SQL + PYTHON E-COMMERCE SALES ANALYSIS

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Data Analyst: Punit Pal

🛠️ Tools Used:

- MySQL / MySQL Workbench
- Python
- Pandas, NumPy
- Matplotlib / Seaborn
- Jupyter Notebook

🧪 Techniques Used:

- SQL Joins (INNER, LEFT, RIGHT)
- Aggregations (SUM, COUNT, AVG)
- Grouping & Ordering
- Window Functions (Moving Average, Ranking, Partitioning)
- CTE (Common Table Expressions)
- Time-Series Analysis
- Correlation Analysis
- Category & Revenue Analysis
- Customer Retention Calculation

🎯 Project Focus:

A complete end-to-end marketplace analysis uncovering insights about:

- Customer behavior
- Product performance
- Seller activity
- Logistics efficiency
- Revenue trends
- Payment behavior
- Yearly & monthly sales trends

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📌PROJECT OVERVIEW

This project performs a comprehensive analysis of a real-world E-Commerce / Marketplace dataset using MySQL and Python.
The dataset contains detailed customer, seller, order, payment, product, and location information.

It answers key business questions related to:

- Customer distribution and behavior
- Order trends across different time periods
- Product and category performance
- Seller performance and logistics metrics
- Payment patterns and revenue contribution
- Customer retention and repeat purchase cycles
- Year-over-year sales patterns

🎯 Goal:

The goal of this project is to uncover actionable insights that help an E-Commerce business improve:

- Customer experience
- Seller performance
- Revenue growth
- Logistics execution
- Category strategy
- Overall business decision-making

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🎯 PROJECT OBJECTIVES

✅ Basic Analysis

- List all unique customer locations
- Count total orders in specific years/months
- Calculate total sales generated per category
- Measure percentage of installment-based payments
- Count customers state-wise

🟡 Intermediate Analysis

- Monthly order trends (e.g., orders per month in 2018)
- Average number of products purchased per order
- Revenue contribution percentage by each category
- Category vs shipping cost comparison
- Correlation between product price and purchase volume
- Seller-wise total revenue ranking

🔴 Advanced Analysis

- Moving average of order value (customer-wise)
- Cumulative monthly sales across years
- Year-over-year revenue growth
- Customer retention rate (repeat purchase within 6 months)
- Identify top 3 high-value customers per year

Data Ingestion Pipeline (CSV → SQL)

```python
import pandas as pd
import mysql.connector
import os
from mysql.connector import Error

# List of CSV files and their corresponding table names
csv_files = [
    ('customers.csv', 'customers'),
    ('orders.csv', 'orders'),
    ('sellers.csv', 'sellers'),
    ('products.csv', 'products'),
    ('order_items.csv', 'order_items'),
    ('payments.csv', 'payments'),
    ('geolocation.csv','geolocation')
]

# Folder containing the CSV files
folder_path = 'C:/Users/punitpal/OneDrive/Desktop/project_ws'

def get_sql_type(dtype):
    if pd.api.types.is_integer_dtype(dtype):
        return 'INT'
    elif pd.api.types.is_float_dtype(dtype):
        return 'FLOAT'
    elif pd.api.types.is_bool_dtype(dtype):
        return 'BOOLEAN'
    elif pd.api.types.is_datetime64_any_dtype(dtype):
        return 'DATETIME'
    else:
        return 'TEXT'

try:
    # Connect to the MySQL database
    conn = mysql.connector.connect(
        host='localhost',
        user='root',
        password='MYfriNK@2024',
        database='ecommerce'
    )
    cursor = conn.cursor()

    for csv_file, table_name in csv_files:
        try:
            file_path = os.path.join(folder_path, csv_file)

            # Check if file exists
            if not os.path.exists(file_path):
                print(f"Warning: File {csv_file} not found, skipping.
                continue
```

```
50
51              # Read the CSV file into a pandas DataFrame
52              df = pd.read_csv(file_path)
53
54              # Replace NaN with None to handle SQL NULL
55              df = df.where(pd.notnull(df), None)
56
57              # Debugging: Check for NaN values
58              print(f"Processing {csv_file}")
59              print(f"NaN values before replacement:\n{df.isnull().sum()}\n")
60
61              # Clean column names
62              df.columns = [col.replace(' ', '_').replace('-', '_').replace('.', '_') for col in df.columns]
63
64              # Generate the CREATE TABLE statement with appropriate data types
65              columns = ', '.join([f'`{col}` {get_sql_type(df[col].dtype)}' for col in df.columns])
66              create_table_query = f'CREATE TABLE IF NOT EXISTS `{table_name}` ({columns})'
67              cursor.execute(create_table_query)
68
69              # Prepare batch insert
70              batch_size = 1000  # Adjust based on your data size
71              values_list = []
72
73              for _, row in df.iterrows():
74                  # Convert row to tuple and handle NaN/None explicitly
75                  values = tuple(None if pd.isna(x) else x for x in row)
76                  values_list.append(values)
77
```

