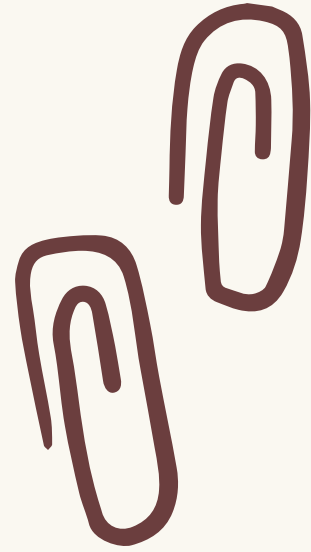


"Online Bookshop Performance and Conversion Report

**(Metabase +
Sql Analysis)**



“Online Book Shop

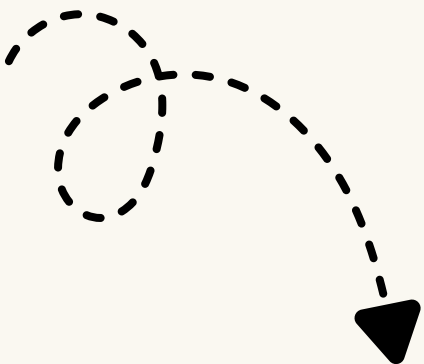
Analysis

Nahidul Islam



⌚ Website Hourly Visit Distribution

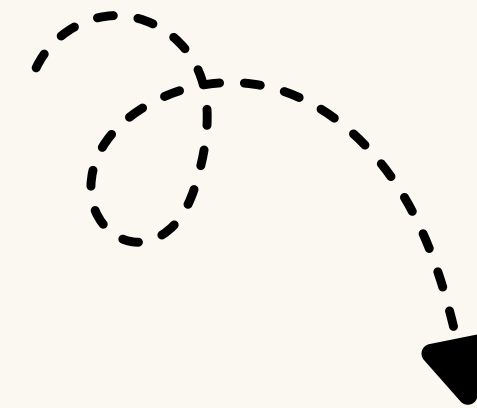
```
-- ⌚ Hourly Visit Distribution
v SELECT
  CASE
    WHEN HOUR(timestamp) BETWEEN 0 AND 5 THEN '🌙 Midnight (12AM-6AM)'
    WHEN HOUR(timestamp) BETWEEN 6 AND 11 THEN '🌅 Morning (6AM-12PM)'
    WHEN HOUR(timestamp) BETWEEN 12 AND 16 THEN '☁️ Afternoon (12PM-5PM)'
    WHEN HOUR(timestamp) BETWEEN 17 AND 19 THEN '🌆 Evening (5PM-8PM)'
    ELSE '🌃 Night (8PM-12AM)'
  END AS visit_period,
  COUNT(*) AS total_visits
FROM website_sessions
GROUP BY visit_period
ORDER BY total_visits DESC
LIMIT 5;
```



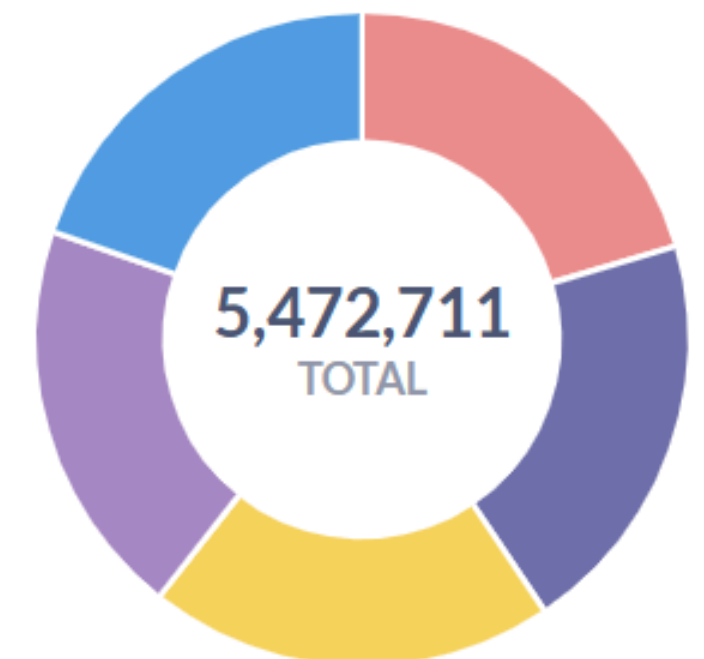
visit_period	total_visits
🌅 Morning (6AM-12PM)	2,361
🌙 Midnight (12AM-6AM)	2,102
☁️ Afternoon (12PM-5PM)	1,907
🌃 Night (8PM-12AM)	1,510
🌆 Evening (5PM-8PM)	1,128

