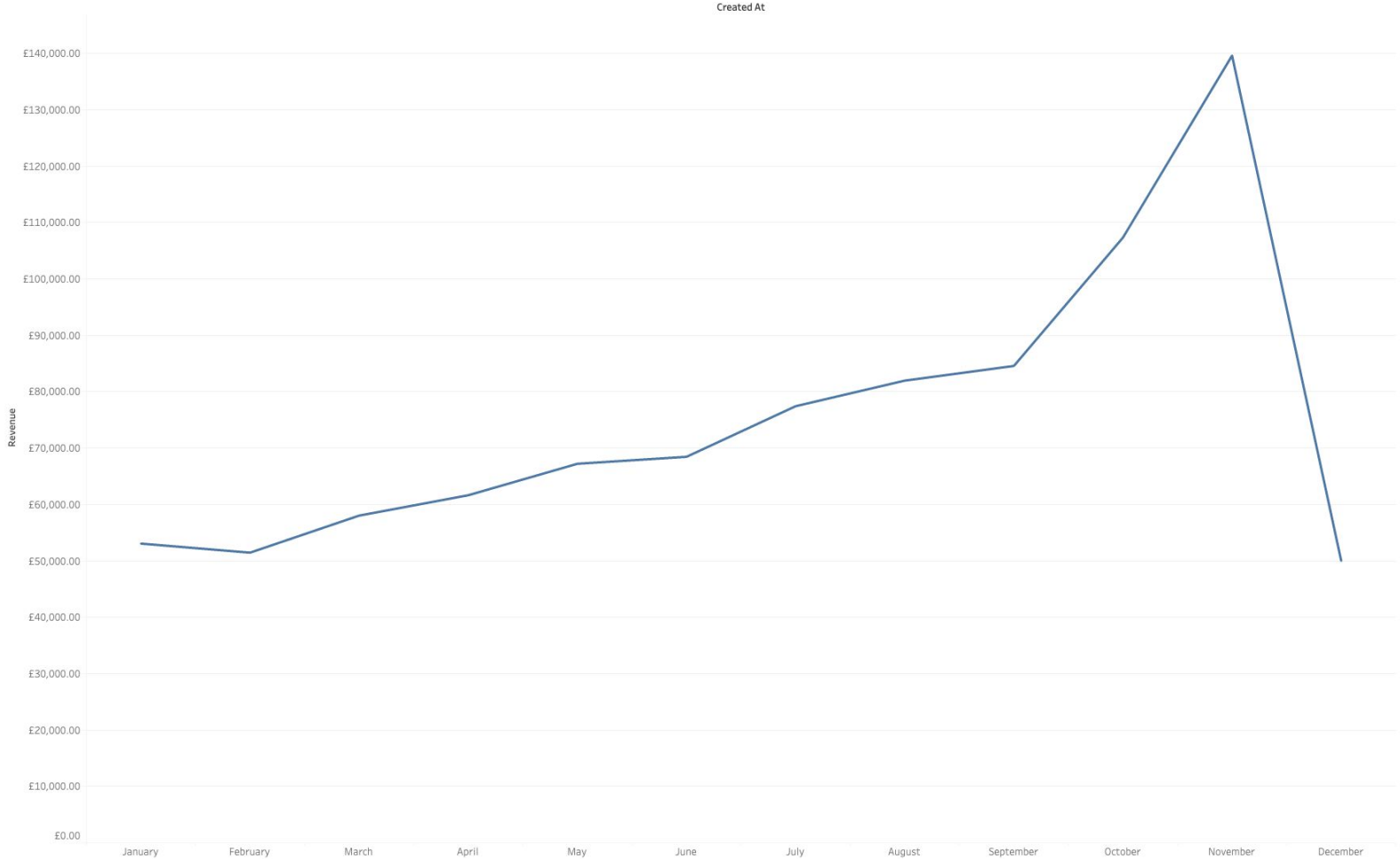
Male Adults

Male Seniors

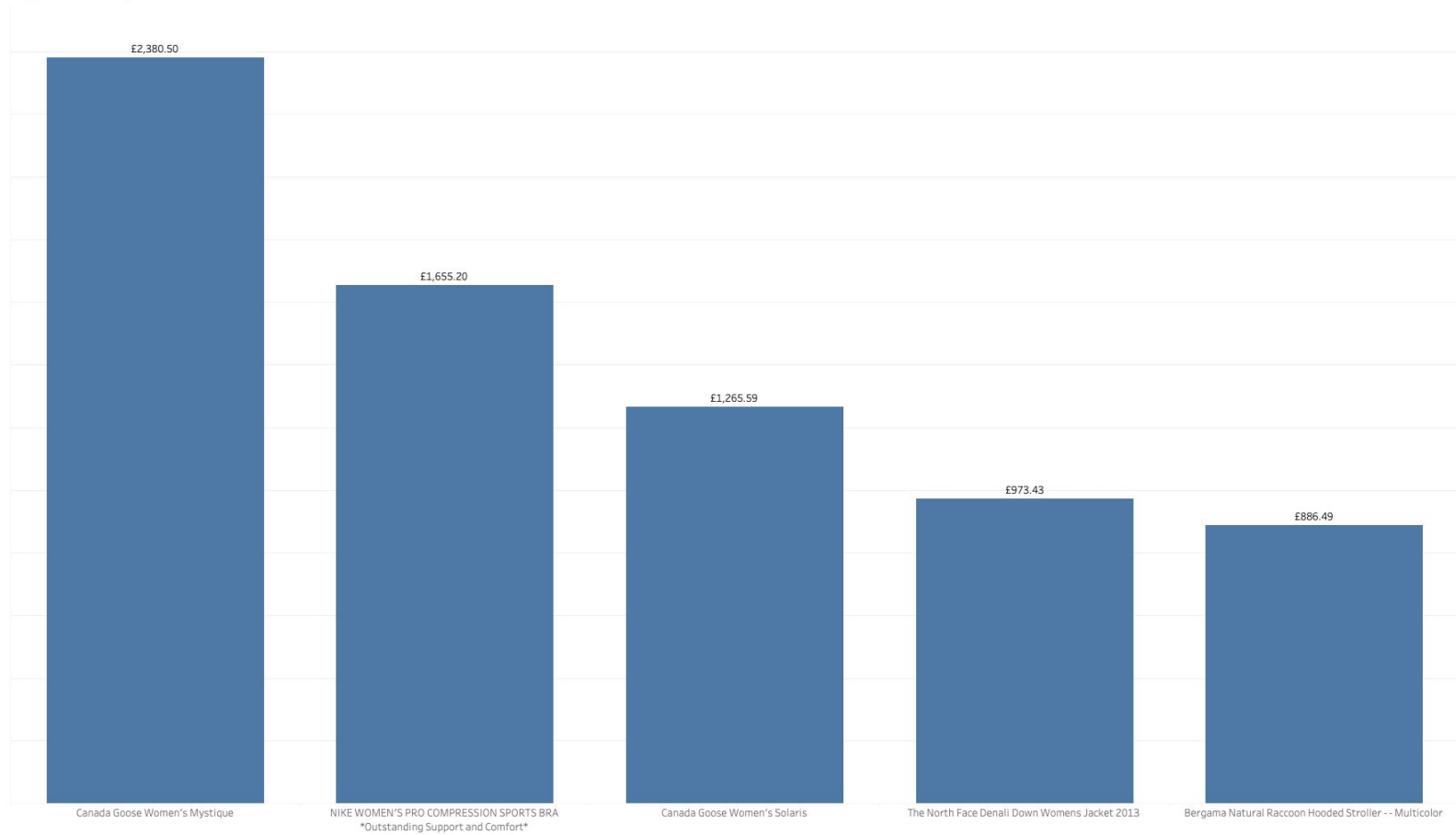
Revenue per Quarter