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```
                # Execute batch insert when batch size is reached
                if len(values_list) >= batch_size:
                    sql = f"INSERT INTO `{table_name}` ({', '.join(['`' + col + '`' for col in df.columns])}) VALUES ({', '.join(['%s'] * len(df.columns))})"
                    cursor.executemany(sql, values_list)
                    conn.commit()
                    values_list = []

            # Insert remaining records
            if values_list:
                sql = f"INSERT INTO `{table_name}` ({', '.join(['`' + col + '`' for col in df.columns])}) VALUES ({', '.join(['%s'] * len(df.columns))})"
                cursor.executemany(sql, values_list)
                conn.commit()

            print(f"Successfully imported {csv_file} into {table_name}")

        except Exception as e:
            print(f"Error processing {csv_file}: {str(e)}")
            conn.rollback()  # Rollback changes if error occurs

except Error as e:
    print(f"Error connecting to MySQL database: {str(e)}")

finally:
    # Close the connection
    if 'conn' in locals() and conn.is_connected():
        cursor.close()
        conn.close()
        print("MySQL connection closed.")
```

Basic Queries

1. List all unique cities where customers are located.

```python
import pandas as pd
import matplotlib.pyplot as plt
import seaborn as sns
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select distinct customer_city from customers; """
cursor.execute(query)
data = cursor.fetchall()
df=pd.DataFrame(data)
df.head()
```

Output:

...

	0
0	franca
1	sao bernardo do campo
2	sao paulo
3	mogi das cruzes
4	campinas

2. Count the number of orders placed in 2017.

```python
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """
SELECT COUNT(order_id) as order_count
FROM orders
WHERE YEAR(order_purchase_timestamp) = 2017;
"""
cursor.execute(query)
data = cursor.fetchall()
print(f"Number of orders in 2017: {data[0][0]}")
```

Output:

```
Number of orders in 2017: 416431
```

3. Find the total sales per category.

```python
import pandas as pd
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select upper(products.product_category) category , round(sum(payments.payment_value),2) sales
from products join order_items
on products.product_id=order_items.product_id
join payments
on payments.order_id=order_items.order_id
group by category ;
"""
cursor.execute(query)
data=cursor.fetchall()
df = pd.DataFrame(data, columns=['Category', 'Sales'])
df
```

Output:

...

	Category	Sales
0	PERFUMERY	4.763096e+07
1	FURNITURE DECORATION	1.350661e+08
2	TELEPHONY	4.587931e+07
3	BED TABLE BATH	1.607873e+08
4	AUTOMOTIVE	7.999573e+07
...	...	...
69	CDS MUSIC DVDS	1.157232e+05
70	LA CUISINE	2.795922e+05
71	FASHION CHILDREN'S CLOTHING	6.764840e+04
72	PC GAMER	2.109288e+05
73	INSURANCE AND SERVICES	3.014200e+04

74 rows × 2 columns

4. Calculate the percentage of orders that were paid in installments.

