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

* Revenue
* Order\_quantity\_accepted
* No of user

a. Did our business grow

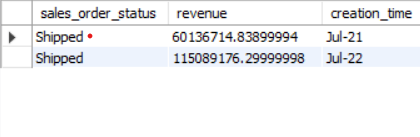
1.with ask as

(select \*,(order\_quantity\_accepted \* rate) as revenue from sales\_ord join sales\_orders\_items on fk\_order\_id=order\_id)

select sales\_order\_status,sum(order\_quantity\_accepted \* rate) as revenue, creation\_time from ask where sales\_order\_status like "shipped"

group by sales\_order\_status,creation\_time;

ans : yes



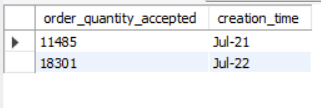
b. Does our app perform better now?

2.with ask as

(select \*,(order\_quantity\_accepted \* rate) as revenue from sales\_ord join sales\_orders\_items on fk\_order\_id=order\_id)

select sum(order\_quantity\_accepted) as order\_quantity\_accepted ,creation\_time from ask group by creation\_time ;

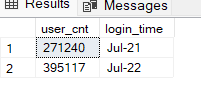
ans: yes



c. Did our user base grow

5.select count(user\_id) as user\_cnt,login\_time from login\_logs group by login\_time

Ans: yes

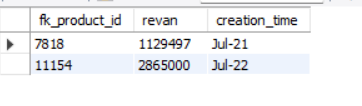


3. What are our top-selling products in each of the two years? Can you draw some insight from this?

with ask as

(select \*,(order\_quantity\_accepted \* rate) as revenue from sales\_ord join sales\_orders\_items on fk\_order\_id=order\_id)

select fk\_product\_id ,max(revenue) as revan ,creation\_time from ask group by creation\_time ;



4. Looking at July 2021 data, what do you think is our biggest problem and how would you recommend fixing it?

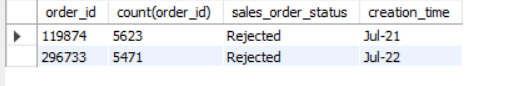
.with ask as

(select \*,(order\_quantity\_accepted \* rate) as revenue from sales\_ord join sales\_orders\_items on fk\_order\_id=order\_id)

select order\_id,count(order\_id),sales\_order\_status,creation\_time from ask where sales\_order\_status like 'rejected'

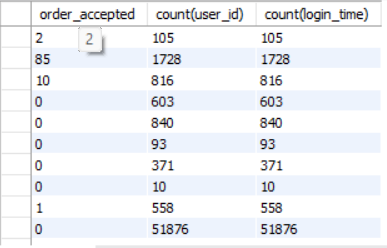
group by sales\_order\_status,creation\_time;

ans : got lot of rejected order compare to 2022



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

5. select order\_quantity\_accepted as order\_accepted , count(user\_id) ,count(login\_time) from login\_logs join sales\_orders on user\_id = fk\_buyer\_id join sales\_orders\_items on order\_id = fk\_order\_id group by user\_id



Ans;yes login frequency affect the number of order made