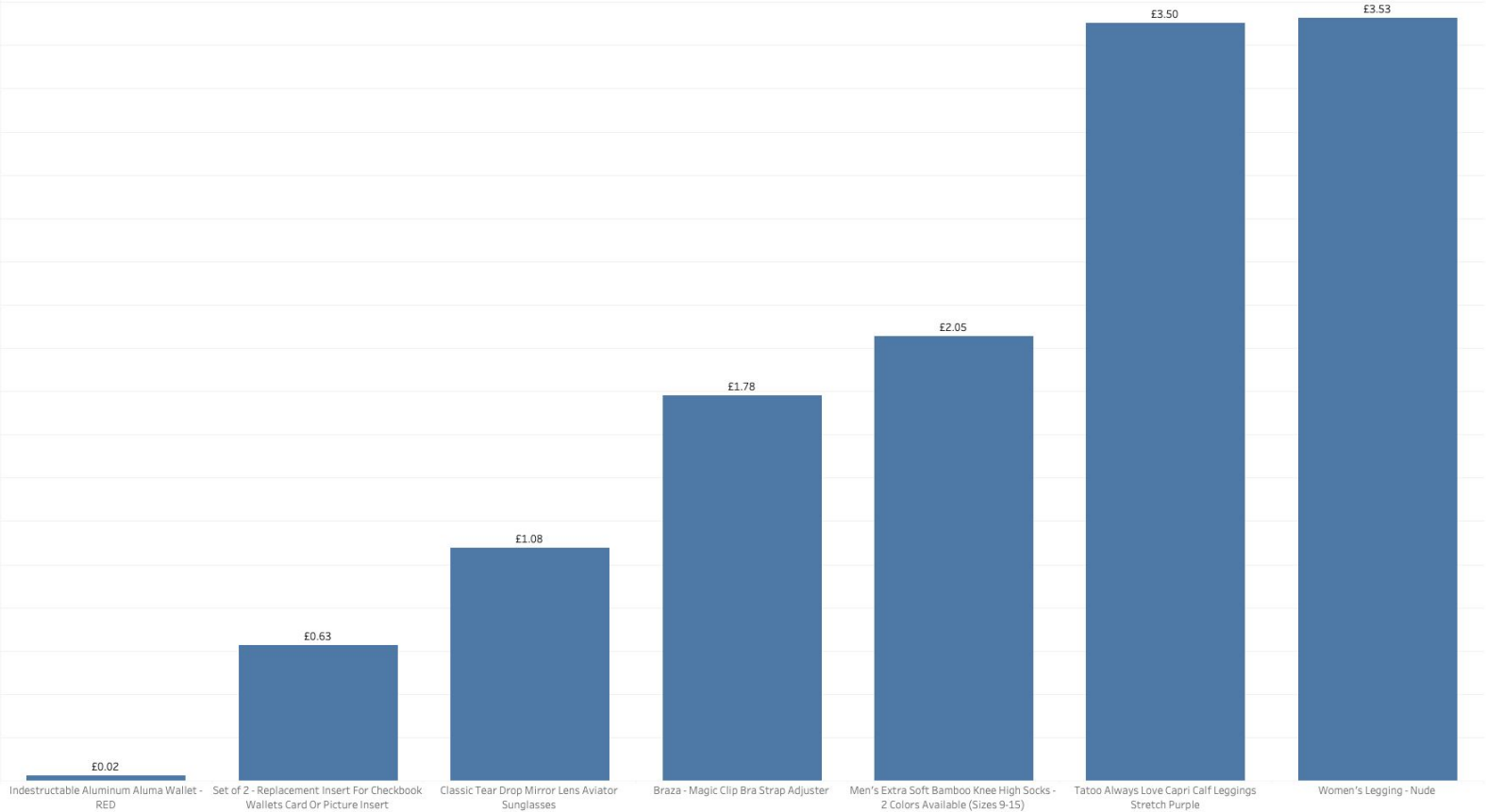
Revenue per Month



Top 10 Items by Revenue

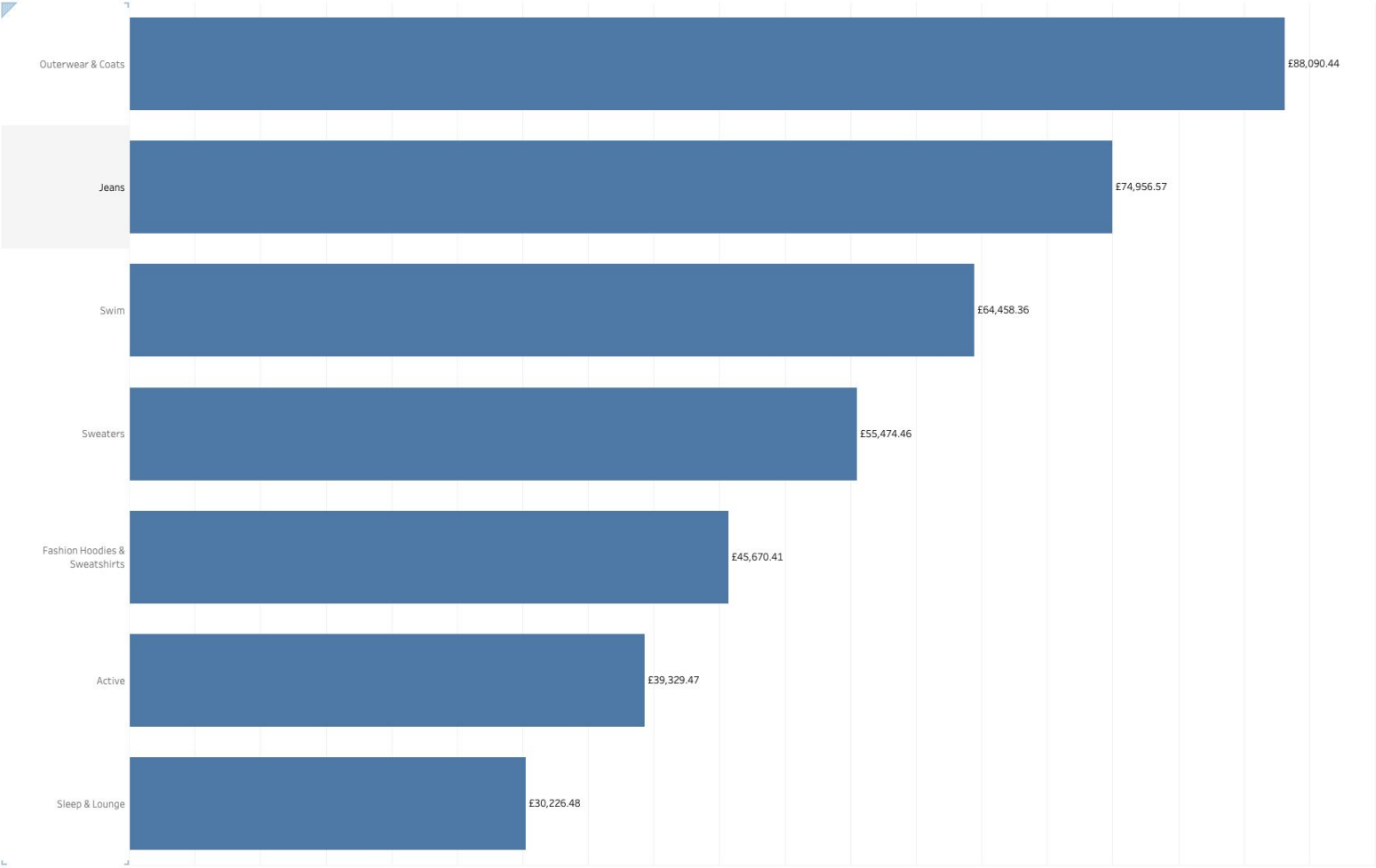


