

CONSUMER PURCHASING BEHAVIOUR AND LOYALTY SCORE

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ABSTRACT

The "Consumer Purchasing Behaviour and Loyalty Score" project aims to analyse the intricate relationship between consumer purchasing habits and their corresponding loyalty scores. By leveraging two datasets—Consumer Purchasing Behaviour and Consumer Loyalty—we will explore various factors that influence consumer spending and brand allegiance.

The Consumer Purchasing Behaviour dataset includes essential demographic information such as age, annual income, and total purchase amounts, which allows for a nuanced understanding of spending patterns across different consumer segments. Meanwhile, the Consumer Loyalty dataset provides insights into loyalty scores, regions, and purchase frequencies, facilitating the assessment of consumer engagement and retention.

Ultimately, the findings from this project aim to equip businesses with actionable insights that enhance their understanding of consumer behaviour, allowing for more targeted marketing efforts and improved customer satisfaction. This research holds significant implications for businesses seeking to foster loyalty and maximize revenue in an increasingly competitive market landscape.

CONSUMER PURCHASING BEHAVIOUR AND LOYALTY SCORE

PROJECT FOR SQL MODULE

Objectives

1. **Analyse Consumer Demographics:** Examine the demographic factors (age, annual income) that influence purchasing behaviour and loyalty scores.
2. **Identify Spending Patterns:** Identify patterns in purchase amounts and frequencies across different consumer segments.
3. **Evaluate Loyalty Factors:** Assess how loyalty scores relate to consumer engagement and purchasing frequency.
4. **Segment Consumers:** Create consumer segments based on purchasing behaviour and loyalty scores to target marketing strategies effectively.
5. **Develop Recommendations:** Formulate actionable recommendations for businesses to enhance customer loyalty and optimize marketing strategies.

Aim

To comprehensively understand the relationship between consumer purchasing behaviours and loyalty scores, providing businesses with data-driven insights to enhance customer engagement, retention, and overall profitability.

ER-DIAGRAM(ENTITY RELATION- DIAGRAM) FOR CONSUMER PURCHASING BEHAVIOUR

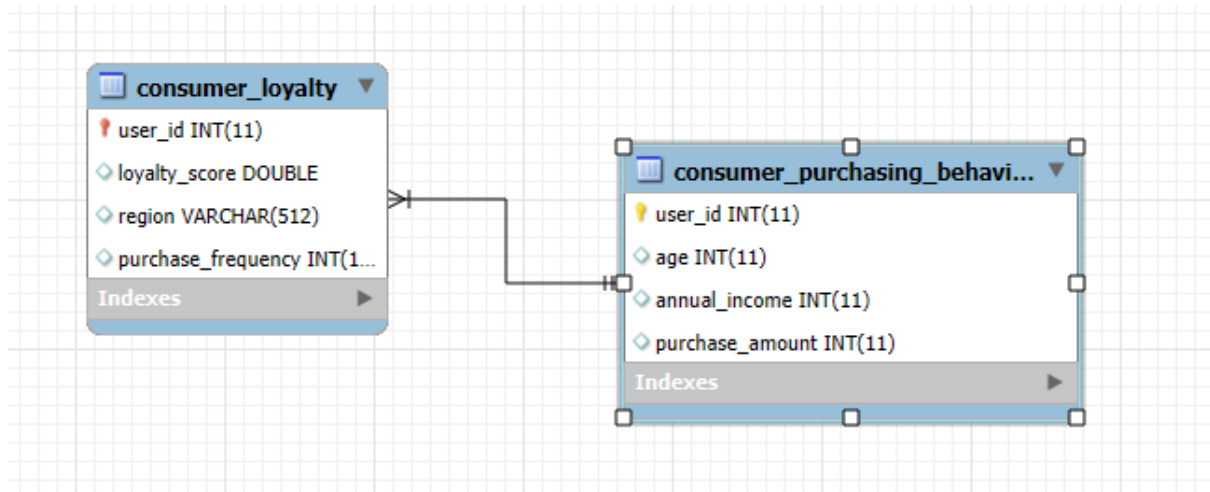


TABLE DESCRIPTION

TABLE 1:-CONSUMER PURCHASING BEHAVIOUR

10 • desc Consumer_Purchasing_Behavior;

Result Grid						
		Filter Rows:			Export:	Wrap Cell Content:
	Field	Type	Null	Key	Default	Extra
▶	user_id	int(11)	NO	PRI	NULL	
	purchase_amount	int(11)	YES		NULL	
	annual_income	int(11)	YES		NULL	
	age	int(11)	YES		NULL	

