Myntra sales transaction

Sql project

Google cloud platform

**Problem Statement 1:**

As an analyst is working for fashion e-commerce platform :

MYNTRA for the marketing team.

Your analytics manager assigned you task to analyze performance of various advertising accounts over the last 3 months . Calculate ROAS (return on Ad Spend) for each advertiser across all the ad campaigns and CTR (click through rate for each advertiser)

**ROAS (return on ad spend) is calculated by dividing the total revenue by the ad spend?**

**Ans)**

<https://console.cloud.google.com/bigquery?sq=356387351769:5099bddf91094a22b3c5c7ad0184aa46>

ROAS is calculated by dividing the revenue generated by an advertising campaign by the cost of the campaign.

Click-through rate (CTR) analysis involves analyzing the CTR for each ad to determine which ads are generating the most clicks and which ones are underperforming.

To calculate CTR, simply divide the number of clicks by the number of impressions and multiply by 100 to get a percentage. For example, if your ad received 1,000 impressions and 100 clicks, your CTR would be 10%

**Problem Statement 2:**

Myntra has a large dataset of customer transactions and wants to understand their customers' buying behavior to improve their customer targeting strategy. The dataset includes information such as purchase history, product categories, and transaction dates?

**Ans)**

[**https://console.cloud.google.com/bigquery?sq=356387351769:d9845770551d491b9f5bd55b3f91831c**](https://console.cloud.google.com/bigquery?sq=356387351769:d9845770551d491b9f5bd55b3f91831c)

**Implement RFM framework**

RFM (Recency, Frequency, Monetary) analysis is a common technique used to segment customers based on their behaviour.

It helps businesses to identify high-value customers, optimize marketing campaigns, and improve customer retention.

**RFM Analysis:**

RFM analysis is a analytics technique that uses Recency, Frequency, and Monetary Value to segment customers

based on their purchasing behaviour.

By segmenting customers based on their buying behaviour, businesses can develop more targeted marketing

strategies, improve customer retention, and increase revenue.

Myntra want to use RFM analysis to segment your customers and develop customer targeting strategies.

**Problem Statement 3:**

As an analyst is working for fashion e-commerce platform : MYNTRA

Your analytics manager assigned you a simple task to pull sales at a category level with month level and yearly contribution

Assignment : Calculate cumulative sales on week level , month level , year level?

**Ans)**

<https://console.cloud.google.com/bigquery?sq=356387351769:60d88e73d2724e0fa40e7e9523948ad6>

**THE END**