Bottom 10 Items by Revenue





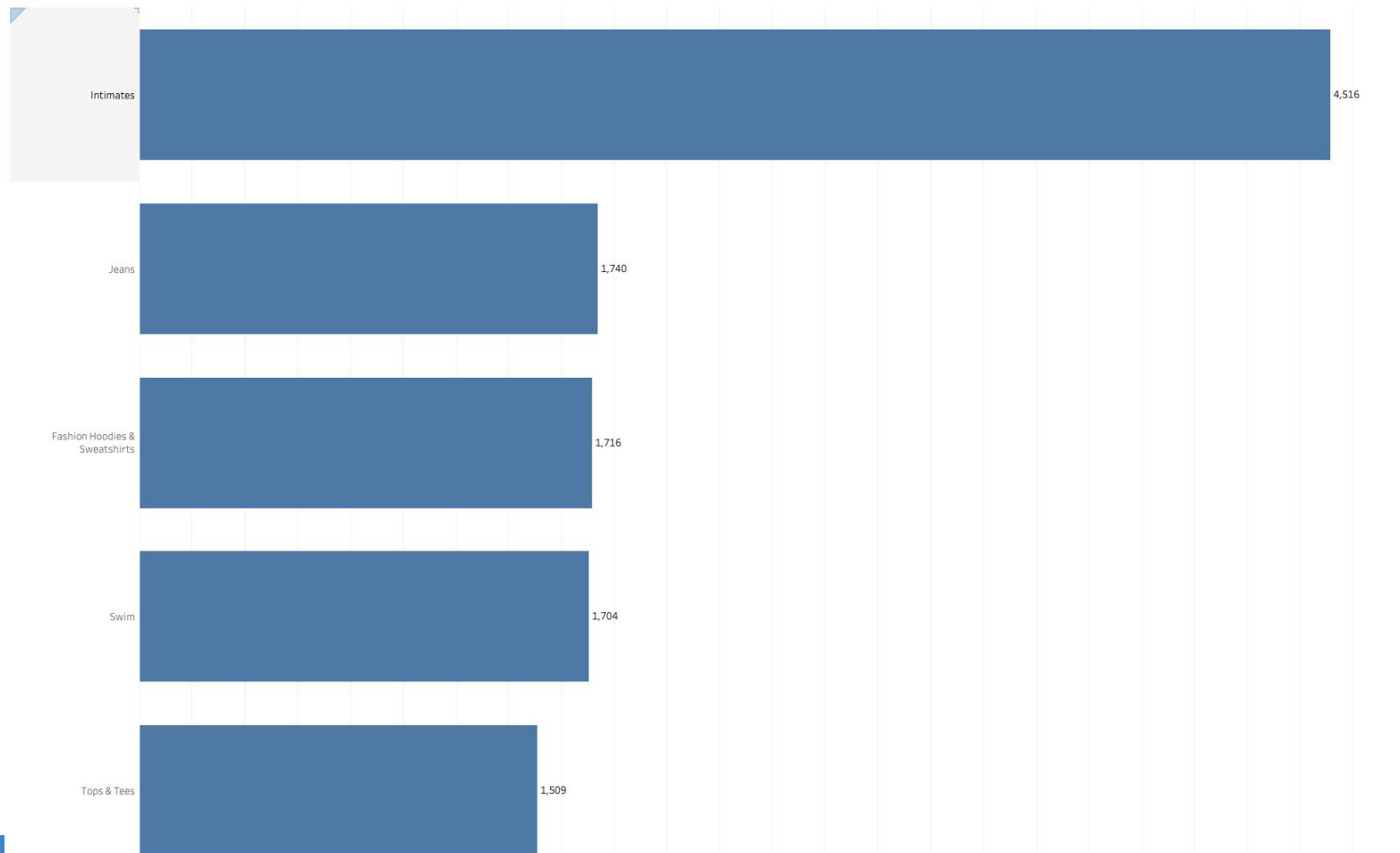
Best Performing Categories (Revenue)



