

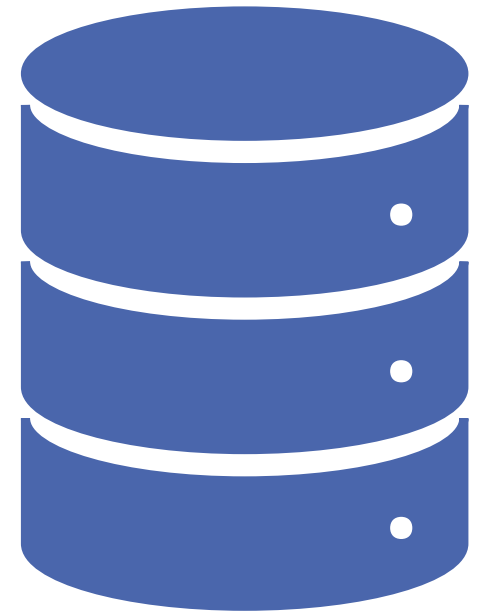


# End-to-End Ecommerce ETL project

**Objective : Build a robust Data Warehouse to answer critical business questions for an ecommerce platform.**

## Phases:

- 1- Business Case
- 2- DWH schema
- 3- ETL pipeline
- 4- Analytical queries with SQL



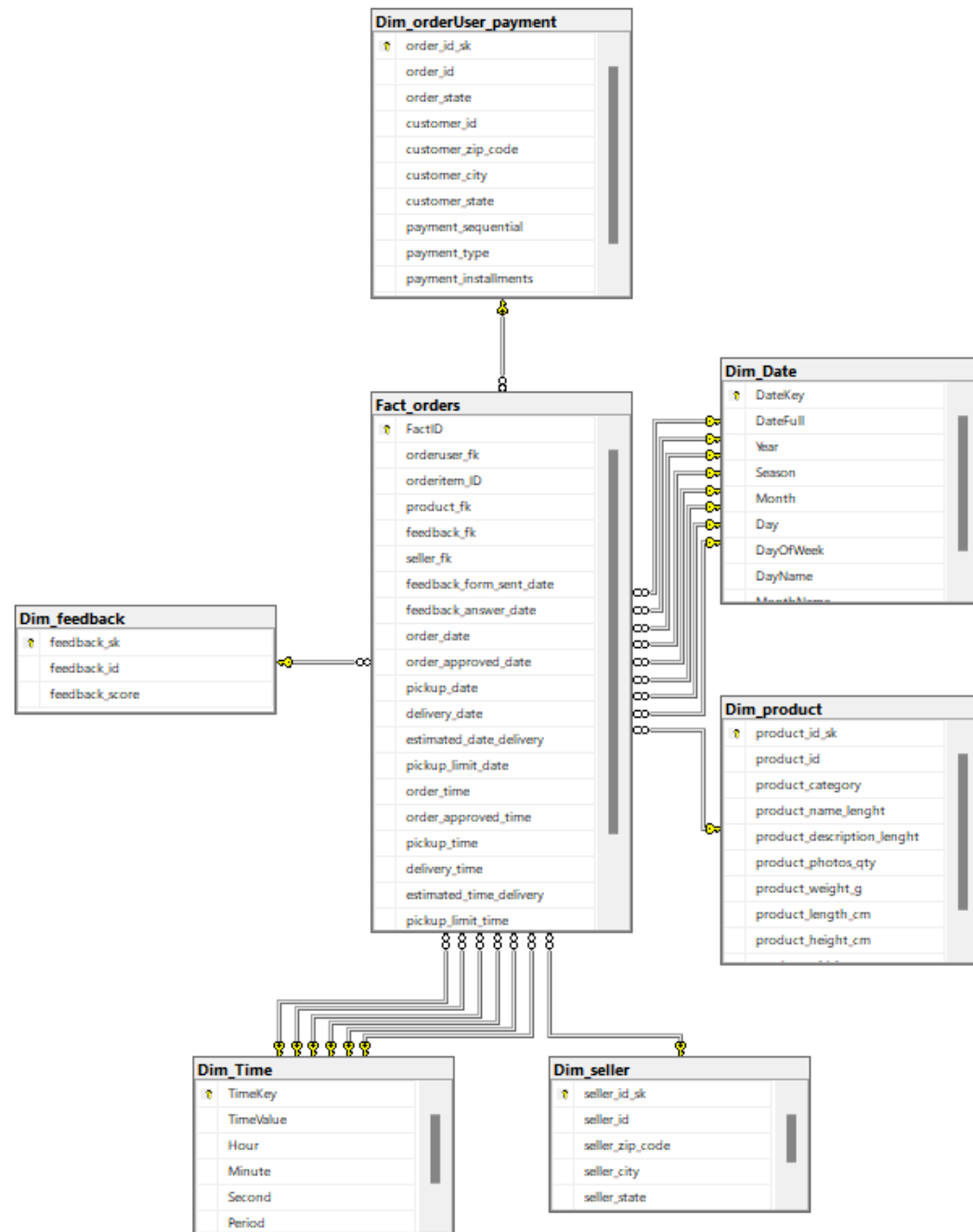
# Business Case



This ETL project combines scattered e-commerce data into one system to help the business make better decisions, improve customer satisfaction, and grow sales.



