SELECT r.reg\_name

,p.service\_id

,Count(p.purch\_id) as cnt

FROM Customers c

LEFT JOIN Purchases p

ON c.cust\_id=p.cust\_id LEFT JOIN Regions r

ON c.region\_id=r.region \_id

GROUP BY r.reg\_name,p.service\_id

ORDER BY cnt;

-Query to find out year-to-date revenue by customer for service

#2.It is interesting because this info can be used for targeted marketing

Campaign to generate more business from the customers currently under-using service#2

SELECT t.cust\_id

,SUM(t.amount) as revenue

FROM Transaction t

LEFT JOIN Purchases p

ON t.purch\_id = p.purch\_id

WHERE p.purch\_date BETWEEN '2017-01-01’ AND DATE.NOW()

AND p.service\_id=2

GROUP BY t.cust\_id

ORDER BY revenue;