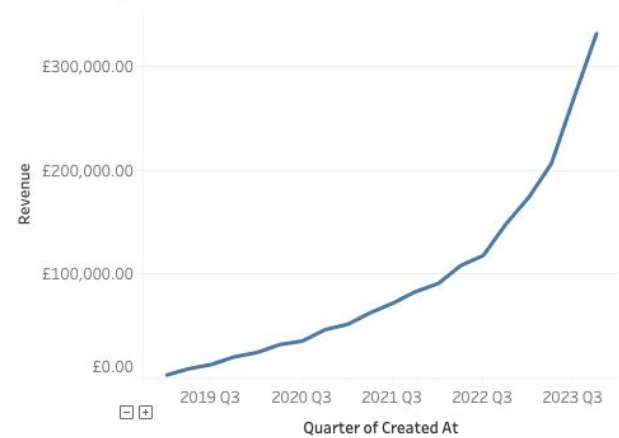
Revenue by Gender



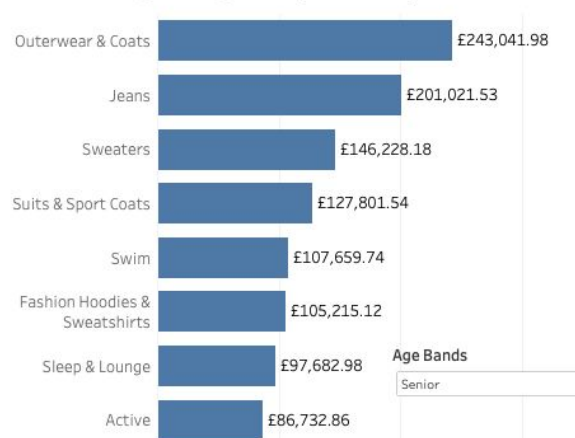
## Top Sellers



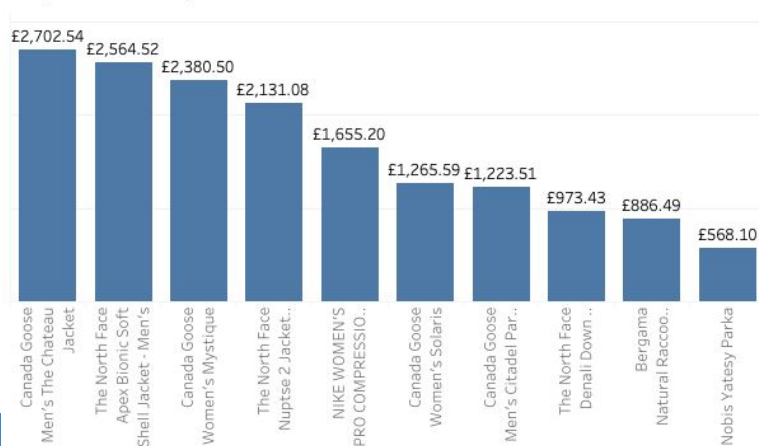
## Revenue per Quarter



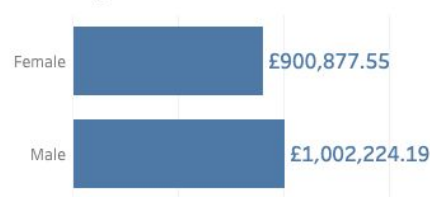
## Best Performing Categories (Revenue)



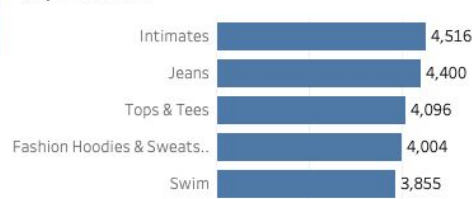
## Top 10 Items by Revenue



## Revenue by Gender



## Top Sellers





# bigquery-public-data.thelook\_ecommerce

**Product performance:** the **product** table describes the product catalogue as well as costs and retail prices of each element, but it's in the **order-item** table that you will be able to see how many times a certain product was sold. *Some examples: best/worst sellers, which products bring the highest/lowest revenue, gender/age preferences for certain products / categories*

























- How have product sales evolved over time?
- Are there seasonal trends or fluctuations in sales for specific products?
- Which products contribute the most to overall revenue?
- Are there opportunities to optimize pricing strategies for certain products?
- Do certain age groups or genders prefer specific product categories?
- Are there patterns in purchasing behavior based on customer demographics?

As an added bonus, implement one of the following predictive analysis and try to fit them into your narrative:

- What-if analysis (eg: profit margin)
- Forecast (eg: sales)
- Linear regression (eg: predict age or gender given items purchased)

*Note: for this project, you should use all three of: SQL (grouping, joining data, etc), Python (cleaning, exploring, analysing) and Tableau (visualisation and presentation).*

# E-commerce business

▼	 thelook_ecommerce		
	 distribution_centers		
	 events		
	 inventory_items		
	 order_items		
	 orders		
	 products		
	 users		

