

Q - What does 'good' look like?

1. Import the dataset and do usual exploratory analysis steps like checking the structure & characteristics of the dataset:

1. Data type of all columns in the "customers" table.
2. Get the time range between which the orders were placed.
3. Count the Cities & States of customers who ordered during the given period.

Ans 1.1

Query :-

```
select column_name, data_type
from `Target_SQL.INFORMATION_SCHEMA.COLUMNS`
where table_name = 'customers'
```

Screenshot of output:-

Row	column_name	data_type
1	customer_id	STRING
2	customer_unique_id	STRING
3	customer_zip_code_prefix	INT64
4	customer_city	STRING
5	customer_state	STRING

Ans 1.2

Query :-

```
select min(order_purchase_timestamp) as first_orderpurchase_timestamp,
max(order_purchase_timestamp) as last_orderpurchase_timestamp
from `Target_SQL.orders`
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON	EXECUTION DETAILS
Row	first_orderpurchase_timestamp	last_orderpurchase_timestamp			
1	2016-09-04 21:15:19 UTC	2018-10-17 17:30:18 UTC			

Insights :- First Order was purchased on 4th September 2016 and Last order was purchased on 17th October 2018.

Recommendations :- NA

Ans 1.3

```
Query:- select count (distinct (customer_city)) as Total_different_city
from `Target_SQL.orders` as O
join
`Target_SQL.customers` as C
on O.customer_id = C.customer_id
```

```
select count (distinct (customer_state)) as Total_different_state
from `Target_SQL.customers`
```

Screenshot of output:-

Query results		
JOB INFORMATION		RESULTS
Row	Total_different_city	
1	4119	

Query results		
JOB INFORMATION		RESULTS
Row	Total_different_state	
1	27	

Insights :- There are total 4119 distinct cities where orders were placed by the customers.

Recommendations :- NA

Q- 2 In-depth Exploration:

1. Is there a growing trend in the no. of orders placed over the past years?
2. Can we see some kind of monthly seasonality in terms of the no. of orders being placed?
3. During what time of the day, do the Brazilian customers mostly place their orders? (Dawn, Morning, Afternoon or Night)
 - 0-6 hrs : Dawn
 - 7-12 hrs : Mornings
 - 13-18 hrs : Afternoon

- 19-23 hrs : Night

Ans 2.1 2.2

Query :-

```
select Year,Month,count(order_id) as Total_order
from
(select order_id,order_purchase_timestamp,
EXTRACT(year from order_purchase_timestamp) AS Year,
format_date('%m',order_purchase_timestamp) as Month,
from `Target_SQL.orders`
order by order_purchase_timestamp) as tbh
group by Year,Month
order by Year,Month
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON	EXECUTION
Row	Year ▼	Month ▼	Total_Order ▼		
1	2016	09	4		
2	2016	10	324		
3	2016	12	1		
4	2017	01	800		
5	2017	02	1780		
6	2017	03	2682		
7	2017	04	2404		
8	2017	05	3700		
9	2017	06	3245		
10	2017	07	4026		

Insights :-

- Sales were continuously growing from the February month of 2017 to November of 2017, but a slight dip was observed in the month of December of 2017.
- Whereas sales were almost stagnant during the January -May of 2018. But sales in this period were among the highest for the company.
- In the month of September of 2018 sales dipped significantly.
- Peaks were observed in the month of Nov(2017), Jan and March (2018)
Mostly these peaks were observed due to festive season.

Recommendations :-

- Hire more people in the month of November – March.

- Give combo offers with low selling products in the month of November-March for stock clearance.
- Maintain stock inventory for next year for these peak months Nov(2017), Jan and March (2018)

Ans 2.3

Query :-

```
select Time_intervals, count(*) as Total_orders
from
(select *, case when hour between 0 and 6 then 'Dawn'
when hour between 7 and 12 then 'Morning'
when hour between 13 and 18 then 'Afternoon'
when hour between 19 and 23 then 'Night'
else '0'
end as Time_intervals
from
(select order_id,
EXTRACT(hour from order_purchase_timestamp) AS hour,
from `Target_SQL.orders`)) as tbh
group by Time_intervals
```

Screenshot of output:-

Query results			
JOB INFORMATION		RESULTS	CHART
Row	Time_intervals	Total_orders	JSON
1	Morning	27733	
2	Dawn	5242	
3	Afternoon	38135	
4	Night	28331	

Insights :-

- Least order was placed during Dawn.
- Most no. of orders was placed in the Afternoon following Night.

