

4 • use project\_purchase\_pattern\_analysis;  
5 • show tables;

---

Result Grid		Filter Rows:	<input type="text"/>	Export:		V
		Tables_in_project_purchase_pattern_analysis				
▶		mytable				

```

1 • use project_purchase_pattern_analysis;
2 • show tables;
3 • select * from mytable;
4
5

```

Result Grid						
BillNo	Itemname	Quantity	Present_Date	Price	CustomerID	Country
536365	WHITE HANGING HEART T-LIGHT HOLDER	6	01-12-2010 08:26	2.550	17850	United Kingdom
536365	WHITE METAL LANTERN	6	01-12-2010 08:26	3.390	17850	United Kingdom
536365	CREAM CUPID HEARTS COAT HANGER	8	01-12-2010 08:26	2.750	17850	United Kingdom
536365	KNITTED UNION FLAG HOT WATER BOTTLE	6	01-12-2010 08:26	3.390	17850	United Kingdom
536365	RED WOOLLY HOTTIE WHITE HEART.	6	01-12-2010 08:26	3.390	17850	United Kingdom
536365	SET 7 BABUSHKA NESTING BOXES	2	01-12-2010 08:26	7.650	17850	United Kingdom
536365	GLASS STAR FROSTED T-LIGHT HOLDER	6	01-12-2010 08:26	4.250	17850	United Kingdom
536366	HAND WARMER UNION JACK	6	01-12-2010 08:28	1.850	17850	United Kingdom
536366	HAND WARMER RED POLKA DOT	6	01-12-2010 08:28	1.850	17850	United Kingdom
536367	ASSORTED COLOUR BIRD ORNAMENT	32	01-12-2010 08:34	1.690	13047	United Kingdom
536367	POPPY'S PLAYHOUSE BEDROOM	6	01-12-2010 08:34	2.100	13047	United Kingdom
536367	POPPY'S PLAYHOUSE KITCHEN	6	01-12-2010 08:34	2.100	13047	United Kingdom
536367	FELTCRAFT PRINCESS CHARLOTTE DOLL	8	01-12-2010 08:34	3.750	13047	United Kingdom
536367	IVORY KNITTED MUG COSY	6	01-12-2010 08:34	1.650	13047	United Kingdom
536367	BOX OF 6 ASSORTED COLOUR TEASPOONS	6	01-12-2010 08:34	4.250	13047	United Kingdom
536367	BOX OF VINTAGE JIGSAW BLOCKS	3	01-12-2010 08:34	4.950	13047	United Kingdom
536367	BOX OF VINTAGE ALPHABET BLOCKS	2	01-12-2010 08:34	9.950	13047	United Kingdom
536367	HOME BUILDING BLOCK WORD	3	01-12-2010 08:34	5.950	13047	United Kingdom
536367	LOVE BUILDING BLOCK WORD	3	01-12-2010 08:34	5.950	13047	United Kingdom
536367	RECIPE BOX WITH METAL HEART	4	01-12-2010 08:34	7.950	13047	United Kingdom
536367	DOORMAT NEW ENGLAND	4	01-12-2010 08:34	7.950	13047	United Kingdom
536368	JAM MAKING SET WITH JARS	6	01-12-2010 08:34	4.250	13047	United Kingdom
536368	RED COAT RACK PARIS FASHION	3	01-12-2010 08:34	4.950	13047	United Kingdom
536368	YELLOW COAT RACK PARIS FASHION	3	01-12-2010 08:34	4.950	13047	United Kingdom

```
1 • use project_purchase_pattern_analysis;  
2 • show tables;  
3 • select * from mytable;  
4 • DESCRIBE mytable;
```

5

result Grid		Filter Rows:			Export:	Wrap Cell Content
Field	Type	Null	Key	Default	Extra	
BillNo	varchar(7)	NO		HULL		
Itemname	varchar(36)	YES		HULL		
Quantity	int(11)	YES		HULL		
Present_Date	varchar(16)	YES		HULL		
Price	decimal(9,3)	YES		HULL		
CustomerID	varchar(255)	YES		HULL		
Country	varchar(20)	YES		HULL		

```
68      -- 1.Total Transactions
69 •  SELECT COUNT(DISTINCT BillNo) AS total_transactions
70      FROM mytable;
```

Result Grid			Filter Rows:	<input type="text"/>	Export:		Wrap Cell Content:	

  

total_transactions
21663

```
72      -- 2.Average Basket Size
73 •  SELECT AVG(item_count)
74   Ⓜ FROM (
75     SELECT BillNo, COUNT(DISTINCT Itemname) AS item_count
76     FROM mytable
77     GROUP BY BillNo
78   ) t;
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
total_transactions				
▶	21663			

```
80      -- 3.Total Revenue
81 •  SELECT
82      SUM(Quantity * Price) AS total_revenue
83      FROM mytable
84      WHERE Quantity > 0 AND Price > 0;
85
```

Result Grid			Filter Rows:	<input type="text"/>	Export:		Wrap Cell Content:	
▶	total_revenue							
	10301894.974							

```

86      -- 4.Daily Sales Trend
87 •  SELECT
88      DATE(STR_TO_DATE(Present_Date, '%d-%m-%Y %H:%i')) AS sales_date,
89      SUM(Quantity * Price) AS daily_revenue
90  FROM mytable
91  GROUP BY sales_date;
92

```

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

	sales_date	daily_revenue
▶	2010-12-01	58405.410
	2010-12-02	47725.880
	2010-12-03	44366.860
	2010-12-05	31774.950
	2010-12-06	53647.960
	2010-12-07	99618.200
	2010-12-08	45389.980
	2010-12-09	50995.600
	2010-12-10	58026.870
	2010-12-12	17329.070
	2010-12-13	38006.710
	2010-12-14	43663.910
	2010-12-15	30444.620
	2010-12-16	47753.040
	2010-12-17	43994.210
	2010-12-19	7123.810
	2010-12-20	26789.130
	2010-12-21	46541.790
	2010-12-22	6199.970
	2010-12-23	11786.260
	2011-01-04	16026.080