```python
import mysql.connector

db = mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)

cursor = db.cursor()

query = """
SELECT upper(products.product_category) AS category,
       round(SUM(payments.payment_value),2) AS sales
FROM products
JOIN order_items
    ON products.product_id = order_items.product_id
JOIN payments
    ON payments.order_id = order_items.order_id
GROUP BY category;
"""

cursor.execute(query)
data = cursor.fetchall()
cursor.close()
db.close()
df = pd.DataFrame(data, columns=['Category', 'Sales'])
df.head()
```

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Output:

...

	Category	Sales
0	PERFUMERY	4.763096e+07
1	FURNITURE DECORATION	1.350661e+08
2	TELEPHONY	4.587931e+07
3	BED TABLE BATH	1.607873e+08
4	AUTOMOTIVE	7.999573e+07

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5. Count the number of customers from each state.

```python
import mysql.connector

db = mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)

cursor = db.cursor()

query = """
select customer_state, count(customer_id)
from customers group by customer_state;
"""

cursor.execute(query)
data = cursor.fetchall()
data
df=pd.DataFrame(data, columns=['Customer_State', 'Customer_Count'])
df=df.sort_values(by='Customer_Count', ascending=False)
# df
plt.figure(figsize=(8,3))
plt.bar(df['Customer_State'], df['Customer_Count'])
plt.xlabel('Customer State')
plt.ylabel('Number of Customers')
plt.title('Number of Customers from Each State')
plt.xticks(rotation=90)
plt.show()
```

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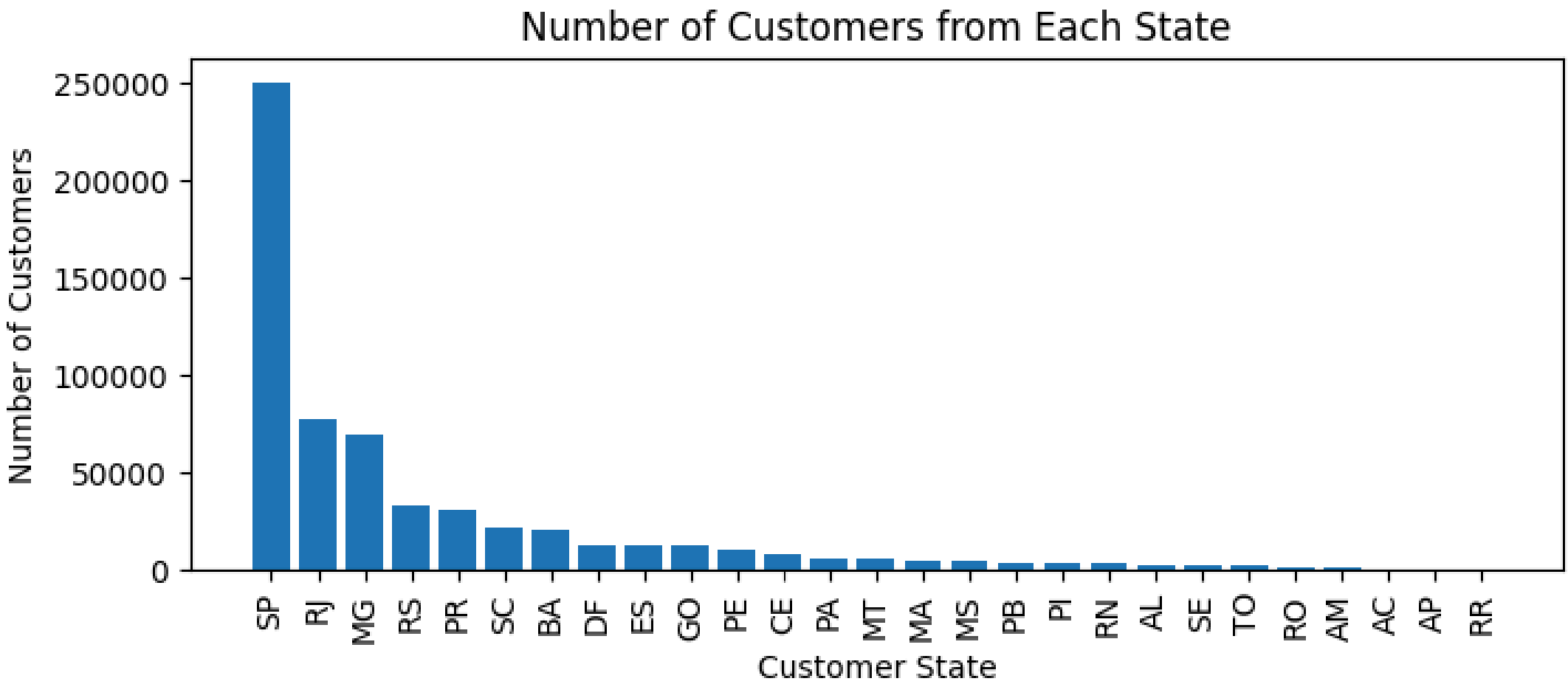
Output:



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Intermediate Queries

1. Calculate the number of orders per month in 2018.

