**GLOBAL SUPERSTORE MANAGEMENT**

**Milestone 3**

**Group-16**

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**Submission Date: 11/22/2023**

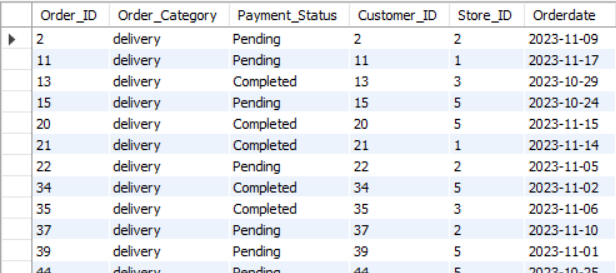
**Query 1) Find all delivery orders from orders table**

**Analytical Purpose: Manager wanted to look at the delivery orders to view their payment status, store and customerid**

SELECT \*

FROM orders

WHERE Order\_Category = 'delivery';



**Query 2) Find the number of orders in each store**

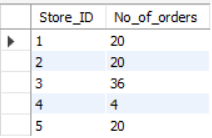
**Analytical Purpose: Identifying the orders per store to analyze the store performance and plan on any marketing campaigns to promote sales in low performing stores**

SELECT Store\_ID,

Count(\*) AS No\_of\_orders

FROM orders

GROUP BY Store\_ID;



**Query 3) Find customers who made purchases using Credit Card**

**Analytical Purpose: Identifying the customers who made purchases with credit card to approve their transaction after adding tip (if any).**

SELECT DISTINCT C.Customer\_ID, C.First\_Name, C.Last\_Name

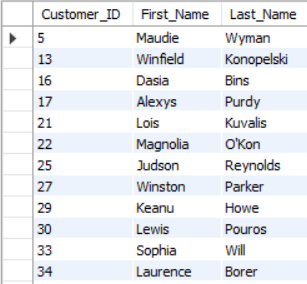
FROM Customer C

LEFT OUTER JOIN Orders O ON C.Customer\_ID = O.Customer\_ID

LEFT OUTER JOIN Payment P ON O.Order\_ID = P.Order\_ID

WHERE Mode\_of\_Payment = "Credit card"

ORDER BY Customer\_ID;



**Query 4) Find the total amount spent by each customer in descending order of their spending**

**Analytical Purpose: Identifying and rewarding the top 3-5 high-value customers with personalized gift cards in celebration of Thanksgiving**

SELECT C.Customer\_ID, C.First\_Name, C.Last\_Name, SUM(P.Amount) AS Total\_spend\_$

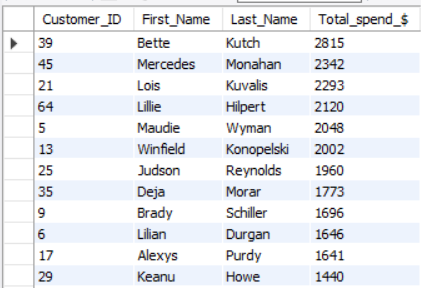
FROM orders O

LEFT OUTER JOIN Payment P ON O.Order\_ID = P.Order\_ID

LEFT OUTER JOIN customer C ON O.Customer\_ID = C.Customer\_ID

GROUP BY C.Customer\_ID,C.First\_Name,C.Last\_Name

ORDER BY Total\_spend\_$ DESC;



**Query 5) Find the store with highest revenue**

**Analytical Purpose:** **Determining the top-performing store based on revenue to award the coveted 'Super Store!!' recognition as part of the company's monthly awards to inspire and motivate the team.**

SELECT S.Store\_ID, SUM(P.Amount) AS Total\_revenue\_$

FROM orders O

LEFT OUTER JOIN Payment P ON O.Order\_ID = P.Order\_ID

LEFT OUTER JOIN store S ON O.Store\_ID = S.Store\_ID

GROUP BY S.Store\_ID

HAVING Total\_revenue\_$ = (SELECT MAX(Total\_revenue\_$)

