

1) -- Getting gender wise distribution

```
SELECT gender, COUNT(*) AS Count
FROM customer
GROUP BY gender;
```

2)--Age wise customer distribution

```
SELECT age_division AS Divisions, COUNT(*) AS Count
FROM ( SELECT *,
CASE
    WHEN YEAR(Order_date) - YEAR(birthday) <= 18 THEN '<=18'
    WHEN YEAR(Order_date) - YEAR(birthday) BETWEEN 18 AND 25 THEN '18-25'
    WHEN YEAR(Order_date) - YEAR(birthday) BETWEEN 25 AND 35 THEN '25-35'
    WHEN YEAR(Order_date) - YEAR(birthday) BETWEEN 35 AND 45 THEN '35-45'
    WHEN YEAR(Order_date) - YEAR(birthday) BETWEEN 45 AND 55 THEN '45-55'
    WHEN YEAR(Order_date) - YEAR(birthday) BETWEEN 55 AND 65 THEN '55-65'
    WHEN YEAR(Order_date) - YEAR(birthday) BETWEEN 65 AND 75 THEN '65-75'
    ELSE 'Greater than 75'
END AS age_division
FROM overall
) AS Age_groups
GROUP BY age_division
ORDER BY age_division;
```

3)—Top Frequently visiting customer

```
SELECT customerkey,productkey , COUNT(productkey) AS purchase_count
FROM sales
GROUP BY customerkey, productkey
ORDER BY purchase_count DESC LIMIT 15;
```

4)—Location wise Customer count

```
SELECT continent, country, state, city, COUNT(CustomerKey) AS Count
FROM customer
GROUP BY continent, country, state, city
ORDER BY Count DESC;
```

5)—Country wise frequent buyers

```
SELECT s.customerkey, c.name, c.country, COUNT(order_number) AS purchase_frequency
FROM sales as s, customer as c
where s.customerkey=c.customerkey
GROUP BY s.customerkey
order by purchase_frequency desc;
```