



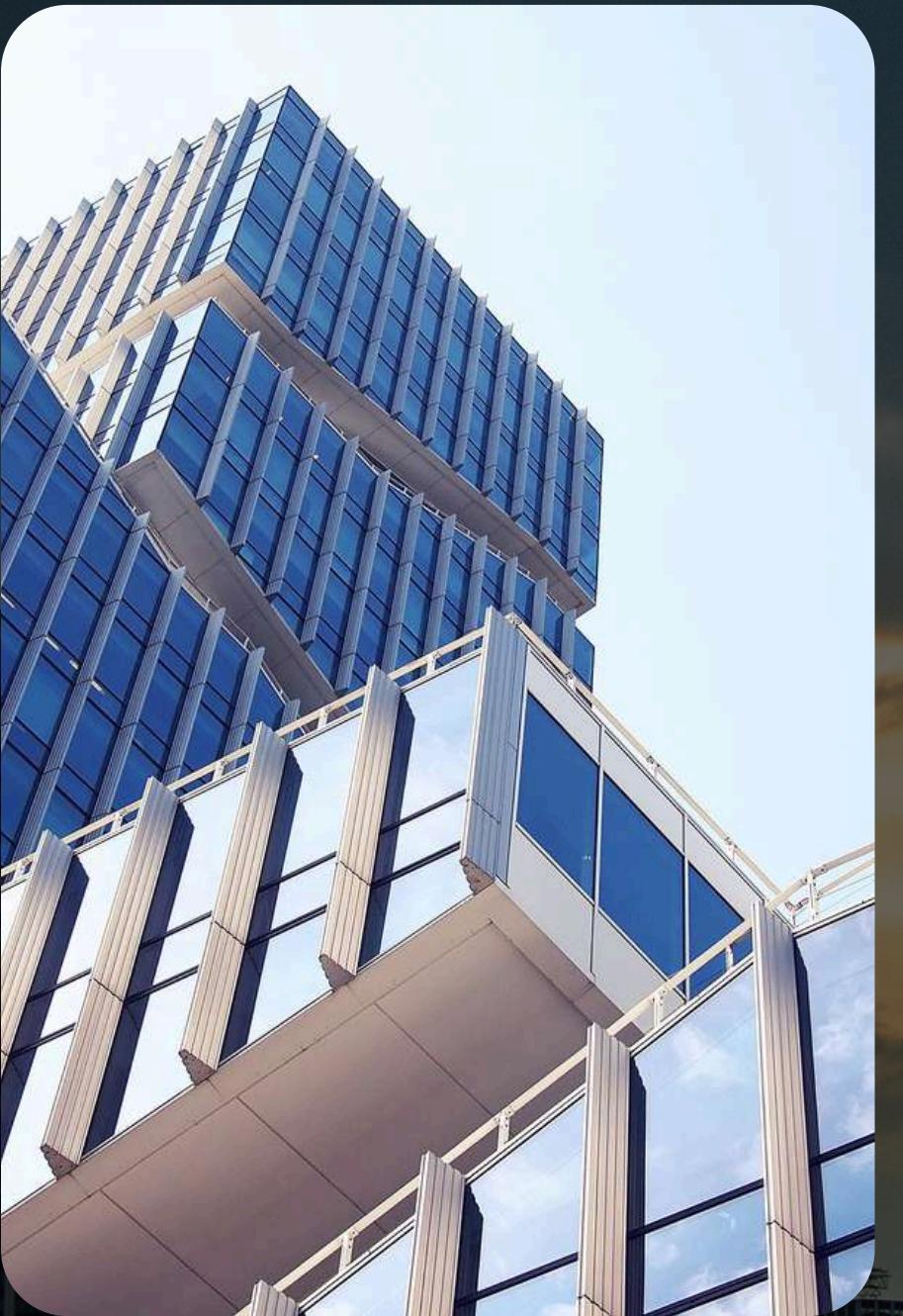
JENSON

USA



By : SHAKTI SINGH SHEKHAWAT

About The PROJECT



Jenkins is a renowned company specializing in the manufacturing of bicycles and motorbikes. Known for quality craftsmanship and innovative designs, Jenkins offers a wide range of two-wheelers that cater to both daily commuters and enthusiasts. The company emphasizes performance, durability, and customer satisfaction across all its models.