```python
import mysql.connector

db = mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)

cursor = db.cursor()

query = """
select monthname(order_purchase_timestamp) as order_month,
count(order_id) as order_count
from orders where year(order_purchase_timestamp)=2018
group by order_month;
"""

cursor.execute(query)
data = cursor.fetchall()
df=pd.DataFrame(data, columns=['Order_Month', 'Order_Count'])
o= ["January","February","March","April","May","June","July",
    "August","September","October","November","December"]
ax=sns.barplot(x=df["Order_Month"], y=df["Order_Count"],
               data=df, order=o, color='purple')
plt.xlabel('Order Month')
plt.ylabel('Order Count')
plt.xticks(rotation=45)
ax.bar_label(ax.containers[0])
plt.title('Number of Orders per Month in 2018')
plt.show()
```

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Output:

2. Find the average number of products per order, grouped by customer city.

```python
import pandas as pd
import mysql.connector

db = mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)

cursor = db.cursor()

# Use MONTH() to preserve chronological order, then MONTHNAME() for labels
query = """
 with count_per_order as
(select orders.order_id, orders.customer_id, count(order_items.order_id) as oc
from ecommerce.orders join ecommerce.order_items
on orders.order_id=order_items.order_id
group by orders.order_id, orders.customer_id)

select customers.customer_city, round(avg(count_per_order.oc),2)
from ecommerce.customers join count_per_order
on customers.customer_id=count_per_order.customer_id
group by customers.customer_city order by avg(count_per_order.oc) desc;
"""

cursor.execute(query)
data = cursor.fetchall()
data
df=pd.DataFrame(data, columns=['Customer_City', 'Avg_product_Per_order'])
df=df.head(10)
df
```

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Output:

...

	Customer_City	Avg_product_Per_order
0	padre carvalho	350.00
1	celso ramos	265.00
2	datas	240.00
3	candido godoi	240.00
4	picarra	200.00
5	teixeira soares	200.00
6	cidelandia	200.00
7	matias olimpio	200.00
8	inconfidentes	170.00
9	curralinho	160.00

3. Calculate the percentage of total revenue contributed by each product category.

```python
import pandas as pd
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select upper(products.product_category) category ,
round((sum(payments.payment_value)/(select sum(payment_value)
from ecommerce.payments))*100,2) sales
from ecommerce.products join ecommerce.order_items
on products.product_id=order_items.product_id
join ecommerce.payments
on payments.order_id=order_items.order_id
group by category order by sales desc;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['Category', 'Sales_Percentage_revenue'])
df.head()
```

Output:

...

	Category	Sales_Percentage_revenue
0	BED TABLE BATH	251.09
1	HEALTH BEAUTY	241.77
2	COMPUTER ACCESSORIES	233.36
3	FURNITURE DECORATION	210.92
4	WATCHES PRESENT	210.23

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4. Identify the correlation between product price and the number of times a product has been purchased.