TABLE 2:- CONSUMER_LOYALTY

259 • desc Consumer_Loyalty;




Result Grid						
		Filter Rows:			Export:	Wrap Cell Content:
	Field	Type	Null	Key	Default	Extra
▶	user_id	int(11)	NO	PRI	NULL	
	loyalty_score	double	YES		NULL	
	region	varchar(512)	YES		NULL	
	purchase_frequency	int(11)	YES		NULL	

QUERIES:-

1. QUERY:-SELECT FROM CONSUMER_PURCHASING_BEHAVIOR

CODE:-select *from Consumer_Purchasing_Behavior;

OUTPUT

Result Grid   Filter Rows: <input type="text"/> Edit: 				
	user_id	age	annual_income	purchase_amount
▶	1	25	45000	200
	2	34	55000	350
	3	45	65000	500
	4	22	30000	150
	5	29	47000	220
	6	41	61000	480
	7	36	54000	400
	8	27	43000	230
	9	50	70000	600
	10	31	50000	320
	11	28	46000	250
	12	42	62000	520
	13	33	53000	380
	14	37	58000	420
	15	49	69000	590
	16	23	31000	160
	17	39	57000	440
	18	30	49000	300
	19	46	66000	510
	20	26	44000	240
	21	52	72000	610
	22	24	32000	170
	23	44	63000	460
	24	35	56000	390
	25	38	59000	430
	26	47	67000	530
	27	32	52000	360

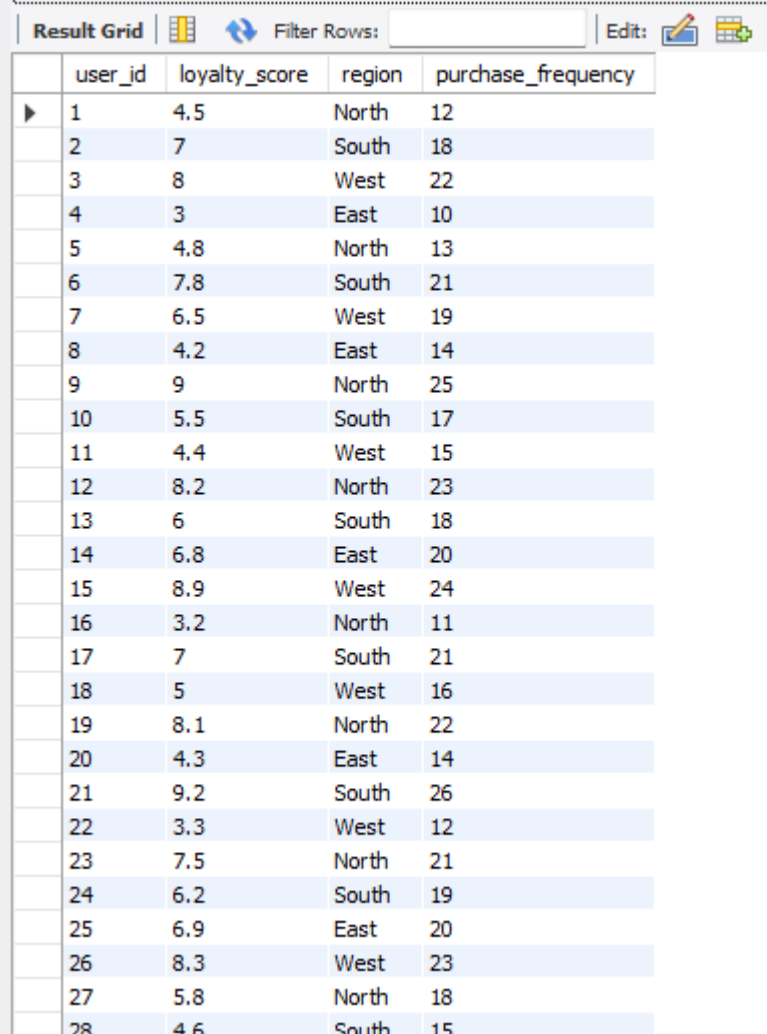
THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

2. QUERY:-

SELECT FROM CONSUMER_LOYALTY

CODE:-select *from Consumer_Loyalty;