Recommendations:-

- Reduce working staff/employees in the Dawn time and shift them to Afternoon and Nighttime or Morning intervals if redundant staff available at the retail.

- Maintain staff strength same for the Morning, Afternoon and Night slot to keep the orders process friction less and with no hindrance.

Q- 3 Evolution of E-commerce orders in the Brazil region:

- 1 Get the month-on-month no. of orders placed in each state.
- 2 How are the customers distributed across all the states?

Ans 3.1

Query :-

```
select customer_state,Month,count(*) as Total_no_order
from
(select *, format_date('%b',order_purchase_timestamp) as Month
from `Target_SQL.orders` as O
join
`Target_SQL.customers` C
on O.customer_id = C.customer_id) as tbh
group by customer_state,Month
order by customer_state ,Total_no_order desc
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON	EXECUTION DETAILS
Row	customer_state	Month	Total_no_order		
1	AC	May	10		
2	AC	Apr	9		
3	AC	Jul	9		
4	AC	Jan	8		
5	AC	Jun	7		
6	AC	Aug	7		
7	AC	Feb	6		
8	AC	Oct	6		
9	AC	Nov	5		
10	AC	Sep	5		
11	AC	Dec	5		

Ans 3.2

Query :-

```
select C.customer_state,count( distinct O.customer_id) as Total_customers
from `Target_SQL.orders` as O
join
```

```

`Target_SQL.customers` C
on 0.customer_id = C.customer_id
group by C.customer_state
order by Total_customers desc

```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON
Row	customer_state ▼	Total_customers ▼		
1	SP	41746		
2	RJ	12852		
3	MG	11635		
4	RS	5466		
5	PR	5045		
6	SC	3637		
7	BA	3380		
8	DF	2140		
9	ES	2033		
10	GO	2020		
11	PE	1652		

Insights :-

- SP state has most no. of customers i.e., 41746.
- Least Unique customers are in RR state i.e. 44
- Majority of customers are in 1 state and not pan Brazil.

Recommendations :-

- It is advisable to stakeholders to expand operations and open new stores in the RJ,MG state as these states are promising in the near future.
- Feedbacks are required from states where no. of customers are less.
- Give discounts in the states where no. of customers is less like SC,BA,DF and so on.
- Business needs to grow pan Brazil and not on just 1 state i.e. SP.

Q-4 Impact on Economy: Analyze the money movement by e-commerce by looking at order prices, freight, and others.

1. Get the % increase in the cost of orders from year 2017 to 2018 (include months between Jan to Aug only).
You can use the "payment value" column in the payments table to get the cost of orders.
2. Calculate the Total & Average value of order price for each state.
3. Calculate the Total & Average value of order freight for each state.

Ans 4.1

```
select Year, round(sum(payment_value),2) as Total_purchase_value
from
(select P.payment_value, O.order_purchase_timestamp,
format_date('%Y',order_purchase_timestamp) as Year,
format_date('%m',order_purchase_timestamp) as Month
from `Target_SQL.payments` as P
join
`Target_SQL.orders` as O
on P.order_id = O.order_id) as tbh
where Month between '01' and '08'
Group by Year
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON
Row	Year ▼	Total_purchase_value		
1	2018	8694733.84		
2	2017	3669022.12		

Ans 4.2

Query :-

```
select C.customer_state,
round(sum(P.payment_value),2) as Total_value_of_order,
round(avg(P.payment_value),2) as Avg_value_of_order
from `Target_SQL.orders` as O
join
`Target_SQL.payments` as P
on O.order_id = P.order_id
join
`Target_SQL.customers` as C
```

```

on C.customer_id = O.customer_id
group by C.customer_state
order by Total_value_of_order desc , Avg_value_of_order desc

```

Screenshot of output:-

Query results				
JOB INFORMATION		RESULTS	CHART	JSON
Row	customer_state	Total_value_of_order	Avg_value_of_order	
1	SP	5998226.96	137.5	
2	RJ	2144379.69	158.53	
3	MG	1872257.26	154.71	
4	RS	890898.54	157.18	
5	PR	811156.38	154.15	
6	SC	623086.43	165.98	
7	BA	616645.82	170.82	
8	DF	355141.08	161.13	
9	GO	350092.31	165.76	
10	ES	325967.55	154.71	

