



MEESHO SALES PROJECT USING SQL



INTRODUCTION TO THE PROJECT

- ★ CONDUCTED COMPREHENSIVE SQL ANALYSIS ON A ELECTRONICS STORE DATABASE, INVOLVING KEY QUERIES TO EXTRACT CUSTOMER DETAILS, ORDER HISTORIES, AND PRODUCT DATA.
- ★ THIS DATASET CONTAINS ESSENTIAL ATTRIBUTES SUCH AS PRODUCT CATEGORIES, SALES AMOUNTS, PAYMENT METHODS, CUSTOMER PROFIT, AND QUANTITY. THE DATA PROVIDES VALUABLE INSIGHTS INTO CUSTOMER PURCHASING BEHAVIOR, POPULAR ELECTRONIC ITEMS, CLOTHES, FURNITURE AND SALES TRENDS ACROSS DIFFERENT CHANNELS.

WHICH CITIES HAVE THE MOST ORDERS?

```
SELECT City, COUNT(order_ID) AS OrderCount  
FROM Orders  
GROUP BY City;
```



	City	OrderCount
	Lucknow	13
	Chennai	8
	Kolkata	22
	Kashmir	14
	Jaipur	19
	Amritsar	9
	Goa	14
	Gangtok	12

WHAT ARE THE DIFFERENT CATEGORIES OF PRODUCTS SOLD, AND HOW MANY PRODUCTS ARE THERE IN EACH CATEGORY?

```
select category , count(order_id) as product_sold from details  
group by category;
```

	category	product_sold
▶	Electronics	308
	Furniture	243
	Clothing	949

WHAT IS THE TOTAL PROFIT FOR EACH PRODUCT SUB-CATEGORY?

```
select sub_category , sum(Profit) as total_profit  
from details  
group by sub_category;
```



	sub_category	total_profit
▶	Electronic Games	-644
	Chairs	1627
	Bookcases	6516
	Printers	8606
	Phones	1847
	Trousers	2847
	Saree	4057
	Hankerchief	1823
	Kurti	-401

WHAT IS THE TOTAL AMOUNT OF SALES AND PROFIT FOR EACH CUSTOMER?

```
select CustomerName , sum(Amount) as total_sales , sum(Profit) as total_profit from orders as o  
join details as d on o.order_id = d.order_id  
group by CustomerName;
```

	CustomerName	total_sales	total_profit
→	Bhawna	3599	741
	Hariyansh	9902	-157
	Shiva	6339	669
	Sarita	5449	1183
	Vrinda	5820	917
	Lalita	5809	400
	Noopur	1607	-115
	Sanjna	826	-48

FOR EACH ORDER, WHICH STATE AND CITY DID THE CUSTOMER BELONG TO, AND WHAT WAS THE PROFIT FOR EACH ORDER?

```
SELECT O.order_id, O.State, O.City, D.Profit  
FROM Orders O  
JOIN Details D ON O.order_id = D.order_id;
```



order_id	State	City	Profit
B-25681	Madhya Pradesh	Indore	658
B-26055	Uttar Pradesh	Mathura	64
B-25955	Maharashtra	Pune	146
B-26093	Maharashtra	Pune	712
B-25602	Maharashtra	Pune	1151
B-25881	Uttar Pradesh	Mathura	247
B-25696	Karnataka	Bangalore	-275
B-25687	Maharashtra	Mumbai	-213

WHICH CUSTOMERS FROM DELHI PLACED THE HIGHEST NUMBER OF ORDERS?

