CREATE TABLE marketing\_campaign (

ID INT PRIMARY KEY,

Age INT,

Year\_Birth INT,

Education VARCHAR(50),

Marital\_Status VARCHAR(50),

Income INT,

Kidhome INT,

Teenhome INT,

Dt\_Customer DATE,

Recency INT,

MntWines INT,

MntFruits INT,

MntMeatProducts INT,

MntFishProducts INT,

MntSweetProducts INT,

MntGoldProds INT,

NumDealsPurchases INT,

NumWebPurchases INT,

NumCatalogPurchases INT,

NumStorePurchases INT,

NumWebVisitsMonth INT,

AcceptedCmp3 INT,

AcceptedCmp4 INT,

AcceptedCmp5 INT,

AcceptedCmp1 INT,

AcceptedCmp2 INT,

Complain INT,

Response INT

);

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SET datestyle = 'DMY';

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COPY marketing\_campaign

FROM 'E:/Marketing Campaign final.csv'

DELIMITER ','

CSV HEADER;

select \* from marketing\_campaign

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--1. How does income distribution vary across different educational levels?

SELECT education, AVG(income) AS avg\_income

FROM marketing\_campaign

GROUP BY education

ORDER BY avg\_income DESC;

--3. Are older customers spending more on specific categories like luxury goods or daily essentials?

SELECT CASE

WHEN age BETWEEN 18 AND 24 THEN ' (18-24 )'

WHEN age BETWEEN 25 AND 34 THEN ' (25-34 )'

WHEN age BETWEEN 35 AND 44 THEN ' (35-44 )'

WHEN age BETWEEN 45 AND 54 THEN ' (45-54 )'

WHEN age BETWEEN 55 AND 64 THEN ' (55-64 )'

WHEN age BETWEEN 65 AND 74 THEN ' (65-74 )'

END AS marketing\_age\_group

, AVG(mntgoldprods) AS avg\_gold, AVG(mntmeatproducts) AS avg\_meat

FROM marketing\_campaign

GROUP BY marketing\_age\_group

ORDER BY marketing\_age\_group ;

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select \* from marketing\_campaign

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--4. How does spending vary across different age groups?

SELECT CASE

WHEN age BETWEEN 18 AND 24 THEN ' (18-24 )'

WHEN age BETWEEN 25 AND 34 THEN ' (25-34 )'

WHEN age BETWEEN 35 AND 44 THEN ' (35-44 )'

WHEN age BETWEEN 45 AND 54 THEN ' (45-54 )'

WHEN age BETWEEN 55 AND 64 THEN ' (55-64 )'

WHEN age BETWEEN 65 AND 74 THEN ' (65-74 )'

END AS marketing\_age\_group , SUM(mntwines + mntfruits + mntmeatproducts + mntfishproducts + mntsweetproducts + mntgoldprods) AS total\_spending

FROM marketing\_campaign

GROUP BY marketing\_age\_group

ORDER BY marketing\_age\_group;

--5. How does the family structure (Kidhome/Teenhome) affect spending behavior?

SELECT (kidhome + teenhome) AS total\_children, AVG(mntwines + mntfruits + mntmeatproducts + mntfishproducts + mntsweetproducts + mntgoldprods) AS avg\_spending

FROM marketing\_campaign

GROUP BY total\_children

order by avg\_spending desc ;

--6. How do customer complaints correlate with their overall spending?

SELECT

complain,

COUNT(\*) AS count\_customers,

AVG(mntwines + mntfruits + mntmeatproducts + mntfishproducts + mntsweetproducts + mntgoldprods) AS avg\_spending

FROM

marketing\_campaign

GROUP BY

complain;

--8. Income vs gold purchase: How does income influence the amount spent on gold products?