```python
import pandas as pd
import mysql.connector
import numpy as np

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select products.product_category,
count(order_items.product_id),
round(avg(order_items.price),2)
from ecommerce.products join ecommerce.order_items
on products.product_id= order_items.product_id
group by product_category;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['product_category', 'order_count', 'avg_price'])
arr1=df["order_count"]
arr2=df["avg_price"]
np.correlation = np.corrcoef(arr1, arr2)[0, 1]
print("Correlation coefficient between order count and average price:", np.correlation)
```

Output:

```
Correlation coefficient between order count and average price: -0.1078901108337839
```

5. Calculate the total revenue generated by each seller, and rank them by revenue.

```python
import pandas as pd
import matplotlib.pyplot as plt
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select *,dense_rank() over(order by revenue desc) as revenue_rank from
(select order_items.seller_id,
sum(payments.payment_value) as revenue
from ecommerce.order_items join ecommerce.payments
on order_items.order_id=payments.order_id
group by seller_id) as a;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['sellers_id', 'revenue', 'rank'])
df
plt.bar(df['sellers_id'].head(10), df['revenue'].head(10))
plt.xlabel('Seller ID')
plt.xticks(rotation=90)
plt.ylabel('Revenue')
plt.title('Top 10 Sellers by Revenue')
plt.show()
```

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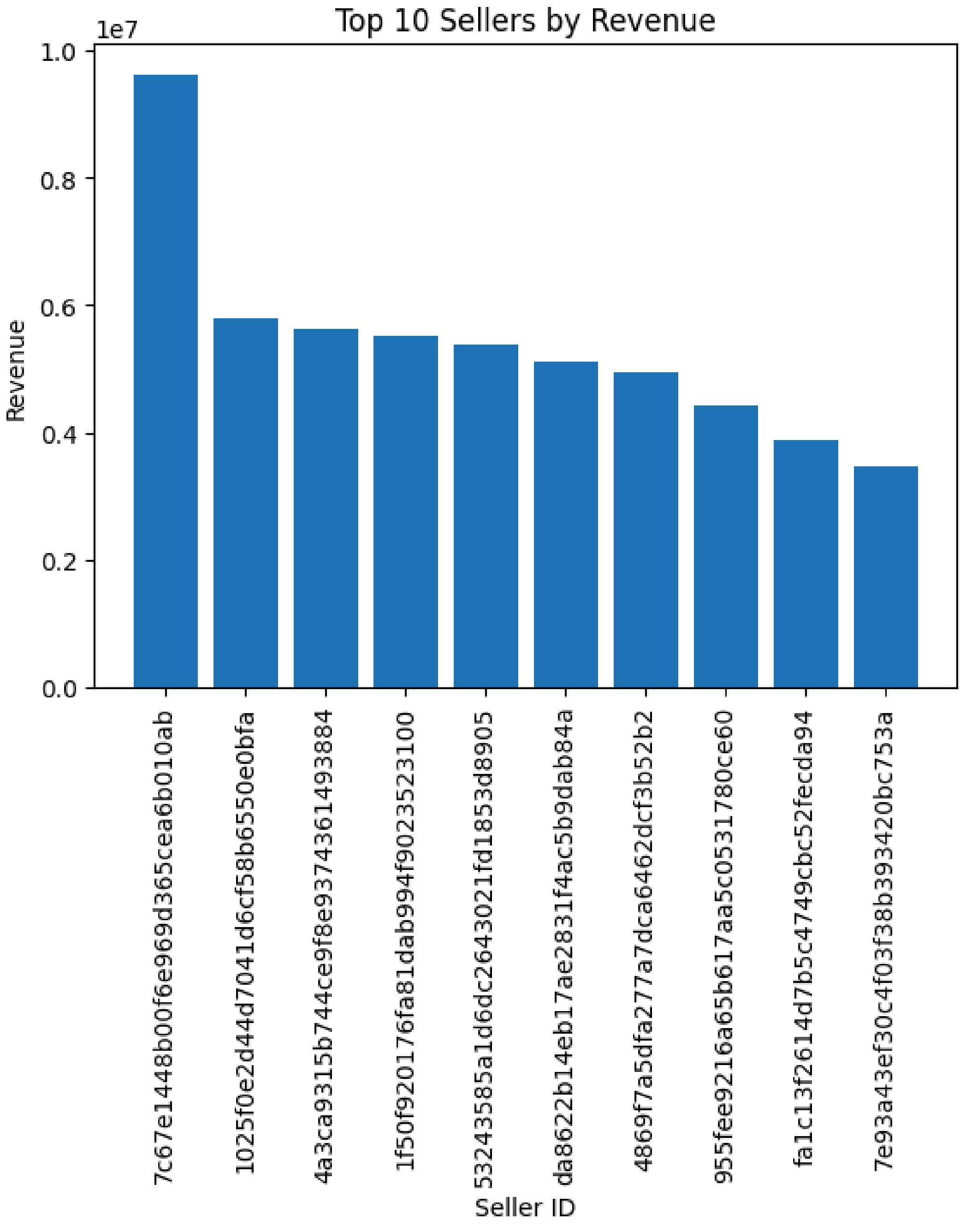
Output:



Advance Queries

1. Calculate the moving average of order values for each customer over their order history.

