

↵

- 4 • `use project_purchase_pattern_analysis;`
- 5 • `show tables;`

Result Grid



Filter Rows:






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		 Filter Rows: <input type="text"/>	Export: 	Wrap Cell Content: 	Fetch rows: 	
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 Con

Field	Type	Null	Key	Default	Extra
BillNo	varchar(7)	NO		<b>HULL</b>	
Itemname	varchar(36)	YES		<b>HULL</b>	
Quantity	int(11)	YES		<b>HULL</b>	
Present_Date	varchar(16)	YES		<b>HULL</b>	
Price	decimal(9,3)	YES		<b>HULL</b>	
CustomerID	varchar(255)	YES		<b>HULL</b>	
Country	varchar(20)	YES		<b>HULL</b>	

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

Result Grid |   Filter Rows:  | 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:  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
	Taiwan	8135.760

```

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 Cells

	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
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	536368	YELLOW COAT RACK PARIS FASHION