products

29K rows

Refresh options

Schedule refresh

✱ Connector

Chart

Pivot table

Function

Extract

+ Calculated column

Column stats

PREVIEW									
123	123	Tr	123	Tr	123	Tr	123	123	123
id	cost	category	name	brand	retail_price	department	sku	distribution_center_id	
27549	92.65256259	Swim	ZXU Men's Swimmers Compression Long Sleeve Top	ZXU	150.4100037	Men	B23C5745E165083AA924FA8F13G0		1
27445	24.71966119	Swim	TYR Sport Men's Square Leg Short Swim Suit	TYR	38.99000169	Men	2AB703823574C2DE42B0278AF0D9		1
27457	15.89760026	Swim	TYR Sport Men's Solid Durafast Jammer Swim Suit	TYR	27.40000038	Men	8F83122780EBACAD09AD5553136		1
27466	17.85000005	Swim	TYR Sport Men's Swim Short/Resistance Short Swim Suit	TYR	30	Men	67317D04C0C487F1ADE8B9219565F5		1
27481	29.40800052	Swim	TYR Alliance Team Splice Jammer	TYR	45.95000076	Men	213C888198060EF17ADE8B92F48F5		1
27487	15.65589991	Swim	TYR Sport Men's 4-Inch Nylon Trainer A-Swim Suit	TYR	26.48999977	Men	978F93914267AD0C0E1C5D0B2615B		1
27510	22.57175048	Swim	TYR Sport Men's Solid Jammer Swim Suit	TYR	39.95000076	Men	4EC8B790F241666326D31F799EB81		1
27529	22.82400012	Swim	TYR Sport Men's Poly Mesh Trainer Swim Suit	TYR	36	Men	C386CBA5332013865FE2E05D036		1
27537	24.35391107	Swim	TYR Sport Men's Alliance Durafast Splice Square Leg Swim Suit	TYR	39.99000168	Men	D012C46243D7E2391B64B221D0CC		1
27552	19.31755005	Swim	TYR Sport Men's Solid Racer Swim Suit	TYR	33.95000076	Men	2AF9B1A840B4EDC3D522FE1CDA8BC1		1
27599	16.43620017	Swim	TYR Sport Men's 8-Inch Nylon Team Trainer Swim Suit	TYR	26.51000023	Men	B856243E6848903D6E03C5D270830		1
27674	27.06591952	Swim	TYR Sport Men's Firecock Splice Jammer Swim Suit	TYR	44.95999908	Men	18F16DE5C7012D9AB4E5DE2ADDC1		1
27812	14.8940399	Swim	TYR Sport Men's Solid Durafast Racer Swim Suit	TYR	24.9899977	Men	9729C9467900E712F46044A2E54D7		1
27960	15.07500004	Swim	TYR Sport Men's Firecock Splice Racer Swim Suit	TYR	25	Men	7428F980083468BB6AA6F9D2D2575		1
27976	16.93575005	Swim	TYR Sport Men's Alliance Durafast Splice Racer Swim Suit	TYR	28.95000076	Men	8A39B5F618C3F29CD29E10B4C15		1
28039	21.69600009	Swim	TYR Sport Men's Universe Racer	TYR	38	Men	089F0A4CA95E14A42368E4E8D3B8		1
28167	24.84000005	Swim	TYR Sport Men's Universe Splice Jammer	TYR	40	Men	8B0BF47737D418BC77C73E728C1		1
28204	30.94600008	Swim	TYR Sport Men's Great White Epic Splice Jammer Swim Suit	TYR	52	Men	C3C87896B9C79511870D0A0223C		1
27930	73.57999995	Swim	Onia Men's Calder 7.5 Swim Shorts	Onia	130	Men	4E11A3FE1958D7F4C20158B1A08		1
27946	93.67000023	Swim	Onia Men's Spanish Calder Swim Shorts	Onia	145	Men	E32265108230A8B1A3B18B51C5C		1
27912	31.808	Swim	ZEROS - 503-07 - ICON2 Low Rise Quick Dry Swim Shorts - Black My ZEROS		56	Men	81DD4D7F529A4765132F4425191D		1
28165	23.11979105	Swim	Matix Men's Runway Boardshort	Matix	40.49000168	Men	2198690D203EB8A0BDFD52ACB02		1
27490	10.65272989	Swim	Alki Men's Boardshorts - Isla Palms	Alki	16.98999977	Men	F25A418B35E797B19CBCC1A3EDA1F		1
27635	10.95854991	Swim	Alki Men's Hybrid Boardshorts - Surfer Postcard Print	Alki	16.98999977	Men	DA08A1D588F6763D4CEAD389F9F9		1
27420	23.73950006	Swim	Hurley Young Men's Hurley One and Only Solid Boardshort	Hurley	39.5	Men	45E0C0A81B34C473F4729D0E2B42		1
27425	30.50000006	Swim	Hurley Men's Hurley Puerto Rico Plaid Boardshort	Hurley	50	Men	DA547089E6792D8BC7EE450891B2		1
27442	41.86000008	Swim	Hurley Men's P60 Kings Road Boardshort	Hurley	65	Men	B6EACAC22311CCB4C6370BE154E51		1
27443	27.58500008	Swim	Hurley Men's Sets Supersuede Boardshort	Hurley	45	Men	27A1E0E31BF1A18797D26F7796F1		1
27430	34.32000009	Swim	Hurley Men's Phantom 60 Boardshort	Hurley	55	Men	84FC808E70D6FD08F3F172F1F8E		1
27432	38.80500001	Swim	Hurley Men's Puerto Rico Road Phantom Boardshort	Hurley	65	Men	1FD07289FC6717195F76A7C0783		1
27460	78.29950001	Swim	Hurley Men's BP Solid Boardshort	Hurley	139.5	Men	EC67EC1427F01A4BAEB246A40A4A		1
27471	21.00000005	Swim	Hurley Men's One and Only Long Sleeve Rashguard	Hurley	35	Men	2308B64F9646502C9B96A441557761		1
27474	30.30500015	Swim	Hurley Men's Render 2-Way Stretch Board Short	Hurley	55	Men	4F67486F9C0659B4529A73C3F986		1

order\_items

181K rows

Refresh options

Schedule refresh

✱ Connector

Chart

Pivot table

Function

Extract

+ Calculated column

Column stats

PREVIEW											
123	123	123	123	123	123	Tr					123
id	order_id	user_id	product_id	inventory	status	created_at	shipped_at	delivered_at	returned_at	sale_price	
109039	75272	60087	13606	294673	Shipped	15/09/2020 00:15	14/09/2020 02:45			2.5	
148242	102280	81734	13606	400513	Shipped	29/06/2022 00:30	30/06/2022 05:55			2.5	
169563	117088	93669	13606	458151	Shipped	13/11/2022 11:12	12/11/2022 20:45			2.5	
40416	28014	22453	13606	109390	Cancelled	22/02/2021 13:25				2.5	
122741	84715	67755	13606	331773	Processing	29/10/2023 12:45				2.5	
134	98	80	28951	376	Shipped	04/09/2022 16:05	05/09/2022 01:55			3	
40925	28361	22725	28951	110776	Shipped	09/10/2023 03:07	07/10/2023 21:15			3	
108176	74685	59630	28951	292383	Shipped	05/02/2023 22:08	08/02/2023 08:35			3	
26803	18584	14917	28951	72596	Complete	05/03/2023 11:08	08/03/2023 12:55	11/03/2023 15:45		3	
69741	48234	38479	28951	188487	Complete	02/11/2021 06:05	11/2021 04:10	10/11/2021 00:15		3	
83976	58043	46398	28951	227092	Complete	05/11/2019 12:06	11/2019 21:40	08/11/2019 15:45		3	
9228	6418	5121	28951	25049	Returned	20/05/2023 04:22	05/2023 09:25	25/05/2023 13:26	26/05/2023 14:25	3	
69058	47758	38106	28951	186631	Returned	12/01/2022 05:14	01/2022 16:40	14/01/2022 20:15	15/01/2022 02:55	3	
111701	77118	61590	28951	301885	Processing	10/04/2023 00:05				3	
157137	108456	86637	28951	424634	Processing	05/02/2021 12:45				3	
161175	111270	88896	28951	435619	Processing	14/10/2023 08:45				3	
67223	46499	37133	28557	181704	Shipped	10/12/2021 17:12	12/12/2021 11:45			3.25	
119863	82751	66168	28557	324012	Shipped	11/02/2023 14:13	03/2023 05:10			3.25	
180560	124663	99741	28557	487757	Shipped	12/01/2023 01:14	01/2023 23:35			3.25	
180741	124791	99850	28557	488243	Shipped	14/11/2023 12:12	12/11/2023 07:55			3.25	
113039	78047	62377	28557	305528	Cancelled	14/12/2019 01:05				3.25	
8854	6159	4952	15784	24039	Shipped	13/11/2023 22:12	12/11/2023 18:15			3.5	
46216	32026	25632	14248	125044	Shipped	18/05/2023 23:17	05/2023 08:55			3.5	
48596	33653	26926	15419	131519	Shipped	23/10/2022 11:21	21/10/2022 17:05			3.5	
49008	33934	27165	28679	132645	Shipped	19/01/2023 15:25	19/01/2023 07:05			3.5	
53140	36806	29399	13696	143707	Shipped	28/10/2023 10:30	10/2023 06:05			3.5	
90485	62518	49965	14248	244688	Shipped	18/03/2022 15:17	03/2022 04:05			3.5	
103582	71492	57190	15419	280000	Shipped	22/01/2023 08:25	01/2023 06:55			3.5	
106046	73210	58506	28679	286654	Shipped	10/10/2023 05:11	11/2023 04:05			3.5	
134020	92525	74012	28668	362150	Shipped	20/12/2022 10:20	12/2022 12:15			3.5	
135493	93534	74807	14248	366103	Shipped	14/10/2023 09:15	10/2023 21:45			3.5	
159593	110176	87997	13696	431300	Shipped	17/04/2021 07:25	18/04/2021 07:05			3.5	