```python
import pandas as pd
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select customer_id, order_purchase_timestamp, payment,
avg(payment) over(partition by customer_id order by order_purchase_timestamp
rows between 2 preceding and current row) as moving_avg
from
(select orders.customer_id,orders.order_purchase_timestamp,
payments.payment_value as payment
from ecommerce.orders join ecommerce.payments
on orders.order_id=payments.order_id) as a;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['customer_id', 'order_purchase_timestamp',
                                 'payment', 'moving_avg'])
df.head(10)
```

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Output:

...

	customer_id	order_purchase_timestamp	payment	moving_avg
0	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
1	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
2	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
3	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
4	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
5	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
6	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
7	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
8	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998
9	00012a2ce6f8dcda20d059ce98491703	2017-11-14 16:08:26	114.74	114.739998

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2. Calculate the cumulative sales per month for each year.

```python
import pandas as pd
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select years,months,payment,sum(payment)
over(order by years,months) as cumulative_sales from
(select year(orders.order_purchase_timestamp) as years,
month(orders.order_purchase_timestamp) as months,
round(sum(payments.payment_value),2) as payment
from ecommerce.orders join ecommerce.payments
on orders.order_id= payments.order_id
group by years,months
order by years,months asc) as a;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['Years', 'Months', 'Payments', 'Cumulative_Sales'])
df.head(20)
```

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Output:

...

	Years	Months	Payments	Cumulative_Sales
0	2016	9	10089.60	1.008960e+04
1	2016	10	2185802.76	2.195892e+06
2	2016	12	784.80	2.196677e+06
3	2017	1	5126229.32	7.322906e+06
4	2017	2	10727527.54	1.805043e+07
5	2017	3	16659124.30	3.470956e+07
6	2017	4	15434445.86	5.014400e+07
7	2017	5	21990330.37	7.213433e+07
8	2017	6	18902386.57	9.103672e+07
9	2017	7	21929609.14	1.129663e+08
10	2017	8	24874587.60	1.378409e+08
11	2017	9	26883966.02	1.647249e+08
12	2017	10	28716786.91	1.934417e+08
13	2017	11	44243804.03	2.376855e+08
14	2017	12	32470532.08	2.701560e+08
15	2018	1	41118352.33	3.112744e+08
16	2018	2	36616554.45	3.478909e+08
17	2018	3	42839862.14	3.907308e+08
18	2018	4	42860928.15	4.335917e+08
19	2018	5	42646015.20	4.762377e+08

3. Calculate the year-over-year growth rate of total sales.

```python
import pandas as pd
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ with a as (select year(orders.order_purchase_timestamp) as years,
round(sum(payments.payment_value),2) as payment
from ecommerce.orders join ecommerce.payments
on orders.order_id=payments.order_id
group by years order by years)
select years, payment, lag(payment, 1) over(order by years) as previous_year_payment from a;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['Year', 'Sales', 'Previous_Year_Sales'])
df
```

Output:

...

	Year	Sales	Previous_Year_Sales
0	2016	2.196677e+06	NaN
1	2017	2.679593e+08	2.196677e+06
2	2018	3.214953e+08	2.679593e+08

3. Calculate the year-over-year growth rate of total sales.

