
BLUE DART DATA ANALYSIS

Over-Viewing the data

SELECT * FROM ORDER_DETAILS

SELECT * FROM ORDERS

SELECT * FROM PRODUCTS

SELECT * FROM SHIPPERS

SELECT * FROM SUPPLIERS

SELECT * FROM CATEGORIES

SELECT * FROM EMPLOYEE_DETAILS

KPI's Analysis

1. Total Revenue

```
SELECT FORMAT(SUM(OD.QUANTITY * P.PRICE),'C','EN-US') AS  
TOTAL_REVENUE  
FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON  
OD.PRODUCTID = P.PRODUCTID
```

OUTPUT:

	TOTAL_REVENUE
1	\$7,775,470.17

2. Total Orders

```
SELECT COUNT(ORDERID) AS TOTAL_ORDERS FROM  
ORDER_DETAILS
```

OUTPUT:

	TOTAL_ORDERS
1	22714

3. Total Quantity

```
SELECT SUM(QUANTITY) AS TOTAL_QUANTITY FROM  
ORDER_DETAILS
```

OUTPUT:

	TOTAL_QUANTITY
1	125964

4. Showcasing Employees Name, Employee ID, Qualifications and Age

```
SELECT NAME, EMPLOYEEID, AGE, QUALIFICATION FROM  
EMPLOYEE_DETAILS ORDER BY AGE
```

OUTPUT:

	NAME	EMPLOYEEID	AGE	QUALIFICATION
1	Jessica Rodriguez	5	27	Dip. Digital Mktg.
2	Rachel Martinez	9	28	BA Business (E-Comm.)
3	Ashley Brown	7	29	BIT (E-Comm.)
4	Michael Davis	2	31	B.Sc. E-Commerce
5	Brian Taylor	6	32	Cert. E-Comm. Strat.
6	Emily Smith	3	33	B. Marketing
7	Kevin Wilson	8	34	Cert. Retail Mgmt.
8	Sarah Johnson	1	37	BBA
9	Jason Anderson	4	38	Assoc. E-Comm. Mgmt.
10	Ryan Miller	10	41	Dip. E-Comm. Ops.

5. Showcasing Shippers Name, Rate, Carrier Type, Service Coverage

```
SELECT SHIPPERSNAME, [RATES ], [CARRIER TYPE], [SERVICE  
COVERAGE] FROM SHIPPERS
```

OUTPUT:

	SHIPPERSNAME	RATES	CARRIER TYPE	SERVICE COVERAGE
1	FastShip	\$50 - \$100	Express	National and International
2	SwiftLogistics	\$150 - \$250	Air	Continental US
3	SpeedyDeliver	\$10 - \$50	Ground	Regional Coverage

6. Suppliers Count by Country

```
SELECT COUNTRY, COUNT(SUPPLIERID) AS TOTAL_SUPPLIERS  
FROM SUPPLIERS GROUP BY COUNTRY
```

OUTPUT:

	COUNTRY	TOTAL_SUPPLIERS
1	Canada	7
2	USA	21

7. Revenue by Each Year

```
SELECT DATEPART(YEAR,O.ORDERDATE) AS YEAR,  
FORMAT(SUM(OD.QUANTITY * P.PRICE),'C','EN-US') AS  
TOTAL_REVENUE  
FROM ORDER_DETAILS AS OD JOIN ORDERS AS O ON OD.ORDERID  
= O.ORDERID  
JOIN PRODUCTS AS P ON OD.PRODUCTID = P.PRODUCTID  
GROUP BY DATEPART(YEAR,O.ORDERDATE)  
ORDER BY YEAR
```

OUTPUT:

	YEAR	TOTAL_REVENUE
1	2018	\$1,431,937.08
2	2019	\$1,210,978.04
3	2020	\$1,963,800.02
4	2021	\$941,925.51
5	2022	\$1,054,914.05
6	2023	\$1,171,915.47