OUTPUT



	user_id	loyalty_score	region	purchase_frequency
▶	1	4.5	North	12
	2	7	South	18
	3	8	West	22
	4	3	East	10
	5	4.8	North	13
	6	7.8	South	21
	7	6.5	West	19
	8	4.2	East	14
	9	9	North	25
	10	5.5	South	17
	11	4.4	West	15
	12	8.2	North	23
	13	6	South	18
	14	6.8	East	20
	15	8.9	West	24
	16	3.2	North	11
	17	7	South	21
	18	5	West	16
	19	8.1	North	22
	20	4.3	East	14
	21	9.2	South	26
	22	3.3	West	12
	23	7.5	North	21
	24	6.2	South	19
	25	6.9	East	20
	26	8.3	West	23
	27	5.8	North	18
	28	4.6	South	15

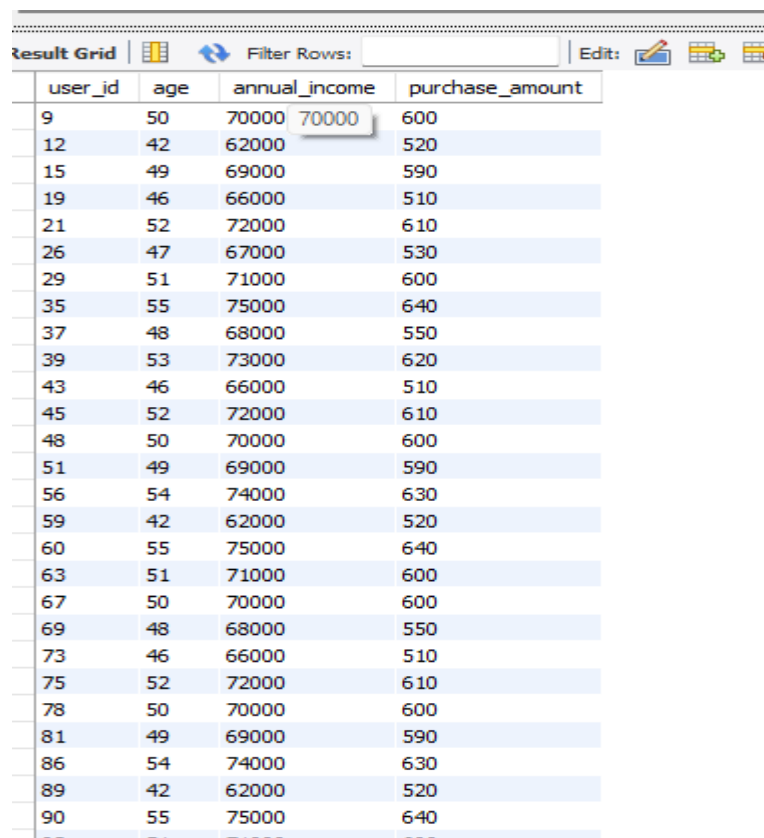
THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

3. QUERY:-

FIND USERS WITH PURCHASE AMOUNT GREATER THAN 500Rs

CODE:-select *from consumer_purchasing_behavior where
purchase_amount>500;

OUTPUT



user_id	age	annual_income	purchase_amount
9	50	70000	600
12	42	62000	520
15	49	69000	590
19	46	66000	510
21	52	72000	610
26	47	67000	530
29	51	71000	600
35	55	75000	640
37	48	68000	550
39	53	73000	620
43	46	66000	510
45	52	72000	610
48	50	70000	600
51	49	69000	590
56	54	74000	630
59	42	62000	520
60	55	75000	640
63	51	71000	600
67	50	70000	600
69	48	68000	550
73	46	66000	510
75	52	72000	610
78	50	70000	600
81	49	69000	590
86	54	74000	630
89	42	62000	520
90	55	75000	640

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

4. QUERY:-

Count the number of users in each region

CODE:-select region, count(*) as user_count from consumer_loyalty group by region;

OUTPUT

503 • `select region, count(*) as user_count from consumer_loyalty group by region;`

region	user_count
East	6
North	78
South	77
West	77

5. QUERY:-COUNT OF USERS BY AGE GROUP

CODE:-select age,count(user_id) as user_count from consumer_purchasing_behavior group by age;

OUTPUT

age	user_count
22	1
23	1
24	14
25	2
26	8
27	8
28	8
29	9
30	8
31	9
32	8
33	14
34	2
35	1

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.



6. QUERY:-

AVERAGE PURCHASE AMOUNT FOR EACH AGE.

