

Flipkart Orders & Product Portfolio Project

Real-World Business Scenarios for SQL Practice

1. Total Revenue Generated (Delivered only)

Calculate the total revenue generated from all delivered orders to assess overall sales performance.

2. Revenue by Product Category

Determine which product categories generate the most revenue, helping prioritize stock and marketing.

3. Top 10 Best-Selling Products by Sales Value

Identify the top 10 products with the highest revenue to focus promotions or bundling strategies.

4. Total Orders and Revenue by Zone

Analyze how different zones are performing in terms of order volume and revenue generation.

5. Month-over-Month Revenue Trend (last 6 months)

Track sales performance month-by-month to detect seasonality or trends.

6. Number of Unique Customers by Category

Understand customer engagement across various product categories.

7. Customer Age Group Distribution by Category

Analyze which age groups are buying from specific categories to tailor marketing.

8. Top Locations with Highest Sales

Spot high-performing geographical areas to increase fulfillment efficiency or focus ads.

9. Gender-wise Spending Patterns

Compare purchase patterns between male and female customers for personalization.

10. Average Order Value per Customer

Calculate how much a customer spends on average to identify high-value segments.

11. Return Rate by Product Category

Identify product categories with high return rates to investigate product quality or expectation gaps.

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12. Top 5 Products with Highest Return Rate

Spot individual products being returned frequently to review listing or QA.

13. Top 5 Return Reasons

Understand the most common reasons customers return products.

14. Compare Returned vs Delivered Count per Category

Compare fulfillment success rate by category.

15. Rating vs Return Rate Relationship

Check if lower ratings are linked to more returns for product improvement.

16. Avg Delivery Time by Delivery Type

Analyze how fast each delivery type fulfills the order to optimize logistics.

17. Delayed Deliveries Count (if delivery > 5 days)

Count and investigate delayed orders to reduce future delays.

18. Fastest and Slowest Zones (avg delivery days)

Find geographical delivery inefficiencies by comparing delivery speed.

19. Product Categories with Highest Express Orders

Understand which products are commonly ordered with express delivery.

20. Delivery Type Preference by Zone

Determine which delivery types are popular in different zones for operational alignment.

21. Compare Sale Price vs Unit Price (Discount %)

Measure discounting trends to understand pricing strategy.

22. Average Discount by SubCategory

Identify which subcategories offer the most discounts.

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23. Which products had a higher sale price than unit price?

Spot potential data issues or price surges.

24. Top 10 products by shipping fee cost

Understand which products incur the most shipping costs.

25. Revenue from Shipping Fees by Category

Calculate how much revenue comes from shipping to analyze true profit.

26. Average Rating by Product Category

Identify customer satisfaction across product categories.

27. Top 5 Products with Most 5-Star Ratings

Find the highest-rated products to highlight in promotions.

28. Correlation: Ratings vs Sale Price

Understand if higher-priced items receive better ratings.

29. Returned Orders: Average Rating vs Delivered Orders

Compare how customers rate returned vs delivered products.

30. Rating Trend over Time (monthly)

Check if customer satisfaction is improving or declining over time.