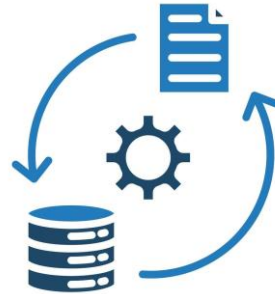
# DWH Schema



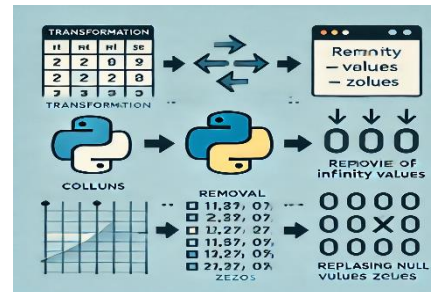
# ETL Pipeline



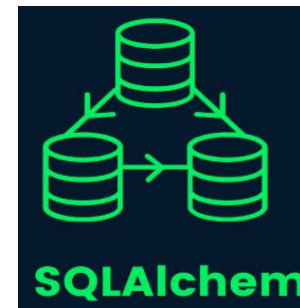
Import data from csv files



Transform data

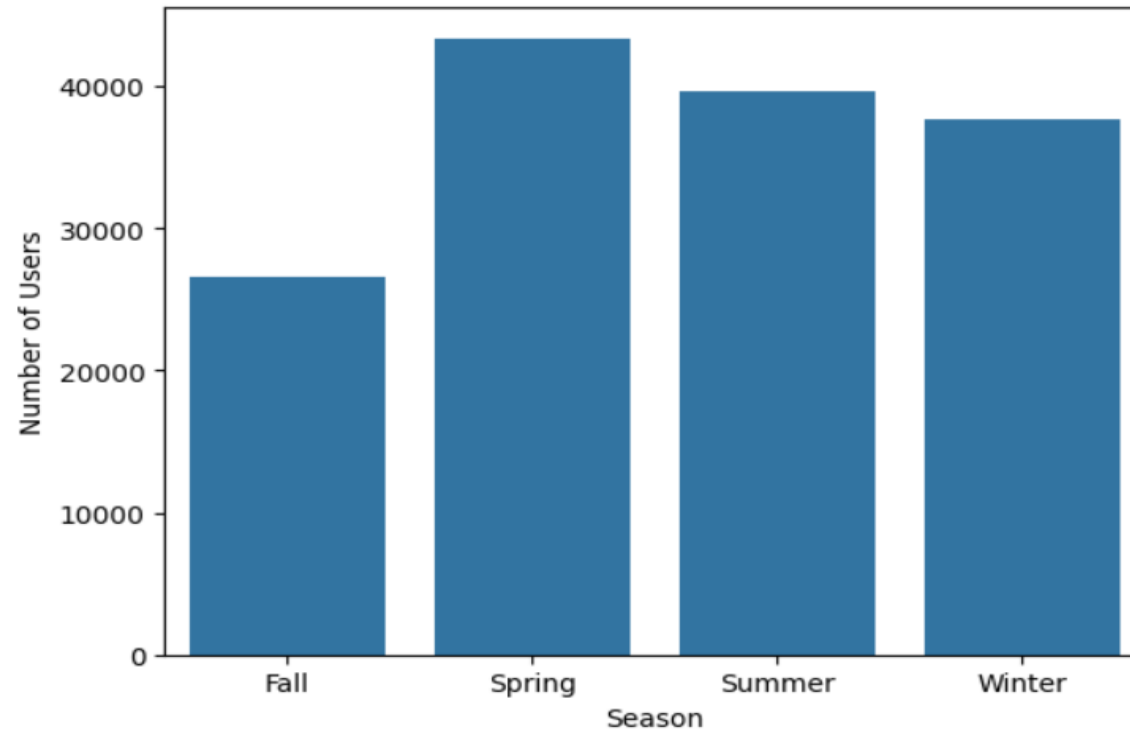


Load data into DWH



# Analytical Queries

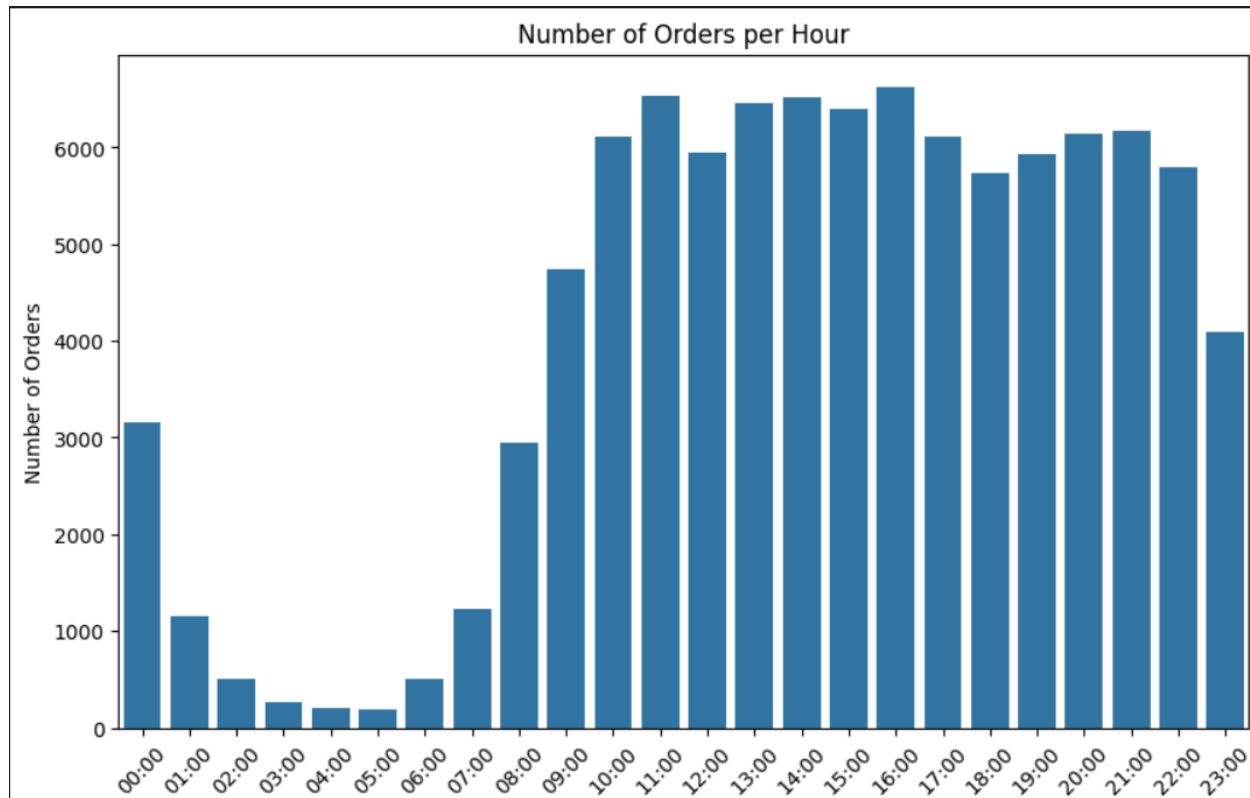
**When is the peak season of our ecommerce?**