```python
import pandas as pd
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ with a as (select year(orders.order_purchase_timestamp) as years,
round(sum(payments.payment_value),2) as payment
from ecommerce.orders join ecommerce.payments
on orders.order_id=payments.order_id
group by years order by years)
select years, ((payment-lag(payment, 1) over(order by years))/lag(payment, 1)
over(order by years)) * 100 as previous_year_payment from a;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['Year', 'yoy_growth%',])
df
```

Output:

...

	Year	yoy_growth%
0	2016	NaN
1	2017	12098.393766
2	2018	19.979136

4. Calculate the retention rate of customers, defined as the percentage of customers who make another purchase within 6 months of their first purchase.

```mysql
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ with a as (select customers.customer_id,
min(orders.order_purchase_timestamp) as first_order
from ecommerce.customers join ecommerce.orders
on customers.customer_id=orders.customer_id
group by customers.customer_id),

b as (select a.customer_id, count(distinct orders.order_purchase_timestamp) as next_order
from a join ecommerce.orders
on a.customer_id= orders.customer_id
and orders.order_purchase_timestamp > first_order
and orders.order_purchase_timestamp <
date_add(first_order,interval 6 month)
group by a.customer_id)

select 100 * (count(distinct a.customer_id)/count(distinct b.customer_id))
from a left join b
on a.customer_id=b.customer_id;
"""
cursor.execute(query)
data=cursor.fetchall()
data
```

Output:

```
...     [(None,)]
```

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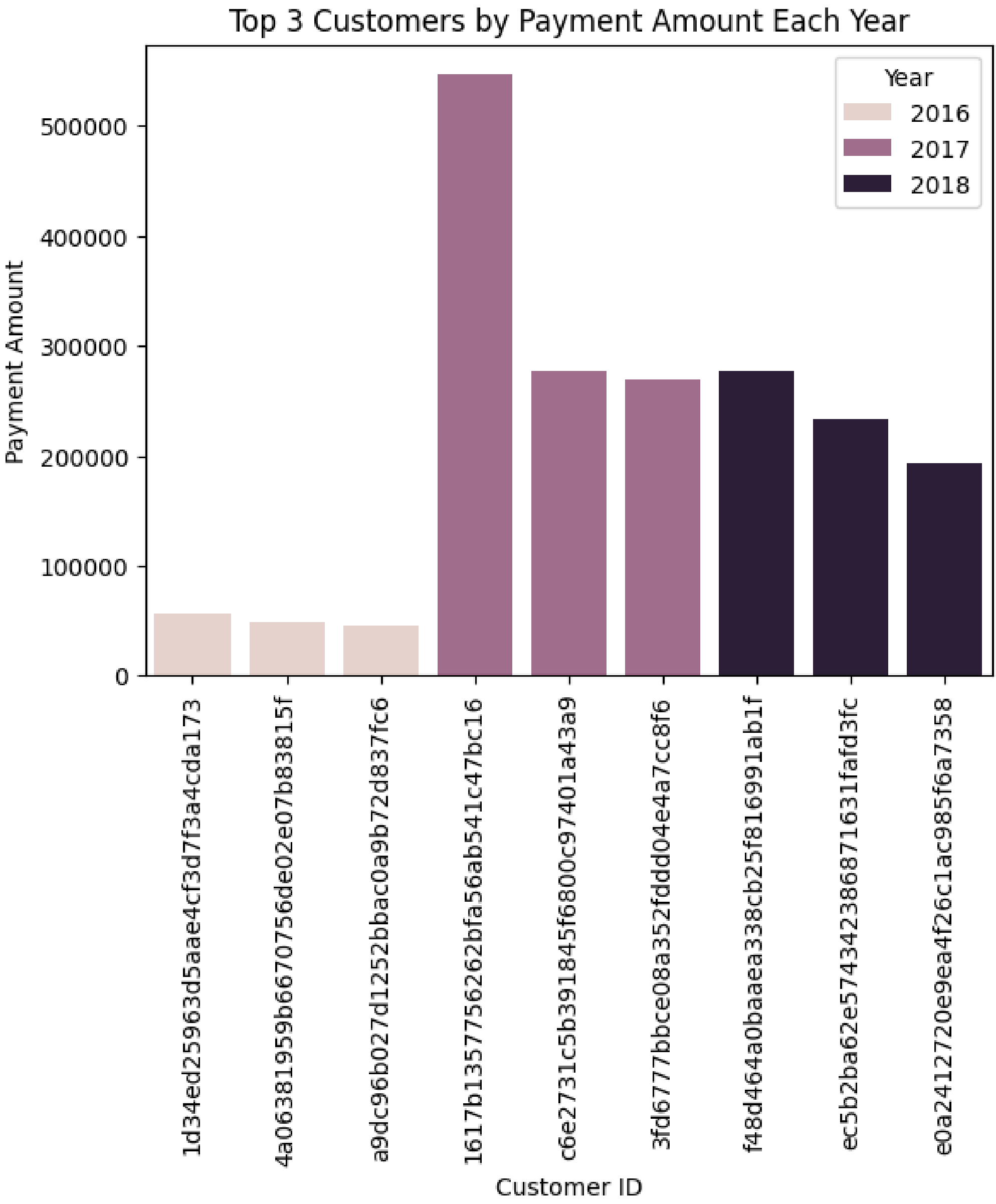
5. Identify the top 3 customers who spent the most money in each year.

