Commerce Analysis

Queries:

1- Gender Distribution

SELECT

SUM(CASE WHEN Gender = 'M' THEN 1 ELSE 0 END) AS Total_Men,

SUM(CASE WHEN Gender = 'F' THEN 1 ELSE 0 END) AS Total_Woman

FROM CustomerData;

2- Products sales per category

Select product_category, sum(quantity) as total_products

from customerdata

group by product_category

order by total_products desc;

3- Ammount of purchases by location

SELECT location, count(location) as purchases

FROM CustomerData

group by location

order by purchases desc;

4- Monthly Online Shopping Activity

select EXTRACT(MONTH FROM date) as month,

count(EXTRACT(MONTH FROM date)) as Month_activity

from customerdata

group by month

order by month_activity desc;

5- Total sales quantity by month

```
select

to_char(transaction_date, 'YYYY-MM') as transaction_date, sum(quantity) as total_products_sold

from customerdata

group by to_char(transaction_date, 'YYYY-MM')

order by transaction_date;
```

6- Highest price purchase by customerid

```
select customerid, max(avg_price + delivery_charges) as product_price

from customerdata

group by customerid

order by product_price desc

limit 25;
```

7- Purchase count by CustomerID

```
select customerid, sum(quantity) as quantity_purchased

from customerdata

group by customerid

order by quantity_purchased desc

limit 10;
```

8- Tenure Months Count

```
select tenure_data, count(customerid) from

   (select

      customerid,

      case

         WHEN tenure_months <= 6 THEN '0-6 Months'

         WHEN tenure_months > 6 AND tenure_months <= 12 THEN '6-12 Months'
```

WHEN tenure_months > 12 AND tenure_months <= 18 THEN '12-18 Months'

                WHEN tenure_months > 18 AND tenure_months <= 24 THEN '18-24 Months'

                WHEN tenure_months > 24 AND tenure_months <= 36 THEN '24-36 Months'

                WHEN tenure_months > 36 AND tenure_months <= 48 THEN '36-48 Months'

                WHEN tenure_months > 48 THEN '48+ Months'

        end as tenure_data

        from customerdata) a

group by tenure_data

order by tenure_data asc;

9- Average Products Price

select avg(avg_price + delivery_charges) as avg_product_price

from customerdata;

10- Total Spend by month

SELECT

EXTRACT(MONTH FROM date) as month,

SUM(offline_spend + online_spend) AS total_spend

from customerdata

group by EXTRACT(MONTH FROM date)

order by month asc;

11- Online Spend by month

SELECT

EXTRACT(MONTH FROM date) as month,

SUM(online_spend) AS total_online_spend

from customerdata

group by EXTRACT(MONTH FROM date)

order by month ASC;

12- Offline Spend by month

SELECT

EXTRACT(MONTH FROM date) as month,

SUM(offline_spend) AS total_offline_spend

from customerdata

group by EXTRACT(MONTH FROM date)

order by month asc;

13- Coupon Analisis

select coupon_status, count(customerid)

from customerdata

group by coupon_status;

14- Coupon List

select coupon_code, discount_pct, count(customerid) as uses

from customerdata

where coupon_code is not null or discount_pct is not null

group by coupon_code, discount_pct
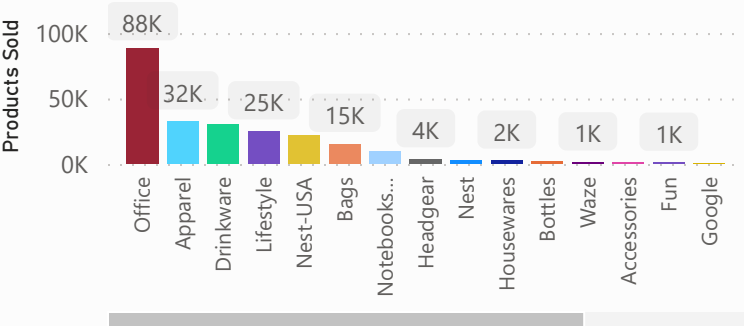
order by uses desc;

