**USE** analytics\_database;

**DROP** **TABLE** **IF** **EXISTS** users\_RFM;

**CREATE** **TABLE** users\_RFM(

user\_id **BIGINT**,

rfm **VARCHAR**(20),

status **VARCHAR**(20)

);

**INSERT** **INTO** users\_rfm

**SELECT**

user\_id,

**concat**(r, f, m),

**CASE**

**WHEN** r = '1' **THEN** 'Lost'

**WHEN** (r = '3' **OR** r = '2') **AND** f = '3' **AND** m = '3' **THEN** 'Vip'

**ELSE** 'Regular'

**END** **AS** status

**FROM**

(**SELECT** t.user\_id,

**CASE**

**WHEN** n\_days <= 30 **THEN** '3'

**WHEN** n\_days > 30 **AND** n\_days < 60 **THEN** '2'

**WHEN** n\_days >= 60 **THEN** '1'

**ELSE** '!!!!' **END** **AS** r,

**CASE**

**WHEN** n <= 2 **THEN** '1'

**WHEN** n > 2 **AND** n < 5 **THEN** '2'

**WHEN** n >= 5 **THEN** '3'

**END** **AS** f,

**CASE**

**WHEN** s <= 10000 **THEN** '1'

**WHEN** s > 10000 **AND** s < 25000 **THEN** '2'

**WHEN** s >= 25000 **THEN** '3'

**END** **AS** m

**FROM**

(**SELECT** user\_id,

(**datediff**(**date**('2017-12-31'), **max**(o\_date))) **AS** n\_days,

**count**(id\_o) **AS** n,

**sum**(price) **AS** s

**FROM** orders

**GROUP** **BY** user\_id) t) t2

;

**SELECT** user\_id, rfm

**FROM** users\_rfm

**WHERE** rfm = '333';

**SELECT**

ur.status,

**COUNT**(**DISTINCT** o.user\_id),

**SUM**(o.price)

**FROM**

users\_rfm ur

**JOIN**

orders o

**ON** (o.user\_id = ur.user\_id)

**GROUP** **BY** ur.status

;

#Lost 790638 2986988933

#Regular 214256 889560700.5

#Vip 10225 666137811.1

#\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

# 1015119 4542687444

**SELECT** **SUM**(price)

**FROM** orders; # = 4542687444

**SELECT** **COUNT**(**DISTINCT** user\_id)

**FROM** orders; # = 1015119