CODE:-select age ,avg(purchase_amount) as average_purchase from consumer_purchasing_behavior group by age;

OUTPUT

505 • | select age ,avg(purchas

Result Grid |   Filter Rows:

	age	average_purchase
▶	22	150.0000
	23	160.0000
	24	170.0000
	25	200.0000
	26	240.0000
	27	230.0000
	28	250.0000
	29	260.0000
	30	300.0000
	31	335.5556
	32	360.0000
	33	380.0000
	34	350.0000
	35	390.0000
	36	400.0000
	37	420.0000
	38	430.0000
	39	440.0000
	40	450.0000
	41	480.0000
	42	520.0000
	43	470.0000
	44	460.0000
	45	500.0000
	46	510.0000
	47	530.0000
	48	550.0000
	49	590.0000

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

7. QUERY:-

FIND USERS WITH A LOYALTY SCORE GREATER THAN SPECIFIC VALUE

CODE:-select *from consumer_loyalty where loyalty_score >9;

OUTPUT

506 • `select *from consumer_loyalty where loyalty_score >9;`

user_id	loyalty_score	region	purchase_frequency
21	9.2	South	26
35	9.5	South	28
39	9.3	West	27
45	9.2	West	26
56	9.4	South	27
60	9.5	West	28
75	9.2	West	26
86	9.4	South	27
90	9.5	West	28
105	9.2	West	26
116	9.4	South	27
120	9.5	West	28
135	9.2	West	26
146	9.4	South	27
150	9.5	West	28
165	9.2	West	26
176	9.4	South	27
180	9.5	West	28
195	9.2	West	26
206	9.4	South	27
210	9.5	West	28
225	9.2	West	26
236	9.4	South	27
NULL	NULL	NULL	NULL



8. QUERY:-

HOW ARE CONSUMER ORDERED BY AGE(ASCENDING) AND FOR THOSE WITH THE SAME AGE, BY ANNUAL INCOME(DESCENDING)?

CODE:- select user_id, age, annual_income from consumer_purchasing_behavior order by age asc, annual_income desc;

OUTPUT

```
506 •      select *from consumer_loyalty wher
507 •      select user_id, age, annual_income
```

Result Grid  Filter Rows: <input type="text"/> Edit: 			
	user_id	age	annual_income
▶	4	22	30000
	16	23	31000
	110	24	32000
	218	24	32000
	98	24	32000
	22	24	32000
	188	24	32000
	80	24	32000
	68	24	32000
	200	24	32000
	50	24	32000
	230	24	32000
	158	24	32000
	170	24	32000
	128	24	32000
	140	24	32000
	36	25	45000
	1	25	45000
	172	26	44000
	142	26	44000
	202	26	44000
	52	26	44000
	82	26	44000
	20	26	44000
	112	26	44000

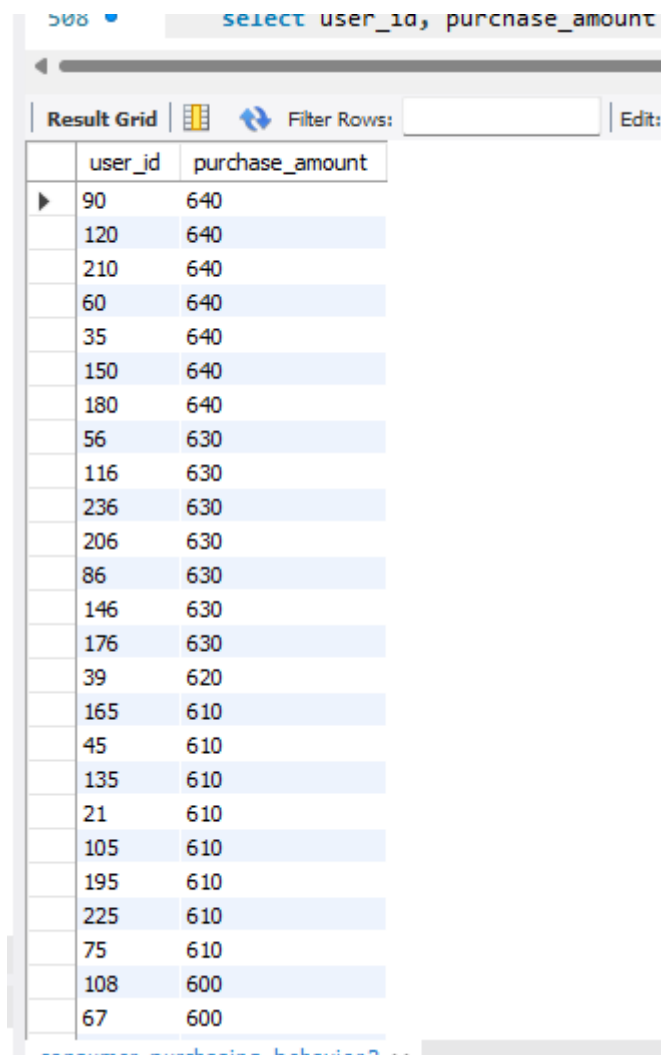
THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

9. QUERY:-

HOW ARE CONSUMER RANKED BASED ON THEIR PURCHASE AMOUNTS, FROM HIGHEST TO LOWEST?

