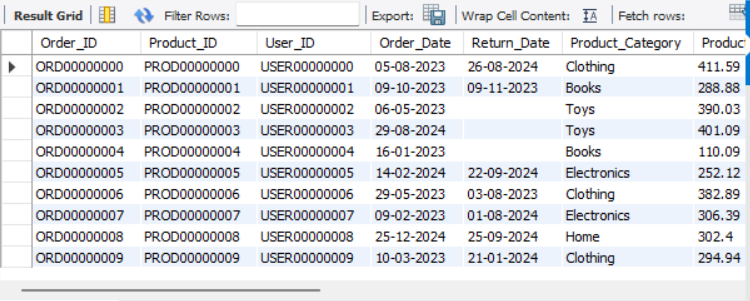
**Display**

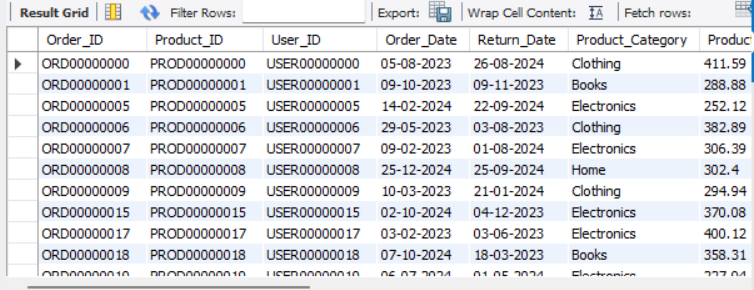
SELECT \* FROM ecommerce LIMIT 10;



**Display returned orders**

SELECT \* FROM ecommerce

WHERE Return\_Status = 'Returned';



**Display orders by user age group**

SELECT

CASE

WHEN User\_Age < 20 THEN 'Under 20'

WHEN User\_Age BETWEEN 20 AND 29 THEN '20-29'

WHEN User\_Age BETWEEN 30 AND 39 THEN '30-39'

WHEN User\_Age BETWEEN 40 AND 49 THEN '40-49'

WHEN User\_Age BETWEEN 50 AND 59 THEN '50-59'

ELSE '60+'

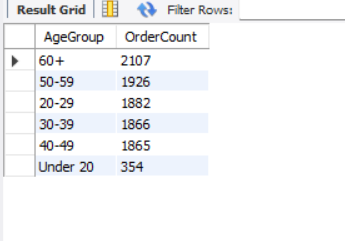
END as AgeGroup,

COUNT(\*) as OrderCount

FROM ecommerce

GROUP BY AgeGroup

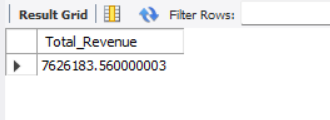
ORDER BY OrderCount DESC;



**Total revenue from all orders**

SELECT SUM(Product\_Price \* Order\_Quantity) AS Total\_Revenue

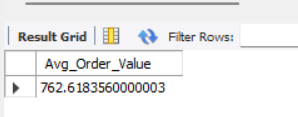
FROM ecommerce;



**Average order value**

SELECT AVG(Product\_Price \* Order\_Quantity) AS Avg\_Order\_Value

FROM ecommerce;



**Category Analysis**

**Revenue by product category**

SELECT

Product\_Category,

SUM(Product\_Price \* Order\_Quantity) AS Category\_Revenue,

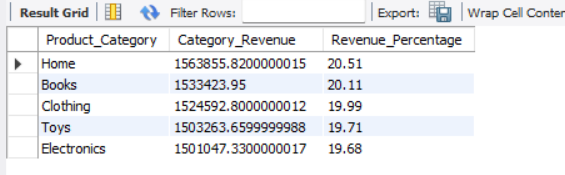
ROUND(SUM(Product\_Price \* Order\_Quantity) /

(SELECT SUM(Product\_Price \* Order\_Quantity) FROM ecommerce) \* 100, 2) AS Revenue\_Percentage

FROM ecommerce

GROUP BY Product\_Category

ORDER BY Category\_Revenue DESC;