1.FIND THE TOTAL NUMBER OF PRODUCTS SOLD BY EACH STORE ALONG WITH THE STORE NAME.

```
1  #Find the total number of products sold by each store along with the store name.  
2  
3 • SELECT  
4     stores.store_name, SUM(oi.quantity) sold_products  
5  FROM  
6      order_items oi  
7      JOIN  
8      orders USING (order_id)  
9      JOIN  
10     stores USING (store_id)  
11 GROUP BY stores.store_name;  
12
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

store_name	sold_products
Santa Cruz Bikes	1516
Baldwin Bikes	4779
Rowlett Bikes	783



2.CALCULATE THE CUMULATIVE SUM OF QUANTITIES SOLD FOR EACH PRODUCT OVER TIME.

```
14  #Calculate the cumulative sum of quantities sold for each product over time.  
15 • select products.product_name,orders.order_date,  
16   order_items.quantity,  
17   sum(order_items.quantity) over(partition by products.product_name order by orders.order_date) cumulative_quantity  
18   from products join order_items  
19   on products.product_id= order_items.product_id  
20   join orders  
21   on orders.order_id = order_items.order_id;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

product_name	order_date	quantity	cumulative_quantity
Electra Amsterdam Fashion 3i Ladies' - 2017/2018	2018-01-01	1	1
Electra Amsterdam Fashion 3i Ladies' - 2017/2018	2018-01-21	2	3
Electra Amsterdam Fashion 3i Ladies' - 2017/2018	2018-04-30	2	5
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-01-29	2	2
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-02-28	1	3
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-03-03	1	4
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-03-09	2	6
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-04-06	1	7
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-04-15	2	9
Electra Amsterdam Fashion 7i Ladies' - 2017	2017-04-16	1	10

Result Grid | Form Editor | Field Types

3FIND THE PRODUCT WITH THE HIGHEST TOTAL SALES(QUANTITY*PRICE) FOR EACH CATEGORY .

```
28      #Find the product with the highest total sales (quantity * price) for each category.
29  • with as(select categories.category_name,products.product_name,
30    sum(order_items.quantity*order_items.list_price)Sales
31    from order_items join products
32    using(product_id) join categories
33    using(category_id)
34    group by categories.category_name,products.product_name)
35    select category_name,product_name ,sales from
36    (select *,rank() over(partition by category_name order by sales desc)rnk from a)b
37    where rnk = 1
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

category_name	product_name	sales
Children Bicycles	Electra Girl's Hawaii 1 (20-inch) - 2015/2016	4619846.00
Comfort Bicycles	Electra Townie Original 7D EQ - 2016	8039866.00
Cruisers Bicycles	Electra Townie Original 7D EQ - 2016	9359844.00
Cyclocross Bicycles	Surly Straggler 650b - 2016	25382949.00
Electric Bikes	Trek Conduit+ - 2016	43499855.00
Mountain Bikes	Trek Slash 8 275 - 2016	61599846.00
Road Bikes	Trek Domane SLR 6 Disc - 2017	23649957.00

4.FIND THE CUSTOMER WHO SPENT THE MOST MONEY ON ORDERS.

The screenshot shows a MySQL Workbench interface. The top bar has various icons for file operations, search, and help. A dropdown menu is open with the option "Limit to 1000 rows". Below the toolbar, the SQL editor contains the following query:

```
43  #Find the customer who spent the most money on orders.  
44 • select customers.customer_id,sum(oi.quantity*oi.list_price)total_price  
45  from order_items oi join orders  
46  using(order_id) join customers  
47  using(customer_id)  
48  group by customers.customer_id  
49  order by total_price desc  
50  limit 1;
```

The results pane shows a single row in a grid format:

customer_id	total_price
10	3780184.00

Below the results are buttons for "Result Grid", "Filter Rows:", "Export:", "Wrap Cell Content:", and "Fetch rows:". On the right side of the interface, there are several tabs labeled "Result Grid", "For Edi...", "Re", and "T...".

5.FIND THE HIGHEST-PRICED PRODUCT FOR EACH CATEGORY NAME.