COMMERCE ANALISYS

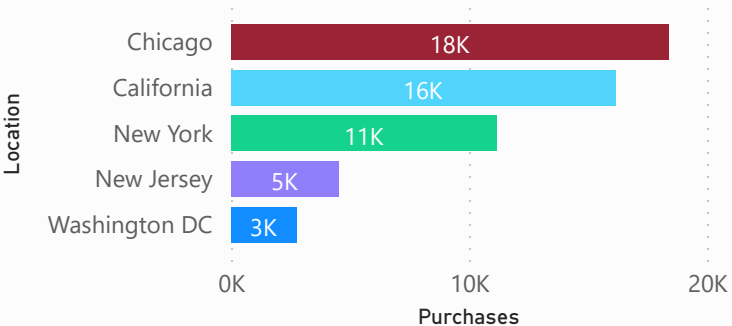This analysis provides a foundational understanding of commerce-related metrics and trends.
It encompasses an exploration of sales, customer behavior, and product performance within a given timeframe.
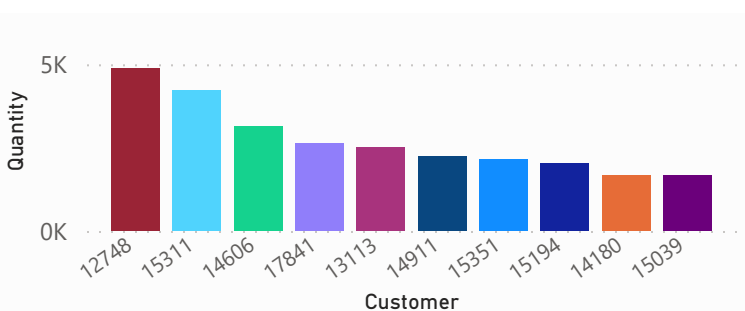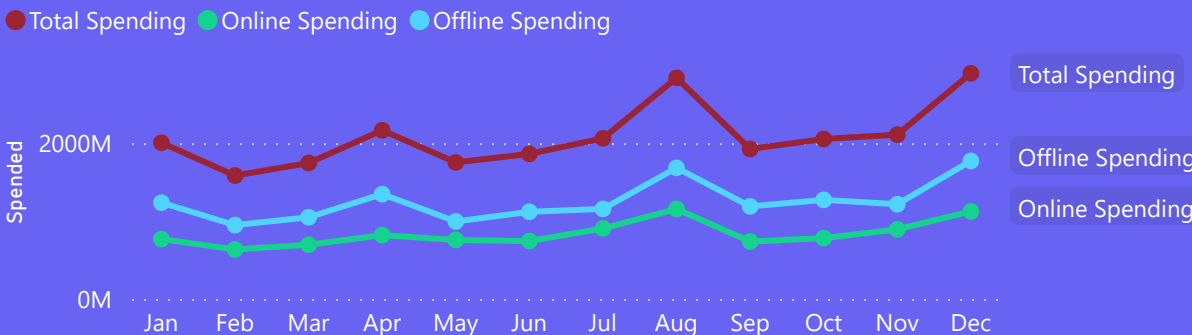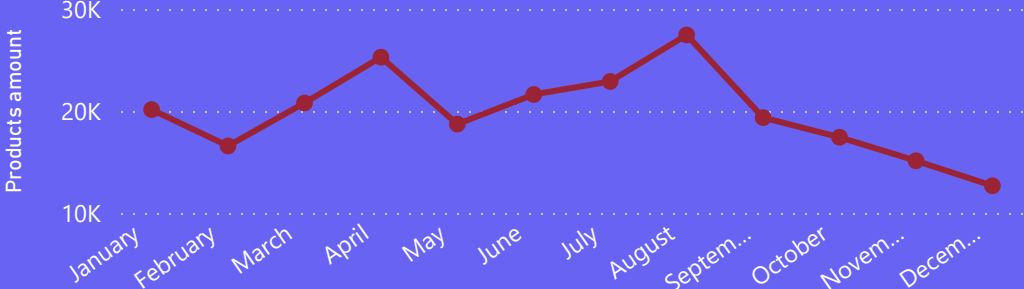
BIG SHOP

Products sold by Category

Products Sold: 88K, 32K, 25K, 15K, 4K, 2K, 1K, 1K
Categories: Office, Apparel, Drinkware, Lifestyle, Nest-USA, Bags, Notebooks..., Headgear, Nest, Housewares, Bottles, Waze, Accessories, Fun, Google

Purchases by Location

Location	Purchases
Chicago	18K
California	16K
New York	11K
New Jersey	5K
Washington DC	3K

Quantity of products purchased by top 10 customers

Customers: 12748, 15311, 14606, 17841, 13113, 14911, 15351, 15194, 14180, 15039

Spending by Month

- Total Spending
- Online Spending
- Offline Spending

Months: Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec

Products Sold by Month

Months: January, February, March, April, May, June, July, August, September, October, November, December