Ans 4.3

```

select C.customer_state,
round(sum(OT.freight_value),2) as Total_freight_value,
round(avg(OT.freight_value),2) as Avg_freight_value
from `Target_SQL.order_items` as OT
left join
`Target_SQL.orders` as O
on OT.order_id = O.order_id
join
`Target_SQL.customers` as C
on O.customer_id = C.customer_id
group by C.customer_state
order by Total_freight_value desc ,Avg_freight_value desc

```


Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON	EXECUTIO
Row	customer_state ▼	Total_freight_value	Avg_freight_value ▼		
1	SP	718723.07	15.15		
2	RJ	305589.31	20.96		
3	MG	270853.46	20.63		
4	RS	135522.74	21.74		
5	PR	117851.68	20.53		
6	BA	100156.68	26.36		
7	SC	89660.26	21.47		
8	PE	59449.66	32.92		
9	GO	53114.98	22.77		
10	DF	50625.5	21.04		

Insights :-

- Total value of orders is maximum for SP state as this state is also having highest no. of customers.
- RR ,AC and PB are having Avg freight value greater than 40.
- Avg freight value of SP is lower than most of the states.
- Total purchased value for the year 2018 has gone up 136% increase from the previous year 2017 which is significantly higher.
- States like PB,AC,AP are having much higher avg value of an order considering their lower no. of customers .

Recommendations :-

- Workforce must increase for the upcoming year i.e 2019 as the business is growing.
- Increment to the employees should be awarded.
- Top 8 states of total value of order should increase their Avg value of order by giving combo offers and discounts on secondary products.

Q – 5 Analysis based on sales, freight and delivery time.

1. Find the no. of days taken to deliver each order from the order's purchase date as delivery time.

Also, calculate the difference (in days) between the estimated & actual delivery date of an order.

Do this in a single query.

You can calculate the delivery time and the difference between the estimated & actual delivery date using the given formula:

- **time_to_deliver** = order_delivered_customer_date - order_purchase_timestamp
 - **diff_estimated_delivery** = order_delivered_customer_date - order_estimated_delivery_date
2. Find out the top 5 states with the highest & lowest average freight value.
 3. Find out the top 5 states with the highest & lowest average delivery time.
 4. Find out the top 5 states where the order delivery is really fast as compared to the estimated date of delivery.
- You can use the difference between the averages of actual & estimated delivery date to figure out how fast the delivery was for each state.

Ans 5.1

Query :-

```
select
order_purchase_timestamp,order_delivered_customer_date,order_estimated_delivery_date,
date_diff(order_delivered_customer_date , order_purchase_timestamp,day) as
time_to_deliver,
date_diff(order_estimated_delivery_date, order_delivered_customer_date ,day)
as diff_estimated_delivery
from `Target_SQL.orders`
where order_delivered_customer_date is not null
order by order_purchase_timestamp
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON	EXECUTION DETAILS	EXECUTION GRAPH
Row	order_purchase_timestamp	order_delivered_customer_date	order_estimated_delivery_date	time_to_deliver	diff_estimated_delivery	
1	2016-09-15 12:16:38 UTC	2016-11-09 07:47:38 UTC	2016-10-04 00:00:00 UTC	54	-36	
2	2016-10-03 09:44:50 UTC	2016-10-26 14:02:13 UTC	2016-10-27 00:00:00 UTC	23	0	
3	2016-10-03 16:56:50 UTC	2016-10-27 18:19:38 UTC	2016-11-07 00:00:00 UTC	24	10	
4	2016-10-03 21:01:41 UTC	2016-11-08 10:58:34 UTC	2016-11-25 00:00:00 UTC	35	16	
5	2016-10-03 21:13:36 UTC	2016-11-03 10:58:07 UTC	2016-11-29 00:00:00 UTC	30	25	
6	2016-10-03 22:06:03 UTC	2016-10-31 11:07:42 UTC	2016-11-23 00:00:00 UTC	27	22	
7	2016-10-03 22:31:31 UTC	2016-10-14 16:08:00 UTC	2016-11-23 00:00:00 UTC	10	39	
8	2016-10-03 22:44:10 UTC	2016-11-03 14:04:50 UTC	2016-12-01 00:00:00 UTC	30	27	
9	2016-10-03 22:51:30 UTC	2016-11-01 15:14:45 UTC	2016-11-25 00:00:00 UTC	28	23	
10	2016-10-04 09:06:10 UTC	2016-10-22 14:51:18 UTC	2016-11-24 00:00:00 UTC	18	32	
11	2016-10-04 09:16:33 UTC	2016-10-24 16:33:45 UTC	2016-11-24 00:00:00 UTC	20	30	

Ans 5.2

Query :- Top 5 states based on Avg freight value.