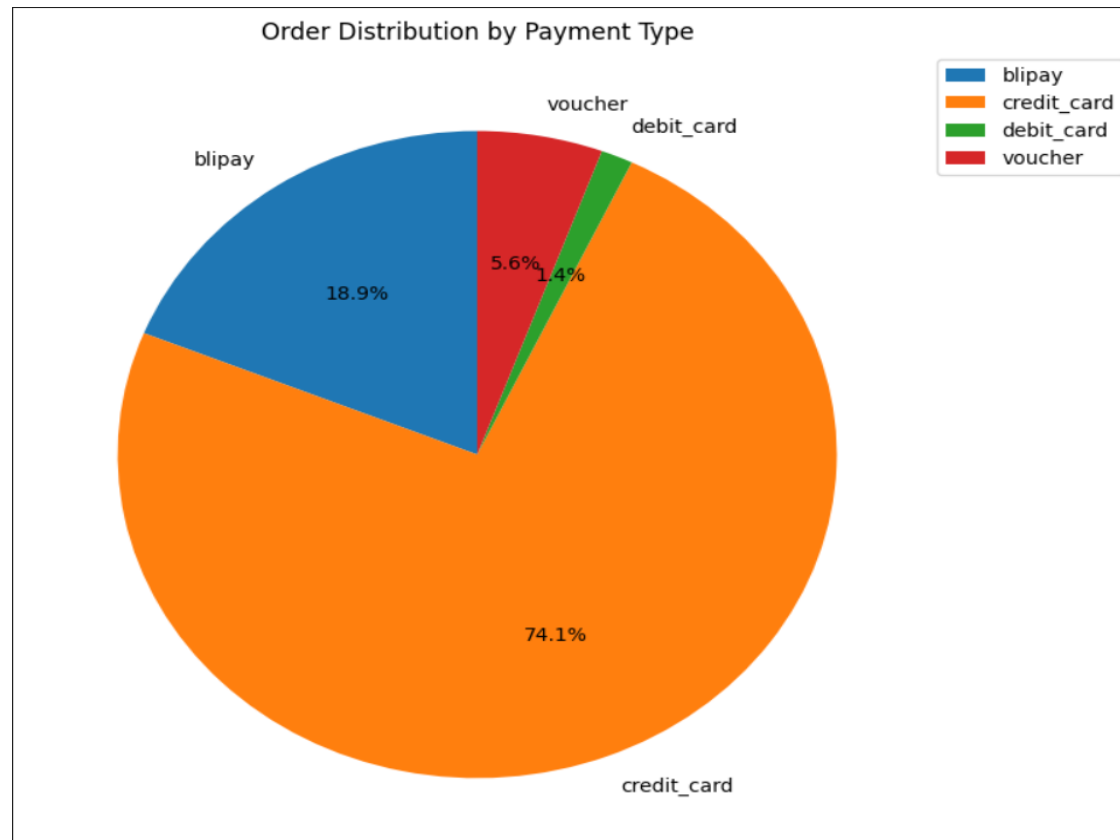
# Analytical Queries

**What time users are most likely to make an order or use the ecommerce app?**



# Analytical Queries

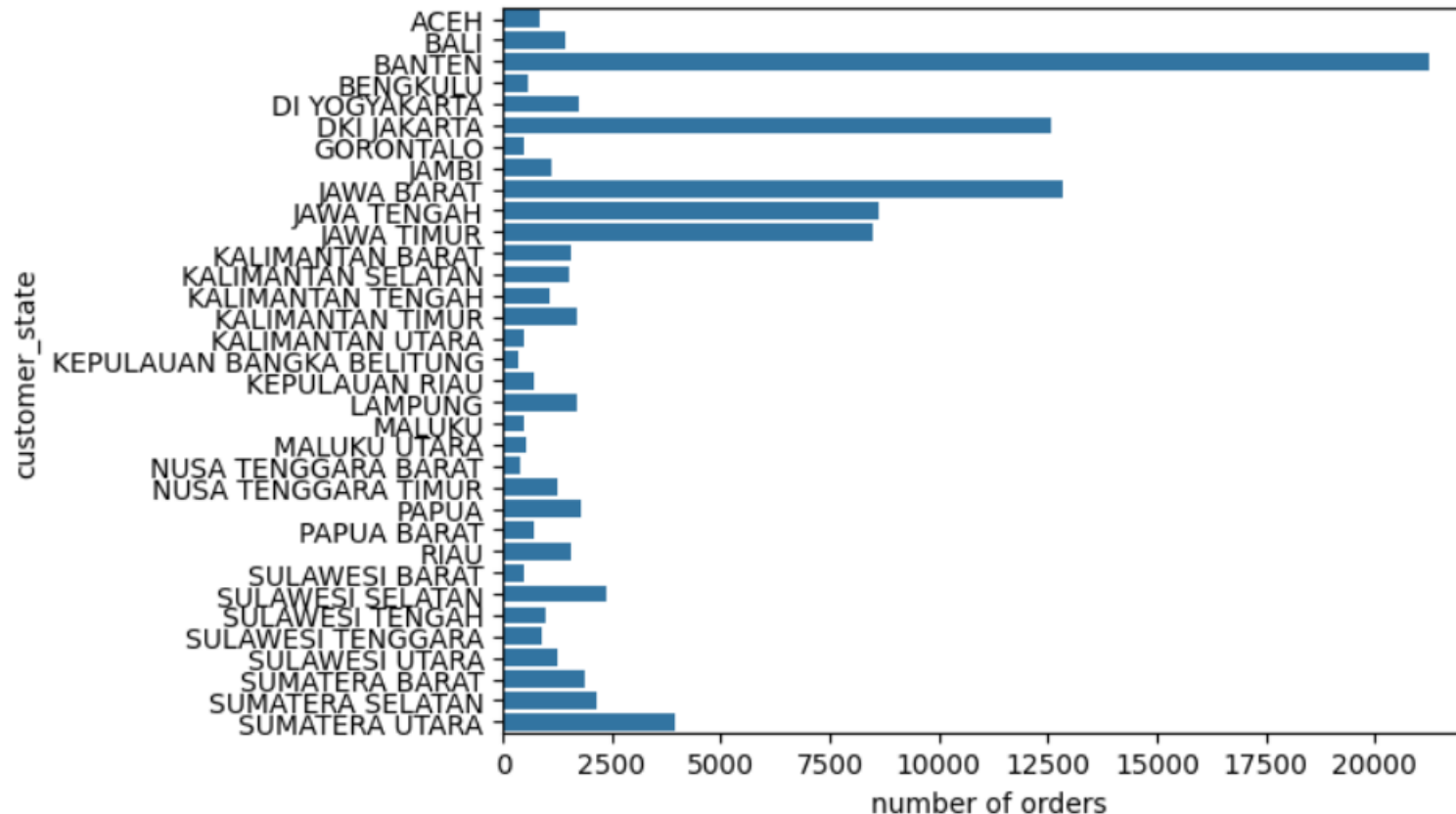
What is the preferred way to pay in the ecommerce?





