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Intro

- As a Customer Insights Analyst, Getting Insights from 'The General Store'.
- Analyzing the following tables to find out crucial information about the Customers, Performance and Trends, etc.,

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Tables

customers

customer_id	first_shop	age	rewards	can_email
1	2022-03-20	23	yes	no
2	2022-03-25	26	no	no
3	2022-04-06	32	no	no
4	2022-04-13	25	yes	yes
5	2022-04-22	49	yes	yes
6	2022-06-18	28	yes	no
7	2022-06-30	36	no	no
8	2022-07-04	37	yes	yes

orders

order_id	customer_id	date_shop	sales_channel	country_id
1	1	2023-01-16	retail	1
2	4	2023-01-20	retail	1
3	2	2023-01-25	retail	2
4	3	2023-01-25	online	1
5	1	2023-01-28	retail	3
6	5	2023-02-02	online	1
7	6	2023-02-05	retail	1
8	3	2023-02-11	online	3

products

product_id	category	price
1	food	5.99
2	sports	12.49
3	vitamins	6.99
4	food	0.89
5	vitamins	15.99

country

country_id	country_name	head_office
1	UK	London
2	USA	New York
3	China	Beijing

baskets

order_id	product_id
1	1
1	2
1	5
2	4
3	3
4	2
4	1
5	3
5	5
6	4
6	3
6	1
7	2
7	1
8	3
8	3

Customer Insights Analysis

1. Names of all the countries:

```
SELECT distinct country_name  
from country;
```

	country_name
▶	UK
	USA
	China

2. Total Number of Customers:

```
SELECT COUNT(*) AS total_no_of_customers  
from customers;
```

	total_no_of_customers
▶	8

3. Total revenue generated by each product category

```
select p.category,  
       sum(price) as total_revenue  
from products p  
join baskets b using (product_id)  
group by p.category;
```

	category	total_revenue
▶	food	25.74
	sports	37.47
	vitamins	66.93

4. The Average Price of products in each Category

```
select category,  
       round(avg(price),2) as average_price  
from products  
group by category;
```

	category	average_price
▶	food	3.44
	sports	12.49
	vitamins	11.49

5. No. of Orders were made in each sales channel in the orders table

```
select sales_channel,  
       count(*) as no_of_orders  
from orders  
group by sales_channel;
```

	sales_channel	no_of_orders
▶	retail	5
	online	3

6. The Date of the latest order made by a customer who can receive marketing emails

```
with cte as (  
  select customer_id,  
         max(order_id) as latest_order,  
         max(date_shop) as latest_order_date  
  from orders o  
  join customers c using (customer_id)  
  where can_email = 'yes'  
  group by customer_id  
)  
select latest_order_date  
from cte  
join orders o on cte.customer_id = o.customer_id and cte.latest_order = o.order_id  
order by latest_order_date desc  
limit 1;
```

	latest_order_date
▶	2023-02-02

7. The Country with the Highest number of Orders

```
select country_name , count(*) as no_of_orders
from orders o
join country c on c.country_id = o.country_id
group by country_name
order by no_of_orders desc
limit 1;
```

	country_name	no_of_orders
►	UK	5

8. The Average Age of customers who made orders in the 'vitamins' product category

```
with cte as (  
  select o.customer_id, p.product_id, p.category, o.order_id  
  from baskets b  
  join orders o using (order_id)  
  join products p using (product_id)  
  where category = 'vitamins'  
) select round(avg(age),0) as average_age_of_customer  
from cte  
join customers c using (customer_id);
```

	average_age_of_customer
▶	30

9. Total Revenue of Products in each Category in each Country

```
select country_name,  
       sum(price) as total_revenue  
from products p  
join baskets b using (product_id)  
join orders o using (order_id)  
join country c using (country_id)  
group by country_name;
```

	country_name	total_revenue
▶	UK	86.19
	USA	6.99
	China	36.96

10. Average Age of Customers who can receive marketing emails (can_email is set to 'yes')

```
select round(avg(age),0) as average_age  
from customers  
where can_email = 'yes';
```

	average_age
▶	37

11.No. of Orders were made by customers aged 30:

```
select count(*) as no_of_orders  
from customers c  
join orders o using (customer_id)  
where c.age >= 30;
```

	no_of_orders
▶	3

Insights

- 1) **UK** has generated **Highest Total Revenue** of 86.19 and US has generated lowest Revenue of 6.99.
- 2) **UK** is the country which has **Highest Number of Orders**.
- 3) **Vitamins** under Product category Ranked **No.1** with **Highest Total Revenue**, followed by Sports category and **Food** ranked **No. 3** with lowest total revenue.
- 4) The **Average Age of Customers** who ordered **Vitamin** is **30**, an insight which says customers give importance to their health.
- 5) Customers preferred Retail Channel rather than the Online orders, an insight that needs to be addressed.

Thank you!

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