

DAY 1

```
-- CREATE DATABASE IN LOCAL SYSTEM
```

```
CREATE DATABASE ecom;
```

```
-- USE DATABASE
```

```
USE ecom;
```

```
-- CREATE PRODUCT DETAILS TABLE
```

```
CREATE TABLE products
```

```
( product_id INT,
```

```
product_name VARCHAR(100),
```

```
product_price INT,
```

```
product_description VARCHAR(500),
```

```
product_url VARCHAR(500),
```

```
PRIMARY KEY (product_name)
```

```
);
```

```
-- load data infile
```

```
LOAD DATA INFILE "G:/Marketing Analytics/products.csv"
```

```
INTO TABLE products
```

```
FIELDS TERMINATED BY ','
```

```
ENCLOSED BY '"'
```

```
LINES TERMINATED BY '\r\n'
```

```
IGNORE 1 LINES;
```

```
-- CREATE ORDER DETAILS TABLE
```

```
CREATE TABLE orders
```

```
( order_id INT,
```

```
first_name VARCHAR(100),
last_name VARCHAR(100),
company_name VARCHAR(100) NULL,
address VARCHAR(100),
city VARCHAR(100),
state_code VARCHAR(10),
pincode VARCHAR(10),
country_code VARCHAR(10),
email VARCHAR(100),
phone VARCHAR(20),
order_subtotal INT,
cart_discount INT,
product_name VARCHAR(100),
FOREIGN KEY(product_name) REFERENCES products(product_name)
);
```

```
-- load data infile

LOAD DATA INFILE "G:/Marketing Analytics/orders.csv"
INTO TABLE orders
FIELDS TERMINATED BY ','
ENCLOSED BY '"'
LINES TERMINATED BY '\r\n'
IGNORE 1 LINES;
```

```
-- CREATE customer table

CREATE TABLE customers
(customer_id INT,
email VARCHAR(100),
first_name VARCHAR(100) NULL,
```

```
last_name VARCHAR(100) NULL
```

```
);
```

```
-- load data infile
```

```
LOAD DATA INFILE "G:/Marketing Analytics/customers.csv"
```

```
INTO TABLE customers
```

```
FIELDS TERMINATED BY ','
```

```
ENCLOSED BY '"'
```

```
LINES TERMINATED BY '\r\n'
```

```
IGNORE 1 LINES;
```

```
-- GET ALL THE RECORDS FROM PRODUCTS TABLE
```

```
SELECT * FROM products;
```

```
-- GET ALL THE RECORDS FROM ORDERS TABLE
```

```
SELECT * FROM orders;
```

```
-- GET ALL THE RECORDS FROM CUSTOMER TABLE
```

```
SELECT * FROM customers;
```

```
-- ADD a new column with categories as general and digital marketing
```

```
ALTER TABLE products ADD COLUMN product_category VARCHAR(100) AFTER product_name;
```

```
-- UPDATE THE TABLE
```

```
UPDATE products SET product_category = 'General' WHERE product_price = 499;
```

```
UPDATE products SET product_category = 'Digital Marketing' WHERE product_price = 999;
```

```
-- COUNT total number of products
```

```
SELECT COUNT(*) as num_of_products FROM products;
```

-- How many distinct categories are there

```
SELECT DISTINCT product_category FROM products;
```

-- How many DISTINCT customers id are there

```
SELECT count(DISTINCT customer_id) FROM customers;
```

-- get email id of only a specific customer_id

```
SELECT email FROM customers WHERE customer_id = 3;
```

-- get product name with success

```
SELECT product_name FROM products WHERE product_name LIKE '%SUCCESS%';
```

-- count how many books are downloaded product name wise

```
SELECT product_name, COUNT(*) AS num_of_downloads FROM orders GROUP BY product_name  
HAVING COUNT(*) > 0 ORDER BY product_name DESC ;
```