order\_items

181K rows

Refresh options

Schedule refresh



Chart



Pivot table



Function



Extract

+ Calculated column

Column stats

PREVIEW



id	order_id	user_id	product_id	inventory_id	status	created_at	shipped_at	delivered_at	returned_at	sale_price
109039	75272	60087	13606	294673	Shipped	15/09/2020 00:30	14/09/2020 02:40			2.5
148242	102280	81734	13606	400513	Shipped	29/06/2022 00:50	30/06/2022 05:50			2.5
169563	117088	93669	13606	458151	Shipped	13/11/2022 11:40	12/11/2022 20:40			2.5
40416	28014	22453	13606	109390	Cancelled	22/02/2021 13:20				2.5
122741	84715	67755	13606	331773	Processing	29/10/2023 12:20				2.5
134	98	80	28951	376	Shipped	04/09/2022 16:50	05/09/2022 01:50			3
40925	28361	22725	28951	110776	Shipped	09/10/2023 03:50	07/10/2023 21:10			3
108176	74685	59630	28951	292383	Shipped	05/02/2023 22:30	08/02/2023 08:30			3
26803	18584	14917	28951	72596	Complete	05/03/2023 11:20	08/03/2023 12:30	11/03/2023 15:20		3
69741	48234	38479	28951	188487	Complete	02/11/2021 06:50	05/11/2021 04:40	10/11/2021 00:10		3
83976	58043	46398	28951	227092	Complete	05/11/2019 12:50	06/11/2019 21:40	08/11/2019 15:40		3
9228	6418	5121	28951	25049	Returned	20/05/2023 04:40	22/05/2023 09:20	25/05/2023 13:50	26/05/2023 14:20	3
69058	47758	38106	28951	186631	Returned	12/01/2022 05:10	14/01/2022 16:20	14/01/2022 20:50	15/01/2022 02:50	3
111701	77118	61590	28951	301885	Processing	10/04/2023 00:50				3
157137	108456	86637	28951	424634	Processing	05/02/2021 12:20				3
161175	111270	88896	28951	435619	Processing	14/10/2023 08:20				3
67223	46499	37133	28557	181704	Shipped	10/12/2021 17:00	12/12/2021 11:20			3.25
119863	82751	66168	28557	324012	Shipped	11/02/2023 14:10	13/02/2023 05:10			3.25
180560	124663	99741	28557	487757	Shipped	12/01/2023 01:10	14/01/2023 23:30			3.25
180741	124791	99850	28557	488243	Shipped	14/11/2023 12:30	12/11/2023 07:50			3.25
113039	78047	62377	28557	305528	Cancelled	14/12/2019 01:00				3.25
8854	6159	4952	15784	24039	Shipped	13/11/2023 22:10	12/11/2023 18:10			3.5
46216	32026	25632	14248	125044	Shipped	18/05/2023 23:20	17/05/2023 08:50			3.5
48596	33653	26926	15419	131519	Shipped	23/10/2022 11:20	21/10/2022 17:00			3.5
49008	33934	27165	28679	132645	Shipped	19/01/2023 15:30	19/01/2023 07:00			3.5
53140	36806	29399	13696	143707	Shipped	28/10/2023 10:50	30/10/2023 06:00			3.5
90485	62518	49965	14248	244688	Shipped	18/03/2022 15:50	17/03/2022 04:00			3.5
103582	71492	57190	15419	280000	Shipped	22/01/2023 08:20	25/01/2023 06:50			3.5
106046	73210	58506	28679	286654	Shipped	10/10/2023 05:00	11/10/2023 04:00			3.5
134020	92525	74012	28668	362150	Shipped	20/12/2022 10:30	20/12/2022 12:10			3.5
135493	93534	74807	14248	366103	Shipped	14/10/2023 09:10	15/10/2023 21:40			3.5
159593	110176	87997	13696	431300	Shipped	17/04/2021 07:20	18/04/2021 07:00			3.5



orders

125K rows

[Refresh options](#)[Schedule refresh](#)

Chart



Pivot table



Function



Extract

[+ Calculated column](#)[Column stats](#)

PREVIEW



123	123	Tr	Tr	📅	📅	📅	📅	123
order_id	user_id	status	gender	created_at	returned_at	shipped_at	delivered_at	num_of_it
5	7	Shipped	F	30/06/2023 03:57:00		30/06/2023 16:05:00		1
9	8	Shipped	F	13/11/2023 06:28:10		14/11/2023 14:29:10		1
12	10	Shipped	F	26/07/2023 17:40:00		27/07/2023 15:20:00		1
17	13	Shipped	F	17/10/2023 14:10:00		20/10/2023 11:16:00		1
18	13	Shipped	F	07/09/2023 14:10:00		09/09/2023 00:30:00		1
40	37	Shipped	F	26/08/2023 18:20:00		28/08/2023 17:44:00		1
45	42	Shipped	F	21/08/2022 18:29:00		22/08/2022 11:03:00		2
50	46	Shipped	F	04/07/2023 13:52:00		07/07/2023 06:20:00		1
52	47	Shipped	F	21/05/2022 13:38:00		22/05/2022 21:24:00		1
54	47	Shipped	F	19/06/2021 13:38:00		21/06/2021 11:51:00		1
57	49	Shipped	F	16/06/2021 02:40:00		17/06/2021 15:03:00		1
70	59	Shipped	F	20/08/2021 08:25:00		20/08/2021 08:55:00		2
86	73	Shipped	F	07/10/2023 14:53:00		09/10/2023 13:30:00		2
102	81	Shipped	F	04/09/2021 04:50:00		04/09/2021 19:15:00		1
112	90	Shipped	F	15/11/2022 15:28:00		16/11/2022 00:09:00		1
117	93	Shipped	F	15/05/2021 01:18:00		17/05/2021 21:14:00		2
136	109	Shipped	F	08/11/2023 07:36:00		08/11/2023 20:10:00		1
138	109	Shipped	F	01/10/2023 07:36:00		02/10/2023 20:39:00		1
147	118	Shipped	F	23/05/2023 05:53:00		25/05/2023 22:14:00		1
149	119	Shipped	F	12/09/2020 08:13:00		14/09/2020 11:28:00		1
152	121	Shipped	F	31/10/2022 15:32:00		31/10/2022 23:33:00		4
177	139	Shipped	F	23/10/2022 15:06:00		25/10/2022 01:22:00		3
183	142	Shipped	F	18/10/2023 12:50:00		20/10/2023 19:02:00		1
186	146	Shipped	F	22/04/2023 05:49:00		22/04/2023 11:03:00		1
196	158	Shipped	F	27/04/2023 15:53:00		29/04/2023 10:37:00		1
201	163	Shipped	F	13/11/2023 04:37:15		13/11/2023 08:52:15		4
202	164	Shipped	F	13/10/2023 08:35:00		15/10/2023 13:40:00		3
203	164	Shipped	F	02/08/2023 08:35:00		03/08/2023 08:02:00		1
207	168	Shipped	F	16/03/2023 18:19:00		18/03/2023 03:23:00		1
210	169	Shipped	F	21/04/2023 07:39:00		23/04/2023 15:27:00		2
216	174	Shipped	F	24/10/2021 00:47:00		26/10/2021 06:16:00		1
218	175	Shipped	F	21/11/2022 14:35:00		21/11/2022 20:07:00		1
252	204	Shipped	F	13/01/2023 15:44:00		14/01/2023 02:37:00		1
257	206	Shipped	F	12/11/2023 11:07:00		15/11/2023 01:07:00		3