**Average product price by category**

SELECT

Product\_Category,

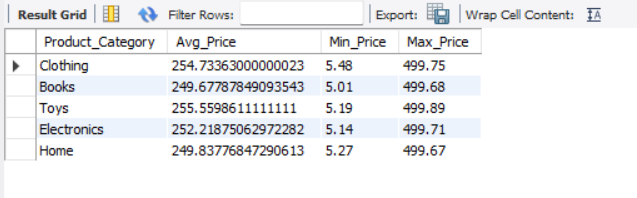
AVG(Product\_Price) AS Avg\_Price,

MIN(Product\_Price) AS Min\_Price,

MAX(Product\_Price) AS Max\_Price

FROM ecommerce

GROUP BY Product\_Category;



**Return Analysis**

SELECT

Product\_Category,

COUNT(\*) AS Total\_Orders,

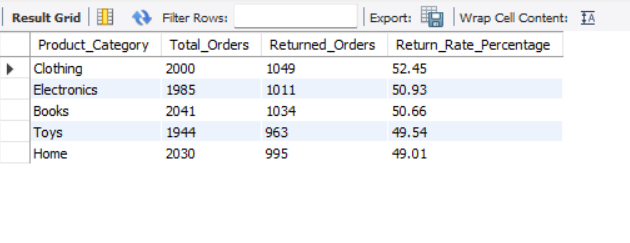
SUM(CASE WHEN Return\_Status = 'Returned' THEN 1 ELSE 0 END) AS Returned\_Orders,

ROUND(SUM(CASE WHEN Return\_Status = 'Returned' THEN 1 ELSE 0 END) / COUNT(\*) \* 100, 2) AS Return\_Rate\_Percentage

FROM ecommerce

GROUP BY Product\_Category

ORDER BY Return\_Rate\_Percentage DESC;



**Gender distribution of orders**

SELECT

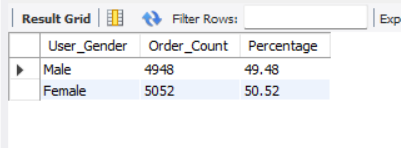
User\_Gender,

COUNT(\*) AS Order\_Count,

ROUND(COUNT(\*) / (SELECT COUNT(\*) FROM ecommerce) \* 100, 2) AS Percentage

FROM ecommerce

GROUP BY User\_Gender;



**Correlation between discount and returns**

SELECT

CASE

WHEN Discount\_Applied = 0 THEN 'No Discount'

WHEN Discount\_Applied < 10 THEN 'Small Discount (<10)'

WHEN Discount\_Applied < 20 THEN 'Medium Discount (10-19)'

ELSE 'Large Discount (20+)'

END AS Discount\_Range,

COUNT(\*) AS Total\_Orders,

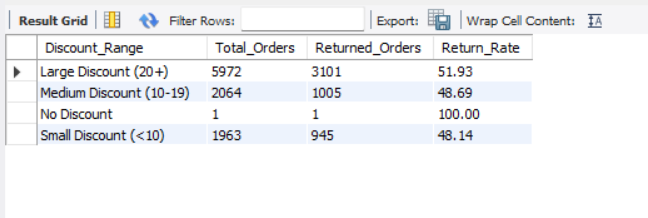
SUM(CASE WHEN Return\_Status = 'Returned' THEN 1 ELSE 0 END) AS Returned\_Orders,

ROUND(SUM(CASE WHEN Return\_Status = 'Returned' THEN 1 ELSE 0 END) / COUNT(\*) \* 100, 2) AS Return\_Rate

FROM ecommerce

GROUP BY Discount\_Range

ORDER BY Discount\_Range;



**Payment Analysis**

SELECT

Payment\_Method,

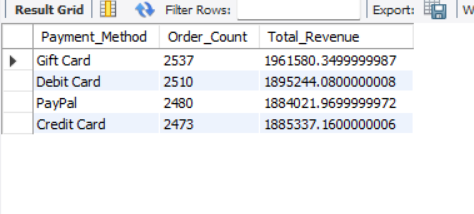
COUNT(\*) AS Order\_Count,

SUM(Product\_Price \* Order\_Quantity) AS Total\_Revenue

FROM ecommerce

GROUP BY Payment\_Method

ORDER BY Order\_Count DESC;



Shippment Analysis

SELECT

Shipping\_Method,

COUNT(\*) AS Order\_Count,

AVG(Product\_Price \* Order\_Quantity) AS Avg\_Order\_Value

FROM ecommerce

GROUP BY Shipping\_Method

ORDER BY Avg\_Order\_Value DESC;

