



## <u>Intro</u>

- ➤ 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,.



## Aarthi Durai

## **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
	1			

#### 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**

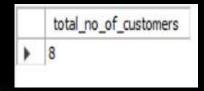
#### 1. Names of all the countries:

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



### 2. Total Number of Customers:

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



### 3. Total revenue generated by each product category

	category	total_revenue
٠	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

	sales_channel	no_of_orders
٠	retail	5
	online	3

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

```
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;
```

	untry_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

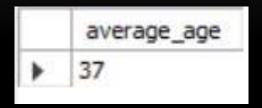
30
```

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

	country_name	total_revenue
•	UK	86.19
	USA	6.99
	China	36.96

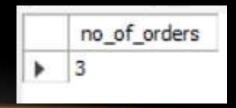
# 10. Average Age of Customers who can receive marketing emails (can\_email is set to 'yes')

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



## 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;
```



## <u>Insights</u>

- 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 or 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!