```python
import pandas as pd
import matplotlib.pyplot as plt
import mysql.connector

db=mysql.connector.connect(
    host="localhost",
    user="root",
    password="MYfriNK@2024",
    database="ecommerce"
)
cursor=db.cursor()
query = """ select years,customer_id,payment,d_rank
from
(select year(orders.order_purchase_timestamp) as years,orders.customer_id,
sum(payments.payment_value) as payment,
dense_rank() over(partition by year(orders.order_purchase_timestamp)
order by sum(payments.payment_value) desc) as d_rank
from ecommerce.orders join ecommerce.payments
on orders.order_id=payments.order_id
group by year(order_purchase_timestamp),orders.customer_id) as a
where d_rank<=3;
"""
cursor.execute(query)
data=cursor.fetchall()
data
df = pd.DataFrame(data, columns=['Year', 'Customer_ID', 'Payment', 'Rank'])
sns.barplot(x='Customer_ID', y='Payment', hue='Year', data=df)
plt.xticks(rotation=90)
plt.xlabel('Customer ID')
plt.ylabel('Payment Amount')
plt.title('Top 3 Customers by Payment Amount Each Year')
plt.show()
```

Output:



📊 SUMMARY OF INSIGHTS

Here are the major insights revealed from SQL + Python analysis:

- Most customers are concentrated in a few major states (e.g., SP, RJ)
- A significant percentage of orders come from only ~5 large cities
- Certain product categories dominate the marketplace in both volume and revenue
- Payment behavior shows that credit card is the most used method
- Installments form a visible percentage of total transactions
- Monthly sales show clear seasonality and demand peaks
- Shipping delays occur mostly when seller-to-customer distance is high
- Customer retention is influenced heavily by category preference & delivery performance
- A small group of customers generate majority of yearly revenue
- Sellers in certain states consistently outperform others in order volume

CONCLUSION

This E-Commerce SQL + Python project successfully uncovers key business insights using data analytics techniques such as:

- Joins
- Group By Aggregations
- Window Functions
- CTEs
- Time-Series analysis
- Correlation analysis
- Category & seller performance analysis

These insights enable an E-Commerce business to:

- Improve customer targeting and segmentation
- Optimize product categories and pricing
- Increase seller performance and accountability
- Reduce delivery delays through logistics planning
- Improve revenue forecasting and marketing strategy
- Strengthen customer retention programs

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Thankyou

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