📍 Top 5 Locations by Revenue

```
-- 4. 📍 Top 5 Locations by Revenue
SELECT
    location,
    SUM(total_price) AS revenue
FROM orders
GROUP BY location
ORDER BY revenue DESC
LIMIT 5;
```



● Dhaka	20.4%
● Sylhet	20.2%
● Rajshahi	20.0%
● Chittagong	19.7%
● Barisal	19.7%





Customer Lifetime Value (CLV)

```
1  -- 🖋 Customer Lifetime Value (CLV)
2  SELECT
3      user_id,
4      SUM(total_price) AS total_spent,
5      COUNT(order_id) AS total_orders,
6      ROUND(SUM(total_price) / COUNT(order_id), 2) AS avg_order_value
7  FROM orders
8  GROUP BY user_id
9  ORDER BY total_spent DESC
10 LIMIT 10;
11
```

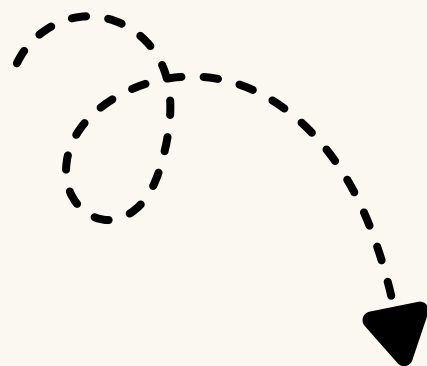


user_id	total_spent	total_orders	avg_order_value
U1267	16,391	18	910.61
U1580	13,795	19	726.05
U1860	13,388	20	669.4
U1722	13,344	18	741.33
U1040	13,084	15	872.27
U1766	13,017	16	813.56



Average Time Between Session and Order

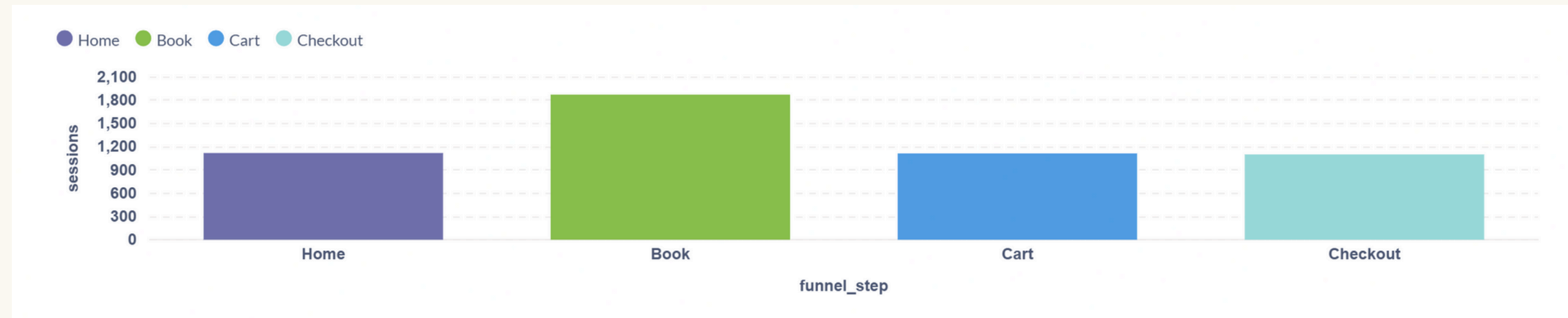
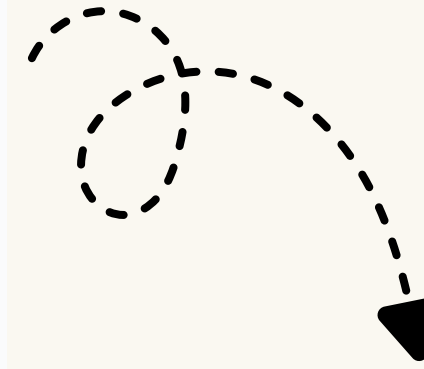
```
-- 🕒 Average Time Between Session and Order
SELECT
  o.user_id,
  MIN(o.order_date) AS first_order_date,
  MIN(DATE(s.timestamp)) AS first_session_date,
  DATEDIFF(MIN(o.order_date), MIN(DATE(s.timestamp))) AS days_to_conversion
FROM orders o
JOIN website_sessions s ON o.user_id = s.user_id
GROUP BY o.user_id
HAVING days_to_conversion >= 0
ORDER BY days_to_conversion DESC;
```