users

100K rows

Refresh options

Schedule refresh



Connection settings



Chart



Pivot table



Function



Extract

+ Calculated column

Column stats

PREVIEW



123	Tt	Tt	Tt	123	Tt	Tt	Tt	Tt	Tt	Tt	123	123	Tt	📅
id	first_name	last_name	email	age	gender	state	street_add	postal_coi	city	country	latitude	longitude	traffic_sou	created_at
4374	Susan	Gilbert	susangilbert@ex	62	F	Acre	303 Melissa Bur	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Organic	19/12/2022 03:5
19969	Laura	Tucker	lauratucker@exa	56	F	Acre	292 Williams Tra	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Organic	23/12/2021 05:2
20057	Robin	Hines	robinhines@exai	26	F	Acre	5298 Roach Vall	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Display	08/09/2021 18:0
22293	Kaitlin	Jimenez	kaitlinjimenez@e	24	F	Acre	91133 Melton Is	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	20/01/2022 09:5
33549	Ana	Marshall	anamarshall@ex	51	F	Acre	103 Reid Junccti	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	26/02/2021 02:4
38859	Nicole	Murray	nicolemurray@e	28	F	Acre	35079 Dustin Sp	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	29/06/2023 00:0
50347	Jesse	Howard	jessehoward@e	23	M	Acre	07535 Natalie Vi	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	22/05/2022 14:4
51068	David	Harris	davidharris@exa	16	M	Acre	2273 Jenny Villa	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	20/05/2021 15:1
54703	Brittany	Diaz	brittanydiaz@ex	13	F	Acre	6097 Kathleen L	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	18/10/2022 00:2
67453	Katie	Molina	katiemolina@exi	45	F	Acre	766 Tonya Junct	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	18/07/2019 11:1
99758	Ryan	Kemp	ryankemp@exan	21	M	Acre	93462 Anderson	69917-400	Rio Branco	Brasil	-9.945567619	-67.83560991	Search	17/04/2020 01:2
24233	Melissa	Davis	melissadavis@e	60	F	Acre	172 Ryan Course	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	27/04/2022 09:2
30460	Pamela	Terrell	pamelaterrell@e	13	F	Acre	784 Cohen Mour	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Organic	24/03/2023 10:2
39814	Joseph	Stephenson	josephstephens	62	M	Acre	03907 Lisa Pine	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	28/04/2019 06:3
41185	Stacey	Maxwell	staceymaxwell@	37	F	Acre	24162 Gary Heig	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	04/09/2021 07:3
44596	Lynn	Anderson	lynnanderson@e	32	F	Acre	932 Acosta Mills	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	03/12/2019 03:1
65331	Levi	Thomas	levithomas@exa	22	M	Acre	990 Robert Via	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	01/04/2022 01:4
71018	Jenna	Russell	jennarussell@ex	65	F	Acre	86814 Riley Park	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	31/01/2023 14:5
85836	Kristin	Kelley	kristinkelley@ex	28	F	Acre	5448 Tiffany Spr	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	29/03/2019 10:1
89756	Christopher	Harrison	christopherharris	23	M	Acre	073 Colon Lights	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	14/02/2022 17:0
91520	Micheal	White	michealwhite@e	22	M	Acre	96689 Krause Sc	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Search	28/05/2019 07:2
99542	Rebecca	Harrell	rebeccaharrell@	38	F	Acre	6134 Dominic Fc	69940-000	Sena Madureira	Brasil	-9.857324143	-69.4370574	Organic	19/05/2023 09:1
1428	Julie	Ramirez	julieramirez@ex	36	F	Acre	483 Tucker Dam	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Search	01/01/2022 03:0
5571	Steven	Hernandez	stevenhernandez	70	M	Acre	0149 Matthew R	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Display	15/11/2023 16:0
10691	Daryl	Levy	daryllevy@exam	12	M	Acre	455 Mark Brook	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Search	17/09/2022 01:4
15197	Samantha	Turner	samanthaturner	50	F	Acre	10434 Andrew D	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Search	28/12/2019 01:5
20652	Justin	Saunders	justinsaunders@	48	M	Acre	7661 Kennedy Fr	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Organic	24/12/2020 15:3
38931	Alicia	Bridges	aliciabridges@e	69	F	Acre	938 Tina Orchar	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Organic	27/02/2019 14:5
43428	Kimberly	Smith	kimberlysmith@	45	F	Acre	038 Walker Cape	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Search	17/03/2021 06:0
46867	Connie	Murphy	conniemurphy@	54	F	Acre	8569 Samantha	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Facebook	03/12/2019 05:5
48373	Dana	Cooper	danacooper@ex	37	F	Acre	053 Brown Ridg	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Search	09/07/2020 10:3
66062	Wendy	Bond	wendybond@exi	49	F	Acre	7351 Mueller Br	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Search	14/04/2020 13:4
76803	Darryl	McKinney	darrylmckinney@	33	M	Acre	7875 Johnson V	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Organic	19/01/2020 15:4
80151	Andrew	Fox	andrewfox@exai	23	M	Acre	86748 Paul Str	69970-000	Tarauacá	Brasil	-8.325245103	-71.55302951	Search	04/06/2019 15:4