```
select C.customer_state, round(avg(OT.freight_value),2) as Avg_freight_value
from `Target_SQL.order_items` as OT
join
`Target_SQL.orders` as O
on OT.order_id = O.order_id
join
`Target_SQL.customers` as C
on O.customer_id = C.customer_id
group by C.customer_state
order by Avg_freight_value desc
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON
Row	customer_state	Avg_freight_value		
1	RR	42.98		
2	PB	42.72		
3	RO	41.07		
4	AC	40.07		
5	PI	39.15		
6	MA	38.26		
7	TO	37.25		
8	SE	36.65		
9	AL	35.84		
10	PA	35.83		

Query :- Bottom 5 states based on Avg freight value.

```
select C.customer_state, round(avg(OT.freight_value),2) as Avg_freight_value
from `Target_SQL.order_items` as OT
join
`Target_SQL.orders` as O
on OT.order_id = O.order_id
join
`Target_SQL.customers` as C
on O.customer_id = C.customer_id
group by C.customer_state
order by Avg_freight_value
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON
Row	customer_state ▼	Avg_freight_value ▼		
1	SP	15.15		
2	PR	20.53		
3	MG	20.63		
4	RJ	20.96		
5	DF	21.04		
6	SC	21.47		
7	RS	21.74		
8	ES	22.06		
9	GO	22.77		
10	MS	23.37		

Ans 5.3

Query :- Top 5 states based on Avg time to deliver.

```
select C.customer_state, round(avg(date_diff(order_delivered_customer_date ,
order_purchase_timestamp, day)), 2) as Avg_time_to_deliver
from `Target_SQL.order_items` as OT
join
`Target_SQL.orders` as O
on OT.order_id = O.order_id
join
`Target_SQL.customers` as C
on O.customer_id = C.customer_id
where order_delivered_customer_date is not null
group by C.customer_state
order by Avg_time_to_deliver desc
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON
Row	customer_state ▼	Avg_time_to_deliver ▼		
1	RR	27.83		
2	AP	27.75		
3	AM	25.96		
4	AL	23.99		
5	PA	23.3		
6	MA	21.2		
7	SE	20.98		
8	CE	20.54		
9	AC	20.33		
10	PB	20.12		

Query :- Bottom 5 states based on Avg time to deliver.

```
select C.customer_state, round(avg(date_diff(order_delivered_customer_date ,
order_purchase_timestamp, day)), 2) as Avg_time_to_deliver
from `Target_SQL.order_items` as OT
join
`Target_SQL.orders` as O
on OT.order_id = O.order_id
join
`Target_SQL.customers` as C
on O.customer_id = C.customer_id
where order_delivered_customer_date is not null
group by C.customer_state
order by Avg_time_to_deliver
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON
Row	customer_state	Avg_time_to_deliver		
1	SP	8.26		
2	PR	11.48		
3	MG	11.52		
4	DF	12.5		
5	SC	14.52		
6	RJ	14.69		
7	RS	14.71		
8	GO	14.95		
9	MS	15.11		
10	ES	15.19		

Ans 5.4

Query :- Top 5 states based on avg difference in estimated deliver

```
select C.customer_state, round(avg(date_diff(order_estimated_delivery_date,
order_delivered_customer_date , day)), 2) as avg_diff_estimated_deliver
from `Target_SQL.order_items` as OT
join
```