user_id	first_order_date	first_session_date	days_to_conversion	+
U1394	2025-06-15	June 1, 2025	14	
U1323	2025-06-15	June 1, 2025	14	
U1877	2025-06-16	June 2, 2025	14	
U1806	2025-06-14	June 1, 2025	13	
U1906	2025-06-14	June 1, 2025	13	
U1433	2025-06-12	June 1, 2025	11	

Visitor Funnel: Home > Book > Cart > Checkout

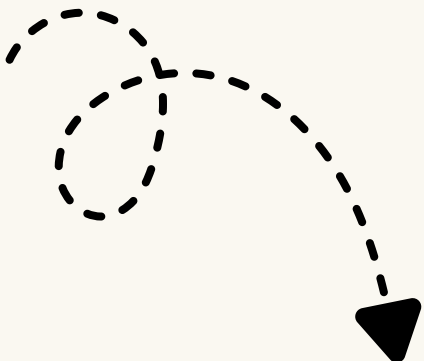
```
SELECT
  CASE
    WHEN page_url = '/home' THEN 'Home'
    WHEN page_url LIKE '/book%' THEN 'Book'
    WHEN page_url = '/cart' THEN 'Cart'
    WHEN page_url = '/checkout' THEN 'Checkout'
    ELSE 'Other'
  END AS funnel_step,
  COUNT(DISTINCT session_id) AS sessions
FROM website_sessions
WHERE page_url IN ('/home', '/cart', '/checkout') OR page_url LIKE '/book%'
GROUP BY funnel_step
ORDER BY FIELD(funnel_step, 'Home', 'Book', 'Cart', 'Checkout');
```



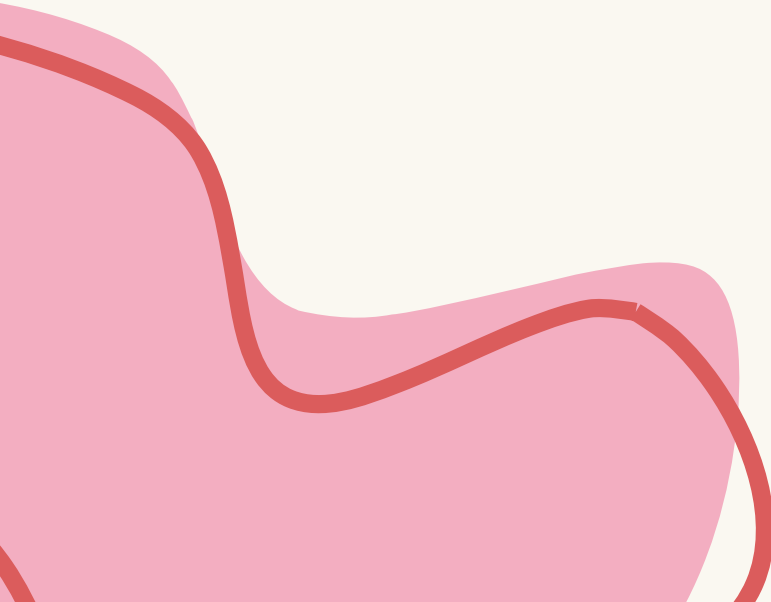
Most Used Device Types



```
SELECT
  device_type,
  COUNT(*) AS total_sessions
FROM website_sessions
GROUP BY device_type
ORDER BY total_sessions DESC;
```

