Project 4 - Retail Analysis

Data Folder

We are an E-Commerce Company that is continuously working on optimizing the app.

Make a detailed report using Excel which captures the below insights. Feel free to explore the data on your own and present any exciting insights you find.

Note: Kindly use SQL only to generate the data required for the report making.

1. Make a dataset (Using SQL) named "*daily_logins*" which contains the number of logins on a daily basis

2. Daily trend of logins and trend of conversion rate (Number of orders placed per login)

3. Which KPIs would you use to measure the performance of our app?

3. Prepare a report regarding our growth between the 2 years. Please try to answer the

following questions:

    a. Did our business grow?

    b. Does our app perform better now?

    c. Did our user base grow?

4. What are our top-selling products in each of the two years? Can you draw some insight

from this?

5. Looking at July 2021 data, what do you think is our biggest problem and how would you

recommend fixing it?

6. Does the login frequency affect the number of orders made?

  7. Give at least 2 insights that are not mentioned above and are not clearly visible from the data.

Data Details:

You will find 3 tables attached in the Data Folder. The login_logs table contains information about users logging in. The sales orders table contains information about orders made and the

sales_orders_items contains the specifics of each order. You have been provided with data

for July 2021 and July 2022.