CODE:-select user_id, purchase_amount from
consumer_purchasing_behavior order by purchase_amount desc;

OUTPUT



The screenshot shows a database query result grid. The query is 'select user_id, purchase_amount from consumer_purchasing_behavior order by purchase_amount desc;'. The result grid displays the following data:

user_id	purchase_amount
90	640
120	640
210	640
60	640
35	640
150	640
180	640
56	630
116	630
236	630
206	630
86	630
146	630
176	630
39	620
165	610
45	610
135	610
21	610
105	610
195	610
225	610
75	610
108	600
67	600

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

10. QUERY:-

WHAT ARE THE DISTINCT REGIONS REPRESENTED IN THE CONSUMER LOYALTY DATASET?

CODE:-

```
select distinct region from consumer_loyalty;
```

OUTPUT

```
508 • select user_id, purchase_amount from consumer_purchasing_t
509 • select distinct region from consumer_loyalty;
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
region			
North			
South			
West			
East			


SUBQUERIES

1.QUERY

FIND USERS WITH AN ANNUAL INCOME ABOVE THE AVERAGE

CODE:-select * from consumer_purchasing_behavior where
annual_income > (select avg (annual_income) from
consumer_purchasing_behavior);

OUTPUT

Result Grid				
Filter Rows: <input type="text"/>				
Edit: 				
	user_id	age	annual_income	purchase_amount
▶	3	45	65000	500
	6	41	61000	480
	9	50	70000	600
	12	42	62000	520
	14	37	58000	420
	15	49	69000	590
	19	46	66000	510
	21	52	72000	610
	23	44	63000	460
	25	38	59000	430
	26	47	67000	530
	29	51	71000	600
	30	40	60000	450
	32	43	64000	470
	35	55	75000	640
	37	48	68000	550
	39	53	73000	620
	42	37	58000	420
	43	46	66000	510
	45	52	72000	610
	47	41	61000	480
	48	50	70000	600
	51	49	69000	590
	53	45	65000	500
	54	40	60000	450

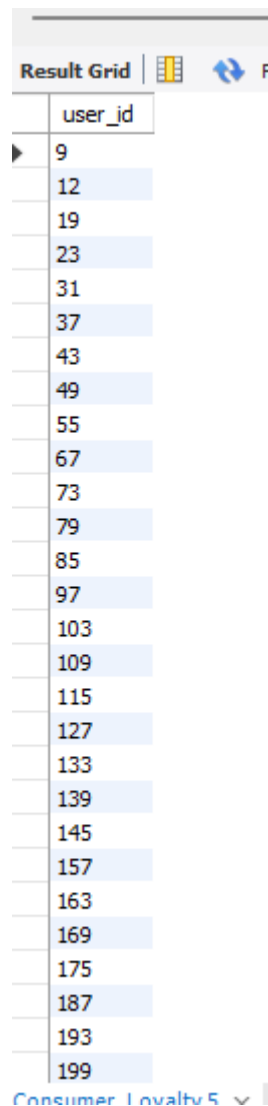
THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

2.QUERY

USERS FROM A SPECIFIC REGION WITH HIGH LOYALTY.

CODE:- select user_id from Consumer_Loyalty where region = 'North' and loyalty_score > (select avg(loyalty_score) from Consumer_Loyalty where region = 'North');

OUTPUT



The screenshot shows a 'Result Grid' window with a single column titled 'user_id'. The grid contains 20 rows of data, each with a user ID. The IDs are: 9, 12, 19, 23, 31, 37, 43, 49, 55, 67, 73, 79, 85, 97, 103, 109, 115, 127, 133, 139, 145, 157, 163, 169, 175, 187, 193, and 199. The first row is highlighted with a mouse cursor. At the bottom of the window, the text 'Consumer_Loyalty5' is visible next to a dropdown arrow.