# Analytical Queries

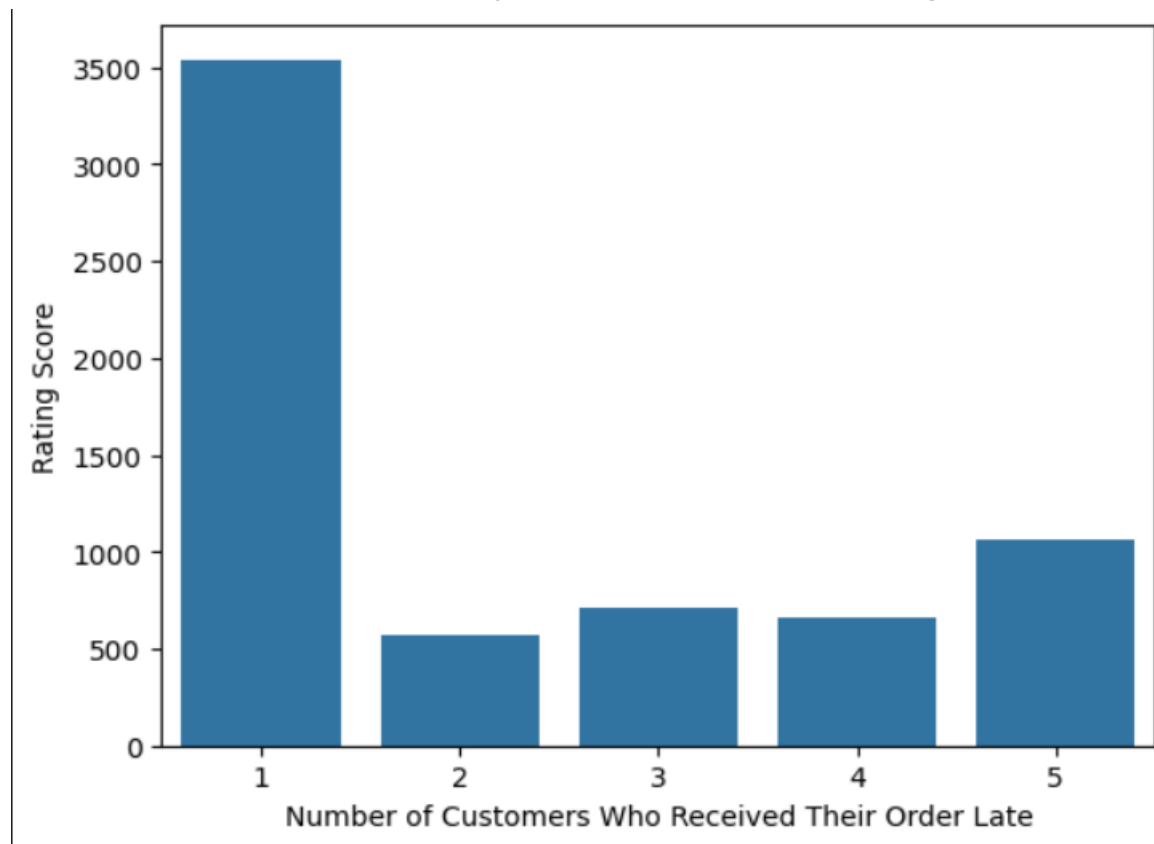
What is the frequency of purchases in each state?



# Analytical Queries

**Are late orders affecting customer satisfaction?**

Answer : yes, as most of them give a feedback score 1





**THANK YOU**