Select CASE

WHEN income BETWEEN 108775 AND 162397 THEN '108775-162397'

WHEN income BETWEEN 1730 AND 54351 THEN '1730-54351'

WHEN income BETWEEN 54352 AND 108774 THEN '54352-108774'

END AS income\_range,

CASE

WHEN income BETWEEN 108775 AND 162397 THEN 'High Income'

WHEN income BETWEEN 1730 AND 54351 THEN 'Low Income'

WHEN income BETWEEN 54352 AND 108774 THEN 'Medium Income'

END AS income\_category , AVG(mntgoldprods) AS avg\_gold\_spent

FROM marketing\_campaign

GROUP BY income\_category , income\_range

order by income\_category , income\_range ;

--9. Website Engagement: How do the number of web visits per month impact the total purchases made by customers?

SELECT

numwebvisitsmonth,

CASE

WHEN numwebpurchases > 0 THEN 'Visited and Purchased'

ELSE 'Visited but No Purchase'

END AS purchase\_status,

COUNT(\*) AS customer\_count

FROM

marketing\_campaign

WHERE

numwebvisitsmonth > 0

GROUP BY

numwebvisitsmonth,

purchase\_status

ORDER BY

numwebvisitsmonth;

--10. What is the relationship between marital status and overall spending?

DELETE FROM marketing\_campaign

WHERE marital\_status IN ('Absurd', 'YOLO');

SELECT marital\_status, AVG(mntwines + mntfruits + mntmeatproducts + mntfishproducts + mntsweetproducts + mntgoldprods) AS avg\_spending

FROM marketing\_campaign

GROUP BY marital\_status

order by avg\_spending ;

--12. Which group of customers is most loyal, reflected by frequent purchases or low recency?

SELECT marital\_status, recency, COUNT(\*) AS frequent\_purchases

FROM marketing\_campaign

WHERE recency < 30

GROUP BY marital\_status, recency

ORDER BY frequent\_purchases , recency DESC;

--13. What is the distribution of web purchases versus store purchases?

SELECT

id,

AVG(numwebpurchases) AS avg\_web\_purchases,

AVG(numstorepurchases) AS avg\_store\_purchases,

AVG(numcatalogpurchases) AS avg\_catalog\_purchases

FROM

marketing\_campaign

GROUP BY

id

ORDER BY

id;

--14. What is the relationship between catalog purchases and store/web purchases?

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SELECT numwebvisitsmonth, AVG(numstorepurchases) AS avg\_store\_purchases, AVG(numcatalogpurchases) AS avg\_catalog\_purchases

FROM marketing\_campaign

GROUP BY numwebvisitsmonth;

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SELECT numdealspurchases, AVG(mntwines + mntfruits + mntmeatproducts + mntfishproducts + mntsweetproducts + mntgoldprods) AS avg\_spending

FROM marketing\_campaign

GROUP BY numdealspurchases;

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SELECT CASE

WHEN income BETWEEN 108775 AND 162397 THEN '108775-162397'

WHEN income BETWEEN 1730 AND 54351 THEN '1730-54351'

WHEN income BETWEEN 54352 AND 108774 THEN '54352-108774'

END AS income\_range,

CASE

WHEN income BETWEEN 108775 AND 162397 THEN 'High Income'

WHEN income BETWEEN 1730 AND 54351 THEN 'Low Income'

WHEN income BETWEEN 54352 AND 108774 THEN 'Medium Income'

END AS income\_category , AVG(mntwines + mntfruits + mntmeatproducts + mntfishproducts + mntsweetproducts + mntgoldprods) AS avg\_total\_spending

FROM marketing\_campaign

GROUP BY income\_category , income\_range

ORDER BY income\_category , income\_range ;

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SELECT DATE\_TRUNC('month', TO\_DATE(dt\_customer, 'DD/MM/YYYY')) AS month, AVG(numwebvisitsmonth) AS avg\_web\_visits, AVG(numwebpurchases) AS avg\_web\_purchases

FROM marketing\_campaign

GROUP BY month

ORDER BY month;

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SELECT (kidhome + teenhome) AS total\_children, AVG(income) AS avg\_income

FROM marketing\_campaign

GROUP BY total\_children;

select\*

from marketing\_campaign