user_id
9
12
19
23
31
37
43
49
55
67
73
79
85
97
103
109
115
127
133
139
145
157
163
169
175
187
193
199



THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

3.QUERY

FIND USERS WITH HIGHEST PURCHASE FREQUENCY

CODE:-select * from consumer_loyalty where purchase_frequency
=(select max(purchase_frequency) from consumer_loyalty)

OUTPUT

Result Grid				
Filter Rows: <input type="text"/>				
Edit:  				
	user_id	loyalty_score	region	purchase_frequency
▶	35	9.5	South	28
	60	9.5	West	28
	90	9.5	West	28
	120	9.5	West	28
	150	9.5	West	28
	180	9.5	West	28
	210	9.5	West	28
*	NULL	NULL	NULL	NULL


4. QUERY



USER WHO MADE MORE THAN THE AVERAGE NUMBER OF PURCHASES

CODE:- `select * from consumer_loyalty where purchase_frequency > (select avg (purchase_frequency) from consumer_loyalty);`

OUTPUT

Result Grid

 Filter Rows:

Edit:  

	user_id	loyalty_score	region	purchase_frequency
3	8	West	22	
6	7.8	South	21	
9	9	North	25	
12	8.2	North	23	
14	6.8	East	20	
15	8.9	West	24	
17	7	South	21	
19	8.1	North	22	
21	9.2	South	26	
23	7.5	North	21	

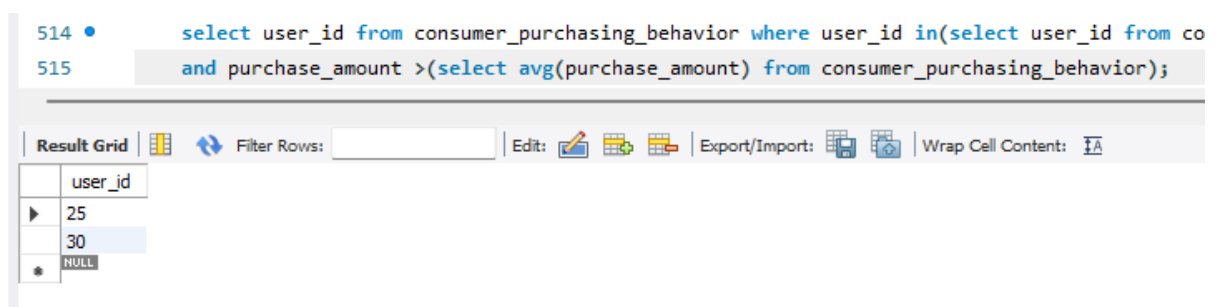
THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

5. QUERY

USERS WITH HIGHER PURCHASE AMOUNTS IN SPECIFIC REGION(EAST)

CODE:- select user_id from consumer_purchasing_behavior where user_id in(select user_id from consumer_loyalty where region='east')and purchase_amount >(select avg(purchase_amount) from consumer_purchasing_behavior);

OUTPUT



The screenshot shows a SQL query editor with a query on line 515. The query is: `select user_id from consumer_purchasing_behavior where user_id in(select user_id from co and purchase_amount >(select avg(purchase_amount) from consumer_purchasing_behavior);` The results are displayed in a table with one column, `user_id`, containing the values 25, 30, and NULL.

user_id
25
30
NULL

6.QUERY

MAXIMUM PURCHASE AMOUNT FOR USERS IN A SPECIFIC REGION(WEST)

CODE:- select max(purchase_amount) as max_purchase from Consumer_Purchasing_Behavior where user_id in (SELECT user_id FROM Consumer_Loyalty WHERE region = 'WEST');

OUTPUT