```
93      -- 5.Top 10 Best-Selling Products
94 •  SELECT Itemname,
95      COUNT(*) AS purchase_count
96      FROM mytable
97      GROUP BY Itemname
98      ORDER BY purchase_count DESC
99      LIMIT 5;
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:
	Itemname	purchase_count		
▶	WHITE HANGING HEART T-LIGHT HOLDER	2269		
	JUMBO BAG RED RETROSPOT	2087		
	REGENCY CAKESTAND 3 TIER	1930		
	PARTY BUNTING	1677		
	LUNCH BAG RED RETROSPOT	1570		

```
02      -- 6.Average Basket Size
03 •   SELECT
04     AVG(item_count) AS avg_basket_size
05     FROM (
06       SELECT
07         BillNo,
08         COUNT(DISTINCT Itemname) AS item_count
09       FROM mytable
10      WHERE Quantity > 0
11      GROUP BY BillNo
12    ) t;
```

Result Grid			Filter Rows:	Export:		Wrap Cell C
avg_basket_size						
25.0870						

```
114      -- 7.Revenue by Country
115 •  SELECT
116      Country,
117      SUM(Quantity * Price) AS country_revenue
118      FROM mytable
119      WHERE Quantity > 0
120      AND Price > 0
121      GROUP BY Country
122      ORDER BY country_revenue DESC;
123
```

Result Grid | Filter Rows: \_\_\_\_\_ | Export: Wrap

Country	country_revenue
United Kingdom	9025222.084
Netherlands	285446.340
Germany	228867.140
France	209715.110
Australia	138521.310
Spain	61577.110
Switzerland	57089.900
Belgium	41196.340
Sweden	38378.330
Japan	37416.370
Norway	36165.440
Portugal	33747.100
Singapore	21279.290
Italy	17483.240
Hong Kong	15691.800
Austria	10198.680
Total	9135760

Result 14

```
123
124      -- 8.Daily Revenue Trend
125 •  SELECT
126      DATE(STR_TO_DATE(Present_Date, '%d-%m-%Y %H:%i')) AS sales_date,
127      SUM(Quantity * Price) AS daily_revenue
128  FROM mytable
129  WHERE Quantity > 0
130      AND Price > 0
131  GROUP BY sales_date
132  ORDER BY sales_date;
133
```

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

	sales_date	daily_revenue
▶	2010-12-01	58405.410
	2010-12-02	47725.880
	2010-12-03	44366.860
	2010-12-05	31774.950
	2010-12-06	53647.960
	2010-12-07	99618.200
	2010-12-08	45389.980
	2010-12-09	50995.600
	2010-12-10	58026.870
	2010-12-12	17329.070
	2010-12-13	38006.710
	2010-12-14	43663.910
	2010-12-15	30444.620
	2010-12-16	47753.040
	2010-12-17	43994.210
	2010-12-19	7123.810
	2010-12-20	26780.130

```
134 -- 9.Top Customers by Purchases
135 • SELECT
136     CustomerID,
137     COUNT(BillNo) AS total_purchases
138 FROM mytable
139 WHERE CustomerID IS NOT NULL
140     AND CustomerID <> ''
141     AND BillNo BETWEEN 536000 AND 537000
142 GROUP BY CustomerID
143 ORDER BY total_purchases DESC
144 LIMIT 10;
```

Result Grid | Filter Rows:  | Export: | Wrap Ce

CustomerID	total_purchases
17850	297
15574	121
17841	94
17968	85
17920	81
18041	81
14573	76
15061	73
12433	73
14729	71

```
146      -- 10.Single-Item vs Multi-Item Transactions
147 •  SELECT
148      BillNo,
149      Itemname
150     FROM mytable
```

Result Grid		Filter Rows:	Export:	Wrap Cell Content:	Fetch rows:
BillNo	Itemname				
536365	WHITE HANGING HEART T-LIGHT HOLDER				
536365	WHITE METAL LANTERN				
536365	CREAM CUPID HEARTS COAT HANGER				
536365	KNITTED UNION FLAG HOT WATER BOTTLE				
536365	RED WOOLLY HOTTIE WHITE HEART.				
536365	SET 7 BABUSHKA NESTING BOXES				
536365	GLASS STAR FROSTED T-LIGHT HOLDER				
536366	HAND WARMER UNION JACK				
536366	HAND WARMER RED POLKA DOT				
536367	ASSORTED COLOUR BIRD ORNAMENT				
536367	POPPY'S PLAYHOUSE BEDROOM				
536367	POPPY'S PLAYHOUSE KITCHEN				
536367	FELTCRAFT PRINCESS CHARLOTTE DOLL				
536367	IVORY KNITTED MUG COSY				
536367	BOX OF 6 ASSORTED COLOUR TEASPOONS				
536367	BOX OF VINTAGE JIGSAW BLOCKS				
536367	BOX OF VINTAGE ALPHABET BLOCKS				
536367	HOME BUILDING BLOCK WORD				
536367	LOVE BUILDING BLOCK WORD				
536367	RECIPE BOX WITH METAL HEART				
536367	DOORMAT NEW ENGLAND				
536368	JAM MAKING SET WITH JARS				
536368	RED COAT RACK PARIS FASHION				
536368	YELLOW COAT RACK PARIS FASHION				

mytable 17 ×