E-Commerce Event Data Analysis

Project Overview

This project analyzes eCommerce event data using SQL and Excel. The dataset includes user behavior data such as views, carts, and purchases. The goal is to answer key business questions and derive actionable insights.

Business Question 1

Question: What are the total counts of different event types (e.g., view, cart, purchase)?

Insight: We found that the majority of events were 'view', followed by 'cart' and 'purchase'.

Business Question 2

Question: Which 10 products have the highest purchase count?

Insight: The top product IDs with the highest purchase frequency provide valuable insight into customer preferences.

Business Question 3

Question: Which brands have the highest number of purchases?

Insight: Brand popularity was evaluated, with the top brands showing significant customer trust and loyalty.

Business Question 4

Question: What is the average selling price by brand?

Insight: This helped us understand brand-level pricing strategy and customer willingness to pay.

Business Question 5

Question: At what hour of the day do most purchases occur?

Insight: Identifying peak shopping hours helps businesses align campaigns and promotions.