Customer360 SQL Project Summary (Snowflake)

Overview:

This project simulates a real-world Customer360 data analytics use case using Snowflake SQL.

It integrates multiple customer touchpoints - signups, logins, orders, and support tickets - to

derive actionable insights such as churn risk, funnel progression, and spending behavior.

Technologies Used:

- Snowflake SQL

- Snowsight (Web UI)

- GitHub for version control

Key SQL Concepts:

- Aggregations (COUNT, SUM, MAX, MIN)

- Conditional logic (CASE WHEN)

- Date functions (DATEDIFF, CURRENT_DATE)

- LEFT JOIN, EXISTS subqueries, GROUP BY, HAVING

Folder Structure:

- schema/: SQL DDL scripts

- data/: Data insert scripts

- queries/: Business queries

- readme_assets/: Screenshots, visuals

- README.md, .gitignore, LICENSE

Core Queries Implemented:

1. Customer Summary View

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2. Inactive Customers (No login/order in 30 days)

3. Cancelled-Only Customers

4. Top Spenders (Last 30 Days)

5. First Login & First Order

6. Churn Risk Detection

7. Funnel Stage Completion (Boolean Stage View)

Usage:

This project can be extended for dashboarding in Power BI, added to a Medium blog,

or presented during interviews to demonstrate practical SQL analytics skills.

GitHub Repo:

https://github.com/Anand-kumar4/customer360-sql-project