FROM (SELECT S.Store\_ID, SUM(P.Amount) AS Total\_revenue\_$

FROM orders O

LEFT OUTER JOIN Payment P ON O.Order\_ID = P.Order\_ID

LEFT OUTER JOIN store S ON O.Store\_ID = S.Store\_ID

GROUP BY S.Store\_ID ) AS Store\_rev);



**Query 6) Find all customers with atleast 2 orders**

**Analytical Purpose: Identifying the repeating customers to**

SELECT C.Customer\_ID, C.First\_Name, C.Last\_Name

FROM Customer C

WHERE EXISTS (SELECT O.customer\_ID,count(\*) as no\_of\_orders

FROM Orders O

WHERE C.Customer\_ID = O.Customer\_ID

GROUP BY O.customer\_ID

HAVING no\_of\_orders>=2);



**Query 7) Find distribution of revenue by payment mode**

**Analytical Purpose: Identifying the share of each payment method so that we can contact a credit/debit card vendor for special offers for using their credit/debit card which boosts the sales**

SELECT Mode\_Of\_Payment,

SUM(amount) AS Revenue,

ROUND(100\*SUM(amount)/(SELECT SUM(amount) FROM Payment),2)

AS 'Revenue\_Share(%)'

FROM Payment

GROUP BY Mode\_Of\_Payment

ORDER BY Revenue



**Query 8) Find Top 5 Customers with Highest average order value (AOV) and their Lite time Revenue (LTR)**

**Analytical Purpose: To find the top 5 customers based on their average order value and understand their lifetime revenue and number of orders based on which we can give them personalized rewards/loyalty points.**

SELECT Customer\_ID,

First\_Name,

Last\_Name,

ROUND(AOV,2) AS 'AOV($)',

Total\_rev AS ‘LTR($)’,

No\_of\_orders

FROM (SELECT C.Customer\_ID, C.First\_Name, C.Last\_Name, AVG(P.amount) AS AOV, COUNT(p.amount) AS No\_of\_orders, SUM(P.amount) AS Total\_rev,

RANK() OVER (ORDER BY AVG(P.amount) DESC,SUM(P.amount) DESC) AS Cust\_Rank

FROM Customer C

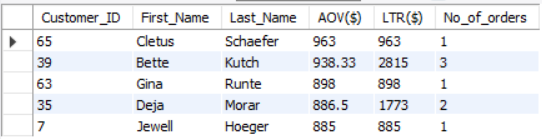
LEFT OUTER JOIN Orders O ON C.Customer\_ID = O.Customer\_ID

LEFT OUTER JOIN Payment P ON O.Order\_ID = P.Order\_ID

GROUP BY C.Customer\_ID, C.First\_Name, C.Last\_Name

) RankedCustomers

WHERE Cust\_Rank <= 5;



**Query 9) Find Top 2 Payment methods in each store by sales ($)**

**Analytical Purpose: To find the sales($) by payment method based on which our manager can take a call on whether to purchase an additional cash counting machine (if cash has major share in the sales($))**

SELECT Store\_ID, Mode\_of\_Payment, Cat\_rev AS 'Category\_rev($)',

(SELECT SUM(amount)

FROM Orders O

LEFT OUTER JOIN Payment P on O.Order\_ID = P.Order\_ID

WHERE O.Store\_ID = p1.store\_ID) AS 'Store\_rev($)',

ROUND(100\*Cat\_rev/(SELECT SUM(amount)

FROM Orders O

LEFT OUTER JOIN Payment P on O.Order\_ID = P.Order\_ID

WHERE O.Store\_ID = p1.store\_ID) ,2) AS 'Rev\_Share\_in\_store(%)'

FROM (SELECT O.Store\_ID,

P.Mode\_of\_Payment ,

SUM(P.amount) AS Cat\_rev,

RANK() OVER (PARTITION BY O.Store\_ID ORDER BY SUM(P.amount) DESC) AS Payment\_Rank

FROM Orders O

LEFT OUTER JOIN Payment P ON O.Order\_ID = P.Order\_ID

GROUP BY O.Store\_ID,p.Mode\_of\_Payment) AS P1

WHERE Payment\_Rank<=2

ORDER BY Store\_ID,Cat\_rev DESC;

