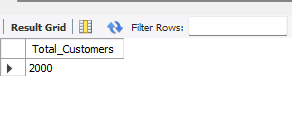
KPI

* What Is the total Customers the data have?

Select

count(distinct id) as Total\_Customers

from user\_data\_dup;

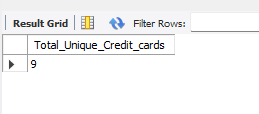


* How many unique credit cards does the data have?

Select

count(distinct num\_credit\_cards) as Total\_Unique\_Credit\_cards

from user\_data\_dup;



* What is the most common gender in the dataset?

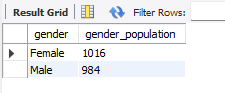
SELECT gender,

COUNT(\*) AS gender\_population

FROM user\_data\_dup

GROUP BY gender

ORDER BY gender\_population DESC;



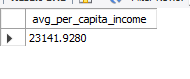
Business Key Problems and Answers

1. What is the average per capita income of users?

SELECT AVG(CAST(REPLACE(per\_capita\_income, '$', '') AS DECIMAL))

AS avg\_per\_capita\_income

FROM user\_data\_dup;



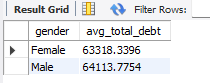
1. What is the average total debt for users by gender?

SELECT gender, AVG(CAST(REPLACE(total\_debt, '$', '') AS DECIMAL))

AS avg\_total\_debt

FROM user\_data\_dup

GROUP BY gender;



1. Which birth year has the most users?

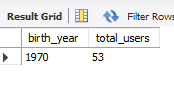
SELECT birth\_year, COUNT(\*) AS total\_users

FROM user\_data\_dup

GROUP BY birth\_year

ORDER BY total\_users DESC

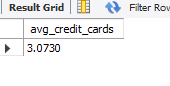
LIMIT 1;



1. What is the average number of credit cards per user?

SELECT AVG(num\_credit\_cards) AS avg\_credit\_cards

FROM user\_data\_dup;



1. Which address has the highest per capita income?

SELECT address, MAX(CAST(REPLACE(per\_capita\_income, '$', '') AS DECIMAL))

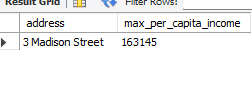
AS max\_per\_capita\_income

FROM user\_data\_dup

GROUP BY address

ORDER BY max\_per\_capita\_income DESC

LIMIT 1;

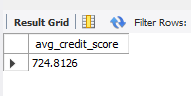


1. What is the average credit score of users with more than 3 credit cards

SELECT AVG(credit\_score) AS avg\_credit\_score

FROM user\_data\_dup

WHERE num\_credit\_cards > 3;



1. Which age group has the highest debt?

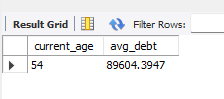
SELECT current\_age, AVG(CAST(REPLACE(total\_debt, '$', '') AS DECIMAL)) AS avg\_debt

FROM user\_data\_dup

GROUP BY current\_age

ORDER BY avg\_debt DESC

LIMIT 1;



1. How many users have reached retirement age?

SELECT COUNT(\*) AS retired\_users

FROM user\_data\_dup

WHERE current\_age >= retirement\_age;