Chart



Pivot table



Function



123	Tr	123	123
id	name	latitude	longitude
1	Memphis TN	35.1174	-89.9711
2	Chicago IL	41.8369	-87.6847
3	Houston TX	29.7604	-95.3698
4	Los Angeles CA	34.05	-118.25
5	New Orleans LA	29.95	-90.0667
6	Port Authority of	40.634	-73.7834
7	Philadelphia PA	39.95	-75.1667
8	Mobile AL	30.6944	-88.0431
9	Charleston SC	32.7833	-79.9333
10	Savannah GA	32.0167	-81.1167





events

2.4M rows

Refresh options

Schedule refresh



Chart



Pivot table



Function



Extract



+ Calculated column



Column stats

PREVIEW ⓘ

id	user_id	sequence_	session_ic	created_at	ip_address	city	state	postal_code	browser	traffic_source	uri	event_type
360111	27968		6 50b5aa42-eb63-	16/05/2023 12:1	157.85.27.239	Bogatynia	Dolnośląskie	59	Safari	Adwords	/cart	cart
624694	48126		4 de2783af-bd82-	08/08/2023 06:5	68.74.69.208	Bogatynia	Dolnośląskie	59	Other	Email	/cart	cart
1372441			2 fd39679d-58a1-	17/10/2020 01:0	203.200.189.56	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
1951797			2 b6a25a80-c42e-	11/04/2020 10:0	63.177.177.39	Bogatynia	Dolnośląskie	59	Chrome	Adwords	/cart	cart
156003	12119		9 89a6a4a6-bf98-	08/10/2023 02:3	206.112.52.130	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
1490366			2 80dd45bd-fd54-	03/03/2021 01:4	60.159.137.157	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
155990	12119		9 45af21b0-bfb8-4	08/10/2023 02:3	22.117.125.92	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
2204506			2 59265265-86bf-	08/04/2023 07:4	31.123.21.173	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
966169	74464	12	aebe7f2e-5579-4	28/04/2022 14:4	164.204.250.43	Bogatynia	Dolnośląskie	59	Chrome	Facebook	/cart	cart
711499	54724		4 df640f73-f618-4	14/10/2021 03:3	67.40.184.121	Bogatynia	Dolnośląskie	59	Firefox	Adwords	/cart	cart
360101	27968		3 e029dcca-f4af-4	16/05/2023 10:5	103.137.49.29	Bogatynia	Dolnośląskie	59	IE	Adwords	/cart	cart
1214624	93684		3 f61a4a8f-a642-4	03/07/2023 01:4	133.78.105.146	Bogatynia	Dolnośląskie	59	Firefox	Email	/cart	cart
156013	12119		6 db11385c-8924-	08/10/2023 03:2	81.185.76.100	Bogatynia	Dolnośląskie	59	Firefox	Adwords	/cart	cart
99265	7684		4 d9ad5c29-ea92-	30/05/2022 03:4	117.239.26.145	Bogatynia	Dolnośląskie	59	Chrome	YouTube	/cart	cart
2170915			3 eb700c74-b5d9-	13/11/2022 05:1	182.77.42.8	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
72809	5660		4 9fa93790-4586-	28/06/2023 01:3	74.253.129.140	Bogatynia	Dolnośląskie	59	Safari	Email	/cart	cart
815943	62885		3 3e132bff-203f-4	20/04/2023 04:4	99.92.27.4	Bogatynia	Dolnośląskie	59	Other	Facebook	/cart	cart
974927	75137		3 ce154ca2-e0cf-4	23/07/2022 03:5	57.78.90.176	Bogatynia	Dolnośląskie	59	Firefox	Email	/cart	cart
1044148	80386		6 42412e8e-8ecc-	15/06/2023 13:1	133.165.236.44	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
287855	22442		6 aaaf6d0a-bc68-	13/11/2023 22:4	93.255.179.113	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
2357342			2 98dc51ce-11a2-	10/07/2022 02:3	119.97.158.88	Bogatynia	Dolnośląskie	59	Firefox	YouTube	/cart	cart
2055808			2 1d20388e-05d9-	24/12/2019 18:2	88.103.146.95	Bogatynia	Dolnośląskie	59	Chrome	Adwords	/cart	cart
484629	37447		4 77be870d-5029-	12/06/2023 15:5	56.88.106.211	Bogatynia	Dolnośląskie	59	Chrome	Email	/cart	cart
1176226	90639		3 ea64e14c-8be6-	26/11/2021 15:0	209.189.56.67	Bogatynia	Dolnośląskie	59	Chrome	Adwords	/cart	cart
2137039			2 1177d54e-9614-	03/03/2019 17:2	2.203.115.250	Bogatynia	Dolnośląskie	59	Firefox	YouTube	/cart	cart
2143757			2 49757f73-175e-	25/10/2022 14:3	217.147.85.25	Bogatynia	Dolnośląskie	59	Chrome	Adwords	/cart	cart

Chart

Pivot table

Function

Extract

+ Calculated column

Column stats

PREVIEW

id	product_id	created_at	sold_at	cost	product_category	product_name	product_brand	product_size	product_color	product_size	product_color
21653	16898	27/11/2022 01:55	21/01/2023 01:55	13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
21654	16898	21/06/2023 18:22		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
21655	16898	08/10/2023 05:55		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
185212	16898	24/08/2021 05:55	07/09/2021 02:22	13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
185213	16898	05/08/2022 18:22		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
227998	16898	14/08/2023 12:55	22/09/2023 14:00	13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
227999	16898	11/03/2020 09:22		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
296584	16898	29/04/2023 00:55	22/05/2023 06:55	13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
296585	16898	23/02/2021 08:55		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
296586	16898	09/05/2022 08:22		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
364645	16898	15/05/2020 02:55	30/05/2020 11:22	13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
364646	16898	19/07/2022 16:55		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
364647	16898	22/10/2023 15:55		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
436229	16898	11/08/2023 17:55	19/08/2023 13:55	13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
436230	16898	02/03/2023 18:55		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
436231	16898	05/09/2021 00:22		13.92499997	Tops & Tees	Quiksilver Waterman Men's On The Border	25	Men	22811EE198462	3	
43238	9482	24/01/2023 07:55	11/03/2023 16:55	5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
43239	9482	28/05/2021 03:00		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
43240	9482	02/11/2022 12:22		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
210868	9482	21/09/2023 10:55	15/11/2023 13:00	5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
210869	9482	27/02/2020 07:55		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
210870	9482	18/08/2022 12:11		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
219308	9482	26/10/2022 09:22	06/11/2022 12:55	5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
219309	9482	13/10/2022 16:22		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
359891	9482	02/02/2022 06:11	16/02/2022 04:00	5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
359892	9482	22/05/2020 09:22		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
359893	9482	28/02/2021 08:22		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
392843	9482	01/11/2020 09:55	14/11/2020 13:00	5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
392844	9482	17/04/2022 10:00		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
392845	9482	14/06/2021 11:11		5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	
394731	9482	28/01/2023 16:55	03/03/2023 13:55	5.711999953	Socks & Hosiery	KEEN Women Bellingham Low Ultra	16	Women	C5A3C867A3DF	3	