```
56  #Find the highest-priced product for each category name.
57 • with a as (select products.product_name, categories.category_name,(oi.list_price)List_price
58   from order_items oi join orders
59   using(order_id) join products
60   using(product_id) join categories
61   using(category_id))
62   select category_name , product_name,list_price from
63   (select * , row_number() over(partition by category_name order by list_price desc)rn from a)b
64   where rn =1;
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

	category_name	product_name	list_price
▶	Children Bicycles	Electra Townie 3i EQ (20-inch) - Boys' - 2017	48999.00
	Comfort Bicycles	Electra Townie Go! 8i - 2017/2018	259999.00
	Cruisers Bicycles	Electra Townie Commute Go! - 2018	299999.00
	Cyclocross Bicycles	Trek Boone 7 Disc - 2018	399999.00
	Electric Bikes	Trek Powerfly 8 FS Plus - 2017	499999.00
	Mountain Bikes	Trek Remedy 98 - 2017	529999.00
	Road Bikes	Trek Domane SLR 9 Disc - 2018	1199999.00

Result Grid | Form Editor | Field Types

6.FIND THE TOTAL NUMBER OF ORDERS PLACED BY EACH CUSTOMER PER STORE.

```
75  #Find the total number of orders placed by each customer per store.  
76 • SELECT  
77      customer_id, store_id, COUNT(order_id) total_order  
78  FROM  
79      orders  
80  GROUP BY customer_id , store_id  
81  ORDER BY customer_id , store_id;
```

	customer_id	store_id	total_order
1	1	2	3
2	2	1	3
3	3	1	3
4	4	2	3
5	5	1	3
6	6	2	3
7	7	2	3
8	8	2	3
9	9	2	3

7.FIND THE NAMES OF STAFF MEMBERS WHO HAVE NOT MADE ANY SALES.

```
86  #Find the names of staff members who have not made any sales.  
87 • with a as(select first_name,last_name , concat(first_name," ",last_name)Staff_Name,  
88   orders.order_id from staffs left join orders  
89   using(staff_id))  
90   select staff_Name,order_id  
91   from a  
92   where order_id is null;  
93
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

Staff_Name	order_id
Fabiola Jackson	NULL
Virgie Wiggins	NULL
Jannette David	NULL
Bernardine Houston	NULL

Result Grid | Form Editor | Field Timers

8.FIND THE TOP 3 MOST SOLD PRODUCTS IN TERMS OF QUANTITY.

```
95  #Find the top 3 most sold products in terms of quantity.  
96 • select product_id,  
97      sum(quantity)as total_quantity_sold  
98      from order_items  
99      group by product_id  
100     order by sum(quantity) desc  
101     limit 3;
```

Result Grid		
	product_id	total_quantity_sold
▶	6	167
	13	157
	16	156



9.FIND THE MEDIAN VALUE OF THE PRICE LIST.

The screenshot shows a database query editor window with the following details:

- Toolbar:** Includes icons for file operations, search, and refresh, followed by a "Limit to 1000 rows" button.
- Code Area:** Displays a SQL script with numbered lines:

```
107  #Find the median value of the price list.  
108 • with a as(select list_price ,row_number() over (order by list_price )position,  
109   count(*) over()n from order_items )  
110  select case  
111    when n% 2=0 then (select avg(list_price) from a where position in ((n/2),(n/2)+1))  
112    else (select list_price from a where position = (n+1)/2)  
113  end as median from a  
114  limit 1;  
115
```
- Result Grid:** Shows the output of the query:

median
59999.000000
- Right Panel:** A sidebar with three tabs: "Result Grid" (selected), "Form Editor", and "Field Types".

10. LIST ALL PRODUCTS THAT HAVE NEVER BEEN ORDERED.(USE EXISTS)

```
117  #List all products that have never been ordered.(use Exists)
118
119 • select product_name from products p
120   where not exists(select order_id from order_items oi
121     where p.product_id = oi.product_id);
122
123
124
125
```

product_name
Trek 820 - 2016
Surly Krampus Frameset - 2018
Trek Kids' Dual Sport - 2018
Trek Domane SLR 6 Disc Women's - 2018
Electra Townie Go! 8i Ladies' - 2018
Trek Precaliber 12 Girl's - 2018
Electra Savannah 1 (20-inch) - Girl's - 2018
Electra Sweet Ride 1 (20-inch) - Girl's - 2018
Trek Checkpoint ALR 4 Women's - 2019
Trek Checkpoint ALR 5 - 2019



11. LIST THE NAMES OF STAFF MEMBERS WHO HAVE MADE MORE SALES THAN THE AVERAGE NUMBER OF SALES BY ALL STAFF MEMBERS.