8. Revenue by Each Quarter for Every Year

```
SELECT SQ.YEAR,  
FORMAT(SUM(CASE WHEN SQ.YEAR_QUARTER = 1 THEN  
SQ.TOTAL_REVENUE ELSE 0 END),'C','EN-US') AS Q1_REVENUE,  
FORMAT(SUM(CASE WHEN SQ.YEAR_QUARTER = 2 THEN  
SQ.TOTAL_REVENUE ELSE 0 END),'C','EN-US') AS Q2_REVENUE,  
FORMAT(SUM(CASE WHEN SQ.YEAR_QUARTER = 3 THEN  
SQ.TOTAL_REVENUE ELSE 0 END),'C','EN-US') AS Q3_REVENUE,  
FORMAT(SUM(CASE WHEN SQ.YEAR_QUARTER = 4 THEN  
SQ.TOTAL_REVENUE ELSE 0 END),'C','EN-US') AS Q4_REVENUE  
FROM(SELECT DATEPART(YEAR,O.ORDERDATE) AS YEAR,  
DATEPART(QUARTER,O.ORDERDATE) AS YEAR_QUARTER,  
SUM(OD.QUANTITY * P.PRICE) AS TOTAL_REVENUE  
FROM ORDER_DETAILS AS OD JOIN ORDERS AS O ON OD.ORDERID  
= O.ORDERID  
JOIN PRODUCTS AS P ON OD.PRODUCTID = P.PRODUCTID  
GROUP BY  
DATEPART(YEAR,O.ORDERDATE),DATEPART(QUARTER,O.ORDERD  
ATE)) AS SQ  
GROUP BY SQ.YEAR  
ORDER BY SQ.YEAR
```

OUTPUT:

	YEAR	Q1_REVENUE	Q2_REVENUE	Q3_REVENUE	Q4_REVENUE
1	2018	\$313,941.78	\$476,310.32	\$256,984.90	\$384,700.08
2	2019	\$218,864.45	\$345,868.39	\$257,970.29	\$388,274.91
3	2020	\$445,369.30	\$526,212.31	\$545,991.98	\$446,226.43
4	2021	\$321,680.21	\$112,788.70	\$357,119.27	\$150,337.33
5	2022	\$168,492.73	\$283,446.78	\$205,832.66	\$397,141.88
6	2023	\$345,313.94	\$277,008.49	\$205,867.82	\$343,725.22

9. Top 5 Products sold by Quantity

```
SELECT TOP 5 OD.PRODUCTID, P.PRODUCTNAME,  
SUM(OD.QUANTITY) AS TOTAL_QUANTITY  
FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON  
OD.PRODUCTID = P.PRODUCTID  
GROUP BY OD.PRODUCTID, P.PRODUCTNAME  
ORDER BY TOTAL_QUANTITY DESC
```

OUTPUT:

	PRODUCTID	PRODUCTNAME	TOTAL_QUANTITY
1	59	AquaFit Resistance Bands Set	3259
2	60	TerraTrek Hiking Boots	3076
3	24	LuxeLeather Travel Organizer	3054
4	31	SwiftSpin Salad Spinner	2908
5	41	ZenBlend Smoothie Maker	2733

10. Bottom 5 Products sold by Quantity

```
SELECT TOP 5 OD.PRODUCTID, P.PRODUCTNAME,  
SUM(OD.QUANTITY) AS TOTAL_QUANTITY  
FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON  
OD.PRODUCTID = P.PRODUCTID  
GROUP BY OD.PRODUCTID, P.PRODUCTNAME  
ORDER BY TOTAL_QUANTITY
```

OUTPUT:

	PRODUCTID	PRODUCTNAME	TOTAL_QUANTITY
1	9	TimelessTunes Vintage Record Player	255
2	15	EcoHarmony Bamboo Utensil Set	337
3	37	TerraTote Collapsible Travel Bag	412
4	48	QuantumQuake Handheld Massager	475
5	66	BioBoost Plant Fertilizer	494

11. 5 High Revenue Generated Products

```
SELECT TOP 5 OD.PRODUCTID, P.PRODUCTNAME,  
FORMAT(SUM(OD.QUANTITY * P.PRICE), 'C', 'EN-US') AS  
TOTAL_REVENUE  
FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON  
OD.PRODUCTID = P.PRODUCTID  
GROUP BY OD.PRODUCTID, P.PRODUCTNAME  
ORDER BY SUM(OD.QUANTITY * P.PRICE) DESC
```

OUTPUT:

	PRODUCTID	PRODUCTNAME	TOTAL_REVENUE
1	16	AeroGlide Drone with HD Camera	\$483,575.82
2	21	TerraFlame Portable Fire Pit	\$330,577.96
3	39	PetPamper Pet Grooming Kit	\$311,784.41
4	23	GeoGlide Electric Scooter	\$310,487.58
5	19	TerraTrek Trail Camera	\$296,117.22