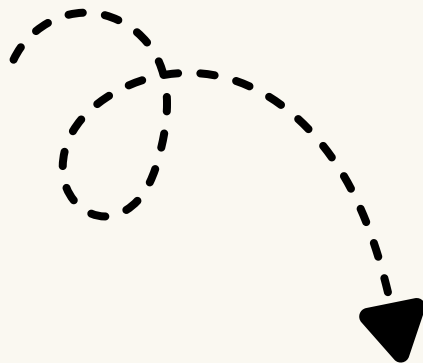


device_type	total_sessions	+
Tablet	3,107	
Mobile	2,992	
Desktop	2,909	



Top 5 Categories by Revenue

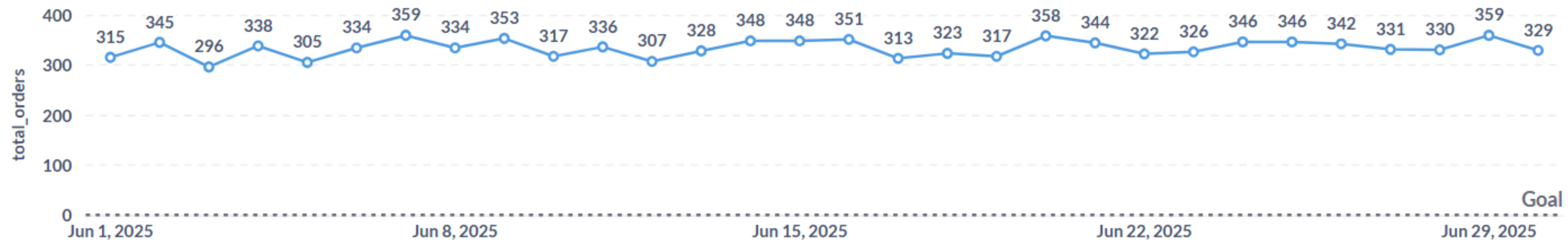
```
SELECT
  category,
  SUM(total_price) AS revenue
FROM orders
GROUP BY category
ORDER BY revenue DESC
LIMIT 5;
```



category	revenue
Science	1,112,060
Comics	1,100,247
Biography	1,090,624
Self-Help	1,090,421
Fiction	1,084,046

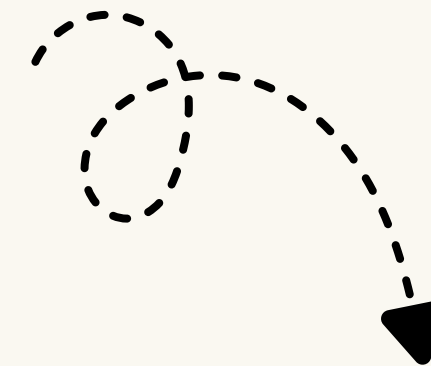
Daily Orders Trend

```
1  
2 SELECT  
3     order_date,  
4     COUNT(order_id) AS total_orders  
5 FROM orders  
6 GROUP BY order_date  
7 ORDER BY order_date;
```



📊 Revenue per Day per Category

```
-- 📊 Revenue per Day per Category
SELECT
  order_date,
  category,
  SUM(total_price) AS daily_revenue
FROM orders
GROUP BY order_date, category
ORDER BY order_date, daily_revenue DESC;
```



	order_date	category	daily_revenue	+
1	2025-06-01	Self-Help	41,020	
	2025-06-01	Fiction	40,812	
	2025-06-01	Biography	38,409	
	2025-06-01	Education	34,184	
	2025-06-01	Comics	31,756	
	2025-06-01	Science	26,153	

The background features soft, abstract pink shapes in the corners: a large one in the top right, a smaller one in the bottom left, and a faint one in the bottom right.

Thank
You 