```
126      #List the names of staff members who have made more sales than the average number of sales by all staff members.
127
128 •• with a as(select concat(staffs.first_name, ' ',staffs.last_name)staff_name,coalesce( sum(oi.quantity*oi.list_price),0 )sales
129       from staffs left join orders
130         using(staff_id) left join order_items oi
131           using(order_id)
132   group by concat(staffs.first_name, ' ',staffs.last_name))
133   select staff_name,sales  from a where
134     sales>(select avg(sales) from a);
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

staff_name	sales
Genna Serrano	95272226.00
Marcelene Boyer	293888873.00
Venita Daniel	288735348.00

Result Grid

Form Editor

Field Types

12.IDENTIFY THE CUSTOMERS WHO HAVE ORDERED ALL TYPES OF PRODUCTS (I.E., FROM EVERY CATEGORY).

```
137 #Identify the customers who have ordered all types of products (i.e., from every category).  
138  
139 • select customers.customer_id,count(distinct products.category_id)  
140   from customers  join orders using(customer_id)  
141   join order_items oi using(order_id)  
142   join products using(product_id)  
143   group by customers.customer_id  
144   having count(distinct products.category_id) = (select count(category_id)from categories)  
145
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

customer_id	count(distinct products.category_id)
9	7

Result Grid

Form Editor

JENSON USA



Key Insights

In-depth research helped identify customer preferences, enabling Jenkins to design bikes and motorbikes that cater to both urban commuters and enthusiasts.

Incorporating advanced features and stylish designs gave Jenkins a competitive edge in a saturated market.

