Introduction

Balanced Tree Clothing Company prides themselves on providing an optimised range of clothing and lifestyle wear for the modern adventurer!

Danny, the CEO of this trendy fashion company has asked you to assist the team's merchandising teams analyse their sales performance and generate a basic financial report to share with the wider business.

Available Data

For this case study there is a total of 4 datasets for this case study - however you will only need to utilise 2 main tables to solve all of the regular questions, and the additional 2 tables are used only for the bonus challenge question!

Product Details

balanced_tree.product_details includes all information about the entire range that Balanced Clothing sells in their store.

product_id	price	product_name	category_id	segment_id
c4a632	13	Navy Oversized Jeans - Womens	1	3
e83aa3	32	Black Straight Jeans - Womens	1	3
e31d39	10	Cream Relaxed Jeans - Womens	1	3
d5e9a6	23	Khaki Suit Jacket - Womens	1	4
72f5d4	19	Indigo Rain Jacket - Womens	1	4
9ec847	54	Grey Fashion Jacket - Womens	1	4
5d267b	40	White Tee Shirt - Mens	2	5
c8d436	10	Teal Button Up Shirt - Mens	2	5
2a2353	57	Blue Polo Shirt - Mens	2	5
f084eb	36	Navy Solid Socks - Mens	2	6
b9a74d	17	White Striped Socks - Mens	2	6
2feb6b	29	Pink Fluro Polkadot Socks - Mens	2	6

Product Sales

balanced_tree.sales contains product level information for all the transactions made for Balanced Tree including quantity, price, percentage discount, member status, a transaction ID and also the transaction timestamp.

prod_id	qty	price	discount	member	txn_id	start_txn_time
c4a632	4	13	17	t	54f307	2021-02-13 01:59:43.296
5d267b	4	40	17	t	54f307	2021-02-13 01:59:43.296
b9a74d	4	17	17	t	54f307	2021-02-13 01:59:43.296
2feb6b	2	29	17	t	54f307	2021-02-13 01:59:43.296
c4a632	5	13	21	t	26cc98	2021-01-19 01:39:00.3456
e31d39	2	10	21	t	26cc98	2021-01-19 01:39:00.3456
72f5d4	3	19	21	t	26cc98	2021-01-19 01:39:00.3456
2a2353	3	57	21	t	26cc98	2021-01-19 01:39:00.3456
f084eb	3	36	21	t	26cc98	2021-01-19 01:39:00.3456
c4a632	1	13	21	f	ef648d	2021-01-27 02:18:17.1648

Product Hierarcy & Product Price

Thes tables are used only for the bonus question where we will use them to recreate the balanced_tree.product_details table.

balanced_tree.product_hierarchy

id	parent_id	level_text	level_name
1		Womens	Category
2		Mens	Category
3	1	Jeans	Segment
4	1	Jacket	Segment
5	2	Shirt	Segment
6	2	Socks	Segment
7	3	Navy Oversized	Style
8	3	Black Straight	Style
9	3	Cream Relaxed	Style
10	4	Khaki Suit	Style
11	4	Indigo Rain	Style
12	4	Grey Fashion	Style
13	5	White Tee	Style
14	5	Teal Button Up	Style
15	5	Blue Polo	Style
16	6	Navy Solid	Style
17	6	White Striped	Style
18	6	Pink Fluro Polkadot	Style

balanced_tree.product_prices

id	product_id	price
7	c4a632	13
8	e83aa3	32
9	e31d39	10
10	d5e9a6	23
11	72f5d4	19
12	9ec847	54
13	5d267b	40
14	c8d436	10
15	2a2353	57
16	f084eb	36
17	b9a74d	17
18	2feb6b	29