

E-Commerce Company Case Study

Overview: As a data analyst at our dynamic e-commerce company, you're tasked with leveraging our extensive databases to extract insights that drive our business strategies forward. Your analysis will inform various departments, from marketing to supply chain, providing them with actionable data to optimize our operations, enhance customer satisfaction, and boost our sales performance. This case study simulates real-world tasks you will encounter and requires you to apply your SQL skills to solve practical business problems.

Business Context:

Your work will directly impact the following business verticals:

- **Customer Insights:** Understanding our customer base to tailor marketing strategies.
- **Product Analysis:** Evaluating product performance to inform stock and sales strategies.
- **Sales Optimization:** Analyzing sales data to identify trends, opportunities, and areas for improvement.
- **Inventory Management:** Managing stock levels to ensure product availability while minimizing excess inventory.

Dataset Details: All these datasets are already fed in our system, and you can extract the same using the SQL Queries.

- **Customers Dataset:** customer_id, name, and location
- **Products Dataset:** product_id, name, category, and price.
- **Orders Dataset:** order_id, order_date, customer_id, and total_amount.
- **OrderDetails Dataset:** order_id, product_id, quantity, and price_per_unit.

Tables Dataset:

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