Customer & Coupons

Gender Distribution

20K (37,63%) — Men
33K (62,37%) — Woman

- Men
- Woman

Customers Tenure Info

Tenure Months	Ammount of Customers
24-36 Months	15K
36-48 Months	13K
18-24 Months	7K
6-12 Months	6K
12-18 Months	5K
0-6 Months	5K
48+ Months	2K

Month users Activity

Users Active — Jan, Feb, Mar, Apr, May, Jun, Jul, Aug, Sep, Oct, Nov, Dec
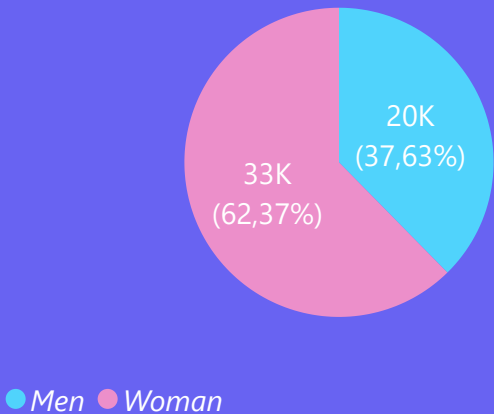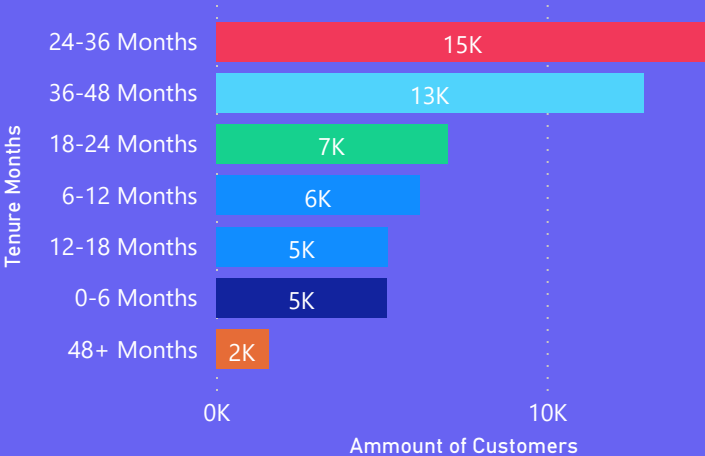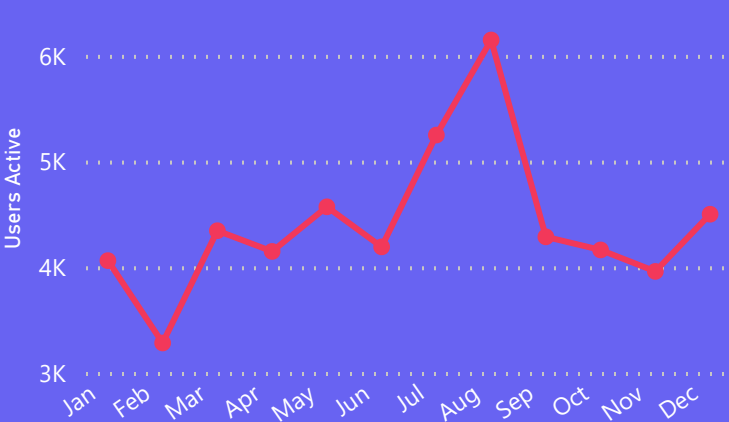
Coupon Code perfomances

Coupon	Times Used	Discount
SALE20	6373	20
SALE30	5915	30
SALE10	5838	10
ELEC10	4826	10
ELEC30	4647	30
ELEC20	4540	20
EXTRA10	2317	10
OFF10	2250	10
EXTRA30	2311	20

Coupon Uses

27K — Clicked
18K — Used
8K — Not Used

- Clicked
- Used
- Not Used
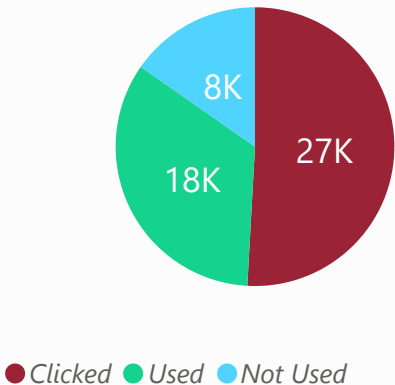
Most expensive purchase by customer

Customer	Purchase Value
15808	55K
15708	53K
15144	51K
12748	44K
12433	43K
12935	42K
14708	41K
12838	38K