12. 5 Low Revenue Generated Products

```
SELECT TOP 5 OD.PRODUCTID, P.PRODUCTNAME,  
FORMAT(SUM(OD.QUANTITY * P.PRICE), 'C', 'EN-US') AS  
TOTAL_REVENUE
```

```

FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON
OD.PRODUCTID = P.PRODUCTID
GROUP BY OD.PRODUCTID, P.PRODUCTNAME
ORDER BY SUM(OD.QUANTITY * P.PRICE)

```

OUTPUT:

	PRODUCTID	PRODUCTNAME	TOTAL_REVENUE
1	15	EcoHarmony Bamboo Utensil Set	\$6,736.63
2	74	EcoGlow Solar Path Lights	\$14,372.81
3	67	SolarSculpt Solar-Powered Garden Lights	\$17,184.27
4	61	FitFocus Fitness Tracker	\$18,317.78
5	58	PetPamper Pet Grooming Kit	\$19,190.40

13. 5 Most Ordered Products

```

SELECT TOP 5 OD.PRODUCTID, P.PRODUCTNAME,
COUNT(OD.ORDERID)AS TOTAL_ORDERS
FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON
OD.PRODUCTID = P.PRODUCTID
GROUP BY OD.PRODUCTID, P.PRODUCTNAME
ORDER BY TOTAL_ORDERS DESC

```

OUTPUT:

	PRODUCTID	PRODUCTNAME	TOTAL_ORDERS
1	59	AquaFit Resistance Bands Set	568
2	24	LuxeLeather Travel Organizer	542
3	31	SwiftSpin Salad Spinner	537
4	60	TerraTrek Hiking Boots	537
5	56	SwiftServe Salad Bowl Set	524

14. 5 Least Ordered Products

```
SELECT TOP 5 OD.PRODUCTID, P.PRODUCTNAME,  
COUNT(OD.ORDERID) AS TOTAL_ORDERS  
FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON  
OD.PRODUCTID = P.PRODUCTID  
GROUP BY OD.PRODUCTID, P.PRODUCTNAME  
ORDER BY TOTAL_ORDERS
```

OUTPUT:

	PRODUCTID	PRODUCTNAME	TOTAL_ORDERS
1	9	TimelessTunes Vintage Record Player	52
2	15	EcoHarmony Bamboo Utensil Set	62
3	48	QuantumQuake Handheld Massager	62
4	37	TerraTote Collapsible Travel Bag	65
5	66	BioBoost Plant Fertilizer	84

15. Sales by Category

```
SELECT P.CATEGORYID, C.CATEGORYNAME, COUNT(OD.ORDERID)  
AS TOTAL_ORDERS,  
FORMAT(SUM(OD.QUANTITY * P.PRICE), 'C', 'EN-US') AS  
TOTAL_REVENUE  
FROM ORDER_DETAILS AS OD JOIN PRODUCTS AS P ON  
OD.PRODUCTID = P.PRODUCTID  
JOIN CATEGORIES AS C ON P.CATEGORYID = C.CATEGORYID  
GROUP BY P.CATEGORYID, C.CATEGORYNAME  
ORDER BY TOTAL_ORDERS
```


OUTPUT:

	CATEGORYID	CATEGORYNAME	TOTAL_ORDERS	TOTAL_REVENUE
1	6	Pets	769	\$212,960.05
2	4	Health and Wellness	964	\$263,819.57
3	5	Kitchen and Dining	2086	\$356,451.20
4	7	Fitness and Sports	2547	\$654,483.04
5	1	Electronics	2821	\$1,241,106.64
6	2	Outdoor and Adventure	3173	\$2,217,134.85
7	8	Gardening and Outdoors	4051	\$774,932.58
8	3	Home and Lifestyle	6303	\$2,054,582.24

16. Most Used Payment Method

```
SELECT O.[PAYMENT MODE], COUNT(O.[PAYMENT MODE]) AS  
NO_OF_PAYMENTS  
FROM ORDER_DETAILS AS OD JOIN ORDERS AS O ON OD.ORDERID =  
O.ORDERID  
GROUP BY O.[PAYMENT MODE]  
ORDER BY NO_OF_PAYMENTS DESC
```

OUTPUT:

	PAYMENT MODE	NO_OF_PAYMENTS
1	Cash on Delivery	4109
2	Debit Card	3936
3	Credit Card	3814
4	Google Pay	3750
5	Apple Pay	3636
6	PayPal	3469