

```

1  ## Extracting all the data from Customer Sentiment Table ##
2  • select *
3    from customer_sentiment;

```

Result Grid									
Filter Rows: <input type="text"/>									
Export:  Wrap Cell Content:  Fetch rows:									
customer_id	gender	age_group	region	product_category	purchase_channel	platform	customer_rating	review_text	
1	male	60+	north	automobile	online	flipkart	1	very disap	
2	other	46-60	central	books	online	swiggy instamart	5	fast delive	
3	female	36-45	east	sports	online	facebook marketplace	1	very disap	
4	female	18-25	central	groceries	online	zepto	2	product st	
5	female	18-25	east	electronics	online	croma	3	neutral ab	
6	other	26-35	central	sports	online	facebook marketplace	5	amazing ex	
7	male	36-45	south	travel	online	amazon	4	great valu	
8	other	60+	east	fashion	online	swiggy instamart	5	excellent p	
9	male	18-25	south	home & kitchen	online	shopclues	3	product is	
10	male	36-45	east	beauty	online	croma	5	great valu	
11	female	26-35	south	beauty	online	zepto	2	not worth	
12	other	18-25	east	groceries	online	swiggy instamart	1	very disap	
13	other	46-60	central	fashion	online	facebook marketplace	5	amazing ex	
14	other	46-60	north	beauty	online	tata cliq	4	amazing ex	
15	other	60+	west	beauty	online	snapdeal	1	customer s	

```

1  ## Are certain product categories predominantly purchased by a specific gender? ##
2  • select gender, product_category, count(*) as no_of_purchasers
3    from customer_sentiment
4    group by product_category, gender
5    order by product_category, no_of_purchasers desc;

```

Result Grid		
Filter Rows: <input type="text"/>		
Export:  Wrap Cell Content:		
gender	product_category	no_of_purchasers
other	electronics	902
male	electronics	896
other	fashion	952
male	fashion	933
female	fashion	897
female	groceries	961
other	groceries	960
male	groceries	937
male	home & kitchen	941
female	home & kitchen	894
other	home & kitchen	891
female	sports	946
male	sports	925
other	sports	892
female	travel	966
male	travel	963
other	travel	882

```

1  ## Which age group contributes the highest share of online purchases? ##
2  • Select age_group, count(*) as No_of_pur
3    from customer_sentiment
4    group by age_group
5    order by age_group, No_of_pur desc
6    Limit 2;

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: [↗](#)

	age_group	No_of_pur
▶	18-25	4990
	26-35	4956

Result 2 ×

```

1  ## Which platform receives the highest proportion of positive reviews and ratings? ##
2  • SELECT platform, Count(*) as No_of_ratings
3    FROM customer_sentiment
4    where customer_rating = 5 and sentiment = "positive"
5    group by platform
6    order by platform , No_of_ratings desc
7    limit 10;

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: [↗](#)

	platform	No_of_ratings
▶	ajio	254
	amazon	226
	bigbasket	218
	boat	252
	croma	258
	facebook marketplace	256
	flipkart	249
	jomart	247
	lenskart	232
	meesho	250

Result 3 ×

```

1  ## What is the ratio of negative to positive sentiments across online shopping platforms? ##
2  • WITH sentiment_count AS (
3      SELECT
4          SUM(CASE WHEN sentiment = 'negative' THEN 1 ELSE 0 END) AS negative_cnt,
5          SUM(CASE WHEN sentiment = 'positive' THEN 1 ELSE 0 END) AS positive_cnt
6      FROM customer_sentiment
7  )
8  SELECT
9      negative_cnt,
10     positive_cnt,
11     (negative_cnt * 100.0 / NULLIF(positive_cnt, 0)) AS ratio_percentage
12 FROM sentiment_count;

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: [IA](#)

	negative_cnt	positive_cnt	ratio_percentage
▶	9937	9978	99.58910

Result 1 ×

```

1  ##Top 10 platform which records the highest number of customer orders?##
2  • SELECT platform, count(*) as Orders
3      From customer_sentiment
4      group by platform
5      order by platform, Orders desc
6      Limit 10;

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: [IA](#)

	platform	Orders
▶	ajio	1234
	amazon	1172
	bigbasket	1230
	boat	1257
	croma	1266
	facebook marketplace	1272
	flipkart	1264
	jomart	1240
	lenskart	1241
	meesho	1240

Result 1 ×

```

1  ## Which platforms have active complaints? ##
2  • Select platform, Count(*) as No_of_issues
3    From customer_sentiment
4    where issue_resolved = 'no'
5    group by platform
6    order by No_of_issues desc;
7

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

	platform	No_of_issues
▶	paytm mall	456
	myntra	454
	snapdeal	449
	others	448
	nykaa	447
	croma	434
	facebook marketplace	432
	meesho	427
	zepto	424
	lenskart	420
	jiomart	416
	flipkart	412
	ajio	409
	reliance digital	409

Result 1 x

```

1  ## Which platform has the longest average complaint resolution time?##
2  • Select platform, avg_time
3    from
4    (SELECT platform, avg(response_time_hours) as avg_time
5     from customer_sentiment
6     group by platform) as A
7    Order by avg_time desc
8    Limit 1;
9
10

```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	platform	avg_time
▶	myntra	37.1894

Result 3    Result 4 x

```

1  ## Which product category shows the highest recent growth or customer interest?##
2  • Select product_category, count(*) as Trending_cat
3  From customer_sentiment
4  Group By product_category
5  Order By product_category, Trending_cat desc;

```

Result Grid

Filter Rows:

Export:

Wrap Cell Content:





	product_category	Trending_cat
▶	automobile	2833
	beauty	2690
	books	2812
	electronics	2725
	fashion	2782
	groceries	2858
	home & kitchen	2726
	sports	2763
	travel	2811

Result 1 ×

```

1  ## Which platform has the highest average customer rating? ##
2  • select platform , avg(customer_rating) as highest_avg
3  from customer_sentiment
4  group by platform
5  order by highest_avg desc,platform
6  limit 1;
7
8  ## Alternate ##
9  • Select platform, avg_rating
10 From
11 (SELECT platform, avg(customer_rating) as avg_rating,
12 Rank() over(Order by avg(customer_rating) desc) as rnk
13 From customer_sentiment
14 Group by platform) as A
15 where rnk = 1;

```

Result Grid   Filter Rows:  | Export:  | Wrap Cell Content: 

Result 1   Result 2 ×

```
1  ## What is the ratio of resolved complaints to total complaints registered? ##
2  • With CTE as
3  (SELECT sentiment,
4     Sum( Case When issue_resolved = 'yes'
5           Then 1 Else 0 End ) as resolved_com,
6     Sum( Case when complaint_registered = 'yes'
7           Then 1 Else 0 end) as com_register
8     From customer_sentiment
9     Group by sentiment)
10  Select resolved_com, com_register,
11     resolved_com * 100.0 / nullif(com_register,0) as ratio
12  From CTE
13  where sentiment = 'negative';
```

<

Result Grid

Filter Rows:

Export:

Wrap Cell Content:

	resolved_com	com_register	ratio
▶	6620	9937	66.61970

Result 1 ×