

The data is collected between -

minDate	MaxDate
2017-10-29	2025-09-13

In terms of number of days -

minDate	MaxDate	(No column name)
2017-10-29	2025-09-13	2876

Data Cleaning and Transformation -

1. Changed order_Date datatype -
alter table [Retail.OrderHistory.2.csv]
Alter column Order_Date date;
2. Shipment status = Not Available, Shipped and Shipped and Shipped, Shipped and Shipped, Shipped

Questions and solutions -

A) Orders & Time (Overall Business Health)

1. What is the total number of orders over time (daily, monthly, quarterly)?

Daily -

	Daily	TotalOrders	ProductName
1	15/04/2024	11	Medimix Ayur
2	19/07/2024	8	Puma Womer
3	26/09/2024	7	WONDERLAN
4	28/09/2024	7	Havells 1200M
5	29/06/2023	7	Prestige IRIS f
6	30/10/2022	7	NIVEA Body Lo
7	13/09/2024	7	GO DESi Jagg
8	04/01/2024	7	NATIONAL GE
9	06/11/2023	6	Biotique Rice
10	07/03/2024	6	Robodo SEN3

Monthly -

	OrderDate	TotalOrders	AllProductNames
1	09/2024	50	WONDERLAND Fi
2	10/2024	43	Amazon Brand - S
3	07/2024	42	Flite Men's White I
4	08/2024	38	Biotique Bio Sand
5	10/2022	38	NIVEA Body Lotior
6	11/2022	35	ILLI LONDON Wor
7	07/2022	32	DATA SCIENCE FF
8	07/2025	31	Nat Habit Ubtan F
9	06/2022	29	Mamaearth Moist
10	05/2021	28	Introductory Micro

Yearly -

	OrderYear	TotalOrders
1	2024	330
2	2022	229
3	2023	206
4	2025	182
5	2021	164
6	2020	18
7	2017	1

2. What is the overall date range of my data (first order vs last order)?

minDate	MaxDate
2017-10-29	2025-09-13

3. Are there any days/months with unusually high or low orders?

Daywise -

	OrderDate	TotalOrders	OrderTag
1	01/01/2023	1	Average
2	01/02/2024	2	Above Average
3	01/02/2025	1	Average
4	01/03/2023	1	Average
5	01/04/2022	1	Average
6	01/04/2025	1	Average
7	01/05/2023	1	Average
8	01/05/2025	2	Above Average
9	01/06/2021	2	Above Average
10	01/06/2022	1	Average

Monthwise -

	OrderMonth	MonthOrd	MonthTag
1	01/2021	9	Less than Avg
2	01/2022	17	Less than Avg
3	01/2023	16	Less than Avg
4	01/2024	26	More than Avg
5	01/2025	23	More than Avg
6	02/2021	10	Less than Avg
7	02/2022	7	Less than Avg
8	02/2023	17	Less than Avg
9	02/2024	13	Less than Avg
10	02/2025	22	More than Avg

4. How many unique orders exist vs total rows (to confirm that one order can have multiple items)?

TotalRows	TotalOrders
1526	1130

5. Is there any seasonality in orders (festival spikes, weekend trends, etc.)?

– Monthwise distribution

	monthNum	(No column name)	NumOfOrders
1	01	2.068181	91
2	02	1.815789	69
3	03	1.702127	80
4	04	1.860000	93
5	05	1.897435	74
6	06	1.836734	90
7	07	2.161290	134
8	08	2.000000	102
9	09	2.227272	98
10	10	2.075471	110

-- weekwise distribution

	DayNameee	AvgOrders	NumOfOrders
1	Mon	1.957746	139
2	Tue	2.012048	167
3	Wed	1.887323	134
4	Thu	2.047619	172
5	Fri	2.012345	163
6	Sat	1.837209	158
7	Sun	1.858490	197