```
517   from Consumer_Purchasing_Behavior
518   where user_id in (SELECT user_id FROM Consumer_Loyalty WHERE region = 'WEST');
519
520
521
522
```

Result Grid | | Filter Rows: | Export: | Wrap Cell Content:

	max_purchase
▶	640

Result 4 x




7.QUERY

USERS WHOSE AGE MATCHES PURCHASE FREQUENCY

CODE:- select user_id from Consumer_Loyalty where user_id in
(select user_id from Consumer_Purchasing_Behavior where age =
(select purchase_frequency from Consumer_Loyalty where user_id =
Consumer_Purchasing_Behavior.user_id));

OUTPUT

23

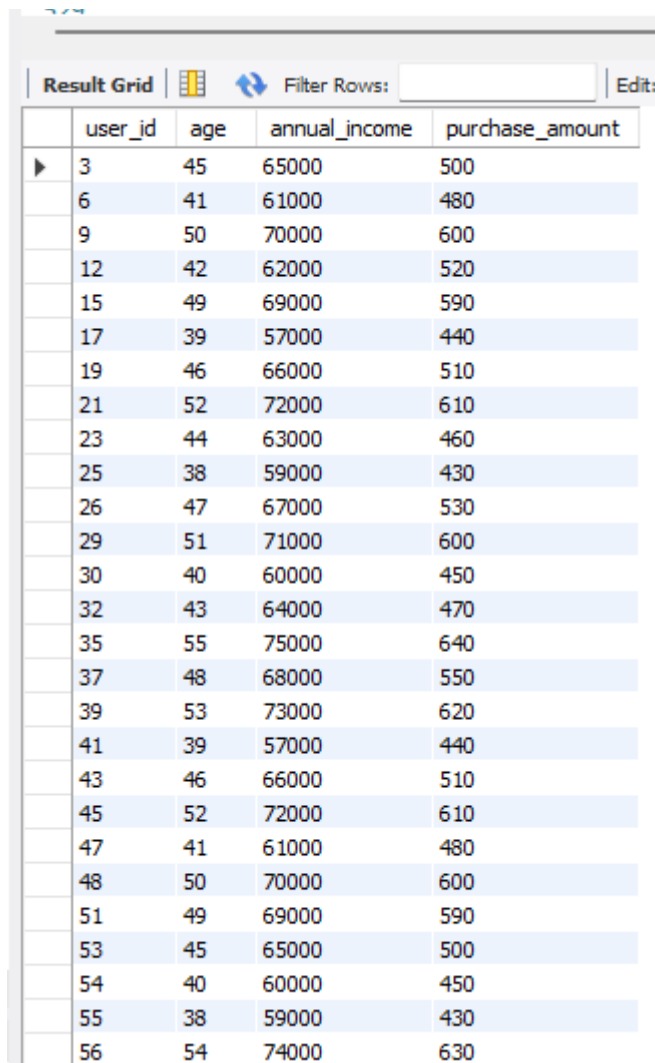
Result Grid			Filter Rows: <input type="text"/>	Edit: 
user_id				
NULL				

8.QUERY

FIND USERS WHO ARE BOTH HIGH SPENDERS AND HIGHLY LOYAL.

CODE:- `select * from consumer_purchasing_behavior where user_id in (select user_id from consumer_loyalty where loyalty_score>(select avg(loyalty_score) from consumer_loyalty)) and purchase_amount>(select avg(purchase_amount) from consumer_purchasing_behavior);`

OUTPUT



The screenshot shows a database query result grid with the following columns: user_id, age, annual_income, and purchase_amount. The grid displays 20 rows of data, representing a subset of the total results. The interface includes a 'Result Grid' tab, a 'Filter Rows' search bar, and an 'Edit' button.

	user_id	age	annual_income	purchase_amount
▶	3	45	65000	500
	6	41	61000	480
	9	50	70000	600
	12	42	62000	520
	15	49	69000	590
	17	39	57000	440
	19	46	66000	510
	21	52	72000	610
	23	44	63000	460
	25	38	59000	430
	26	47	67000	530
	29	51	71000	600
	30	40	60000	450
	32	43	64000	470
	35	55	75000	640
	37	48	68000	550
	39	53	73000	620
	41	39	57000	440
	43	46	66000	510
	45	52	72000	610
	47	41	61000	480
	48	50	70000	600
	51	49	69000	590
	53	45	65000	500
	54	40	60000	450
	55	38	59000	430
	56	54	74000	630

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

JOINS QUERIES

1.QUERY

DETAILS OF USERS ALONG WITH LOYALTY SCORE

CODE:- select

```
cp.user_id,cp.age,cp.annual_income,cp.purchase_amount,cl.loyalty_score
from consumer_purchasing_behavior cp inner join
consumer_loyalty cl on cp.user_id=cl.user_id;
```

OUTPUT