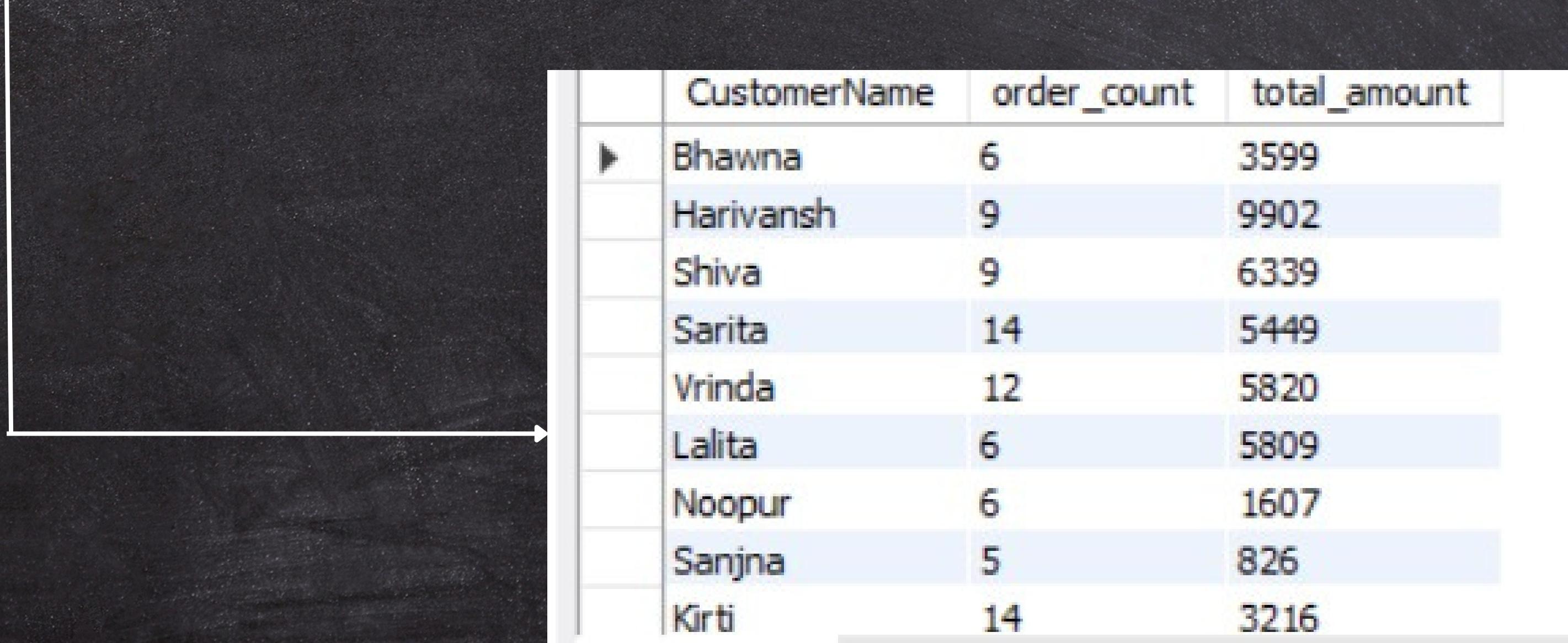
```
select CustomerName , count(order_id) as highest_order  
from orders  
where City = 'Delhi'  
group by CustomerName order by highest_order desc limit 1;
```



	CustomerName	highest_order
▶	Kajal	2

WHICH CUSTOMERS HAVE PLACED MORE THAN 3 ORDERS, AND WHAT IS THEIR TOTAL SPENDING?

```
select o.CustomerName , count(o.order_id) as order_count , sum(d.Amount) as total_amount  
from orders as o  
join details as d on o.order_id = d.order_id  
group by CustomerName  
having count(o.order_id) > 3;
```



	CustomerName	order_count	total_amount
▶	Bhawna	6	3599
	Harivansh	9	9902
	Shiva	9	6339
	Sarita	14	5449
	Vrinda	12	5820
	Lalita	6	5809
	Noopur	6	1607
	Sanjna	5	826
	Kirti	14	3216

WHAT IS THE MOST PROFITABLE PRODUCT SUB-CATEGORY IN EACH STATE?

```
select State,sub_category, sum(Profit) as total_profit  
from orders as o join details as d on o.order_id = d.order_id  
group by State,sub_category  
having total_profit>0  
order by total_profit desc;
```

	State	sub_category	total_profit
▶	Madhya Pradesh	Printers	2019
	Madhya Pradesh	Electronic Games	1966
▶	Tamil Nadu	Tables	1864
▶	Maharashtra	Printers	1769
▶	Uttar Pradesh	Printers	1639
▶	Gujarat	Bookcases	1531
▶	Maharashtra	Tables	1385
▶	Maharashtra	Saree	1280
▶	Madhya Pradesh	Bookcases	1242

FIND CUSTOMERS WHO PLACED AN ORDER IN BOTH 'ELECTRONICS' AND 'FURNITURE' CATEGORIES.

```
select CustomerName , category from orders as o  
join details as d on o.order_id = d.order_id  
having category in('Electronics','Furniture');
```

	CustomerName	category
▶	Bhawna	Electronics
	Hariyansh	Furniture
	Shiva	Furniture
	Sarita	Electronics
	Vrinda	Electronics
	Vishakha	Electronics
	Gopal	Electronics
	Mohan	Furniture
	Madhav	Furniture

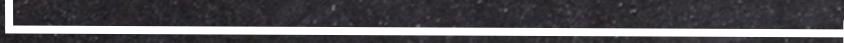
WHAT PERCENTAGE OF TOTAL SALES COMES FROM THE 'CREDIT CARD' PAYMENT MODE?

SELECT

```
SUM(CASE WHEN PaymentMode = 'Credit Card' THEN Amount ELSE 0 END) * 100 / SUM(Amount)  
AS credit_card_sales_percentage
```

FROM

```
details;
```



	credit_card_sales_percentage
▶	19.8579

WHICH STATE HAD THE HIGHEST AVERAGE PROFIT PER ORDER?

```
select state , avg(d.Profit) as avg_profit , count(d.Quantity) as count_highest from orders as o  
join details as d on o.order_id = d.order_id  
group by state  
order by count_highest desc;
```

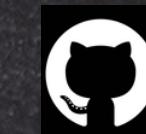
	state	avg_profit	count_highest
▶	Madhya Pradesh	23.5096	314
	Maharashtra	23.2876	299
	Uttar Pradesh	38.5977	87
	Gujarat	34.4943	87
	Delhi	25.7632	76
	Rajasthan	-4.3649	74
	West Bengal	32.9206	63
	Bihar	28.8226	62
	Punjab	26.1833	60

THANK YOU!

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[MEESHO SAMPLE DATA](#)