A well-structured production process and strong supplier network ensured timely manufacturing and delivery, reducing costs and delays.

Strategic promotional campaigns increased brand awareness and attracted a wider audience across different regions.

Reliable support and service centers boosted customer satisfaction, helping build a loyal customer base and positive brand reputation.

Jenkins' focus on eco-friendly bicycles aligns with the growing demand for sustainable mobility solutions.

SUMMARY

The Jenkins Bicycle and Motorbike Project was designed to meet the growing demand for reliable, innovative, and sustainable two-wheelers. Through comprehensive market research, Jenkins identified key customer needs and preferences, leading to the development of stylish, durable bicycles and motorbikes. The company streamlined its manufacturing and supply chain processes to ensure efficiency and timely product delivery. Strategic marketing campaigns, combined with a strong after-sales support network, helped enhance brand visibility and customer satisfaction. With a focus on quality, performance, and sustainability, Jenkins successfully established itself as a trusted name in the industry and is well-positioned for continued growth and market expansion.

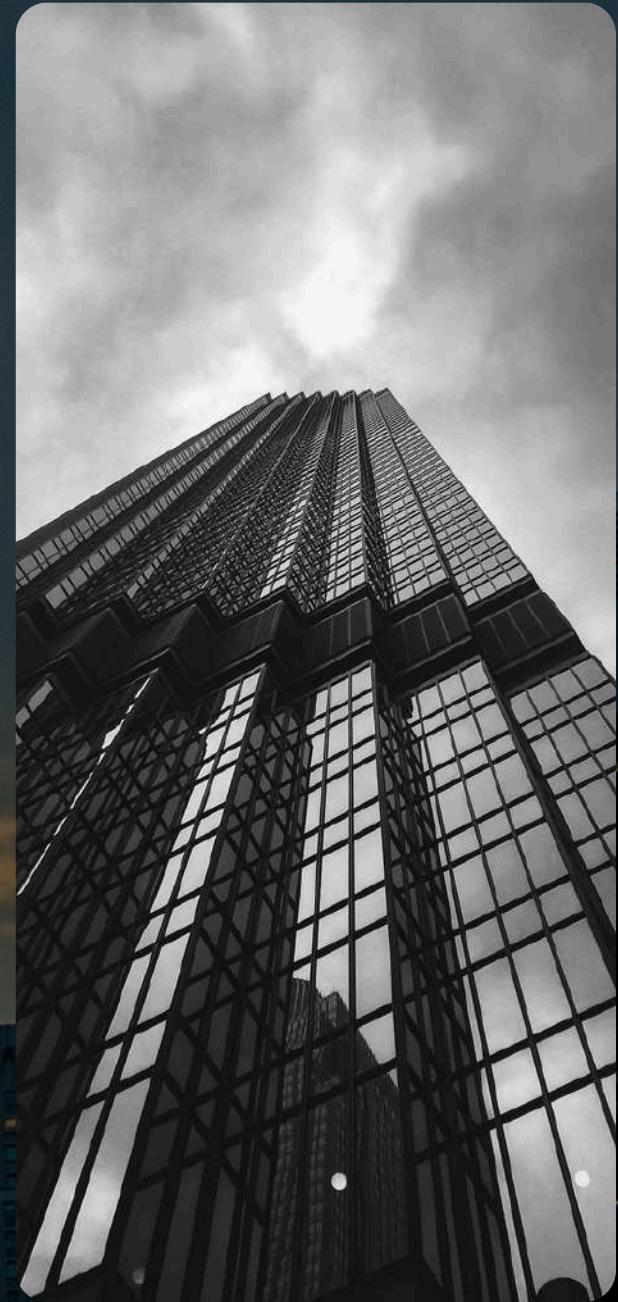
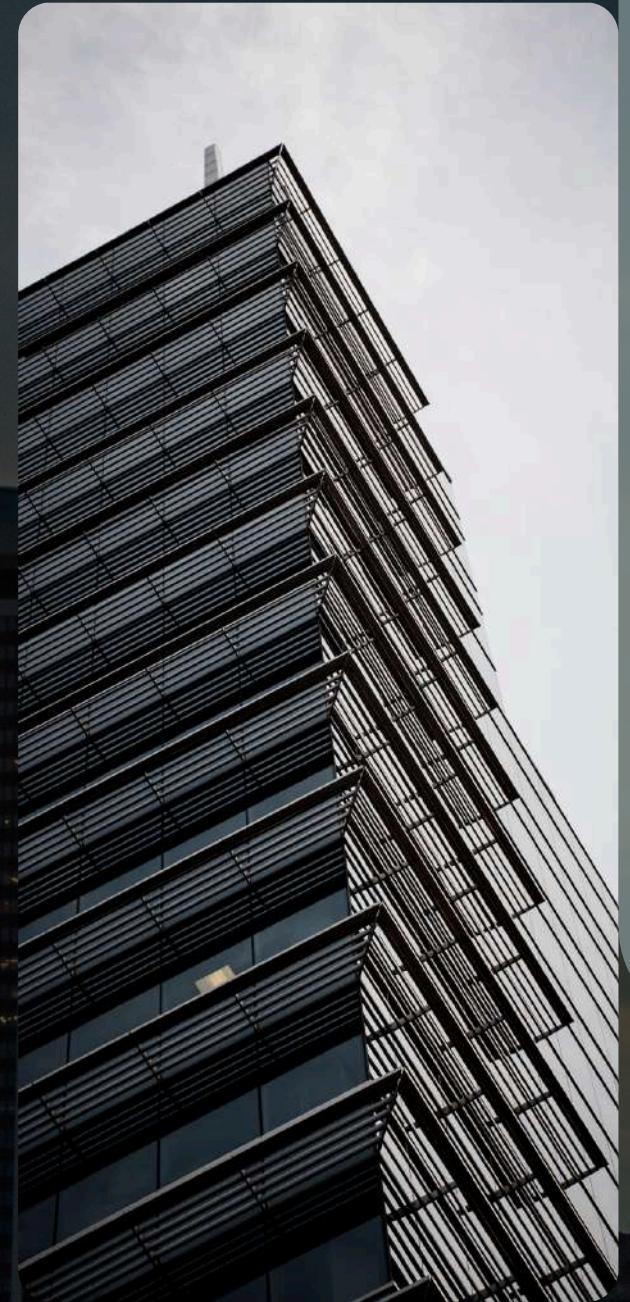
Contact Us



6377500510



Shaktisinghsamer@gmail.com



JENSON USA 

The logo consists of the word "JENSON" in a large, bold, white sans-serif font, with "USA" in red capital letters to its right. To the right of "USA" is a circular icon containing a stylized red and white "J" shape.



Thank You

JENSON USA 