```

`Target_SQL.orders` as O
on O.order_id = O.order_id
join
`Target_SQL.customers` as C
on O.customer_id = C.customer_id
where O.order_status like 'delivered'
group by C.customer_state
order by avg_diff_estimated_deliver desc

```

Screenshot of output:-

Query results

JOB INFORMATION		RESULTS	CHART	JSON	E)
Row	customer_state	avg_diff_estimated_deliver			
1	AC	20.01			
2	RO	19.08			
3	AM	18.98			
4	AP	17.44			
5	RR	17.43			
6	MT	13.64			
7	PA	13.37			
8	RS	13.2			
9	RN	13.06			
10	PE	12.55			

Insights :-

- RR,PB,RO,AC PI are top 5 states based on Avg freight value having higher Avg freight value.
- SP,PR,MG, RJ,DF are bottom 5 states based on Avg freight value having lower Avg freight value.
- RR,AP, AM,AL,PA are the top 5 states have taken more time to deliver and calculated based on Avg time to deliver.
- Likewise, SP,PR,MG,DF,SC are bottom 5 states based on Avg time to deliver.
- AC,RO,AM,AP,RR are top 5 states based on avg difference in estimated deliver where order was delivered much prior to estimated delivery date.
- Maximum days took for an order to deliver was 209 days and there were some days where order was delivered on the same day also.
- Most of the orders in March 2017 orders took longer days to deliver i.e around 160-200 days.

Recommendations :-

- RR,AP, AM,AL,PA needs to work more on logistics to lower down delivery time and freight value. More delivery partners are required in these states.

- RR,AP, AM,AL,PA states should consult with AC,RO,AM,AP states to efficiently work on logistics vertical.
- Orders in March 2017 need to be reexamined as to why delivery of orders took so many days within meeting of every vertical.

Q-6. Analysis based on the payments:

1. Find the month on month no. of orders placed using different payment types.
2. Find the no. of orders placed on the basis of the payment installments that have been paid.

Ans 6.1

Query :-

```
select payment_type, Year, Month_in_no, Month, count(payment_type) as
Total_no_of_order
from
(select P.payment_type,
format_date('%Y',order_purchase_timestamp) as Year,
format_date('%m',order_purchase_timestamp) as Month_in_no,
format_date('%b',order_purchase_timestamp) as Month
from `Target_SQL.orders` as O
join
`Target_SQL.payments` as P
on O.order_id = P.order_id
order by Year,Month_in_no) as tbh
group by payment_type, Year, Month_in_no, Month
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART	JSON	EXECUTION DETAILS
Row	payment_type	Year	Month_in_no	Month	Total_no_of_order
1	UPI	2017	11	Nov	1509
2	credit_card	2017	12	Dec	4377
3	UPI	2018	02	Feb	1325
4	credit_card	2017	11	Nov	5897
5	voucher	2017	04	Apr	202
6	credit_card	2017	07	Jul	3086
7	UPI	2017	07	Jul	845
8	credit_card	2018	05	May	5497
9	credit_card	2017	10	Oct	3524
10	credit_card	2018	01	Jan	5520

Ans 6.2

Query :-

```
select payment_installments, count(payment_installments) as Total_no_of_order
from `Target_SQL.payments` as P
join
`Target_SQL.orders` as O
on P.order_id = O.order_id
where payment_installments <> 0
group by payment_installments
```

Screenshot of output:-

JOB INFORMATION		RESULTS	CHART
Row	payment_installment	Total_no_of_order	
1	1	52546	
2	2	12413	
3	3	10461	
4	4	7098	
5	5	5239	
6	6	3920	
7	7	1626	
8	8	4268	
9	9	644	
10	10	5328	

Insights :-

- 90% orders were of credit type i.e 76795 no. of order.
- Least payment type for orders were of debit card.
- Most of the orders i.e., 52546 have completed 1st payment installment.

Recommendation :-

- Offers on UPI and debit card should be promoted by giving offers on these transactions.

FINAL INSIGHTS

- Orders and no. of customers in states like SP are promising and doing amazing business compare to other states .
- Business for the 2019 year will be growing seeing growth in no. of orders.
- Majority of customers are in 1 state i.e SP and not pan Brazil.
- Payment type of orders should be well diversified.

FINAL RECOMMENDATION

- Offers on secondary products should be given to increase avg order price.
- Ad campaign should be advertised in the states where customers are less.
- Company should work more on Logistics team as to reduce the delivery time.