```
7 •      select cp.user_id,cp.age,cp.annual_income,cp.purchase_amount,cl.loyalty_score
8      inner join consumer_loyalty cl on cp.user_id=cl.user_id;
9
```

user_id	age	annual_income	purchase_amount	loyalty_score
1	25	45000	200	4.5
2	34	55000	350	7
3	45	65000	500	8
4	22	30000	150	3
5	29	47000	220	4.8
6	41	61000	480	7.8
7	36	54000	400	6.5
8	27	43000	230	4.2
9	50	70000	600	9
10	31	50000	320	5.5
11	28	46000	250	4.4
12	42	62000	520	8.2
13	33	53000	380	6
14	37	58000	420	6.8
15	49	69000	590	8.9
16	23	31000	160	3.2
17	39	57000	440	7
18	30	49000	300	5
19	46	66000	510	8.1
20	26	44000	240	4.3
21	52	72000	610	9.2
22	24	32000	170	3.3
23	44	63000	460	7.5
24	35	56000	390	6.2
25	38	59000	430	6.9
26	47	67000	530	8.3
27	32	52000	360	5.8

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

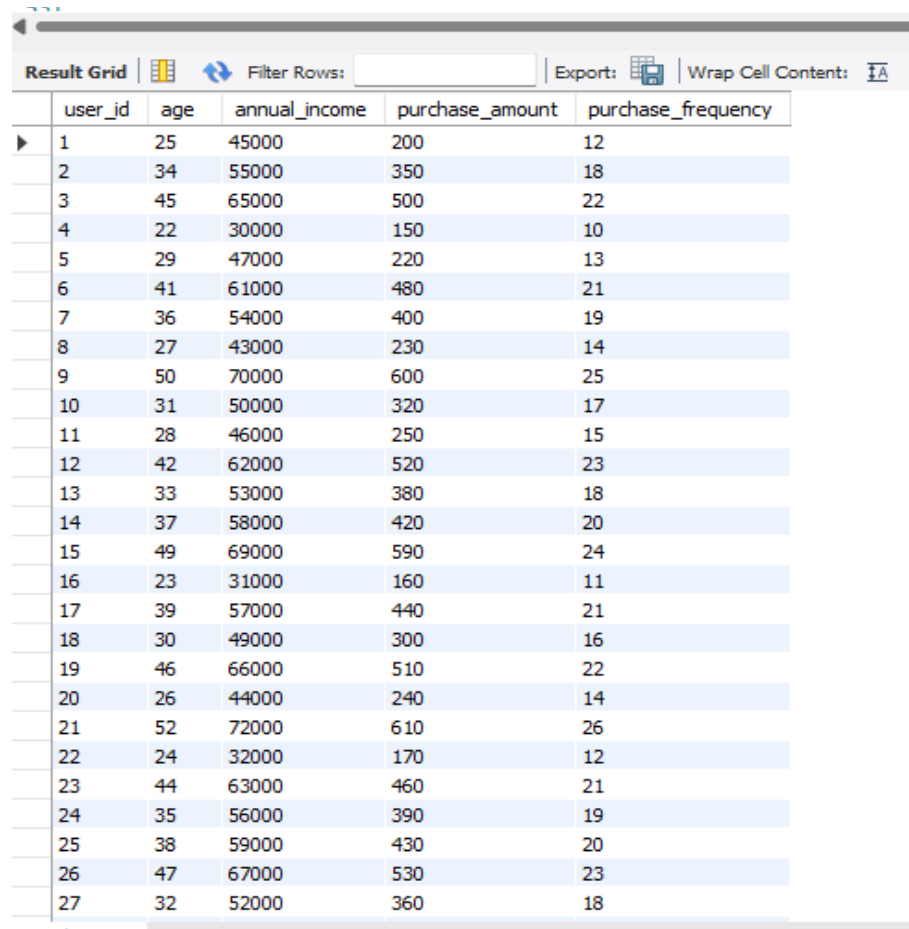
2.QUERY

WHAT ARE ALL CONSUMER'S PURCHASING BEHAVIOUR AND DO THEY HAVE A CORRESPONDING PURCHASE FREQUENCY?

CODE:- select

cp.user_id,cp.age,cp.annual_income,cp.purchase_amount,cl.purchase_frequency from consumer_purchasing_behavior cp Left join consumer_loyalty cl on cp.user_id=cl.user_id;

OUTPUT



	user_id	age	annual_income	purchase_amount	purchase_frequency
▶	1	25	45000	200	12
	2	34	55000	350	18
	3	45	65000	500	22
	4	22	30000	150	10
	5	29	47000	220	13
	6	41	61000	480	21
	7	36	54000	400	19
	8	27	43000	230	14
	9	50	70000	600	25
	10	31	50000	320	17
	11	28	46000	250	15
	12	42	62000	520	23
	13	33	53000	380	18
	14	37	58000	420	20
	15	49	69000	590	24
	16	23	31000	160	11
	17	39	57000	440	21
	18	30	49000	300	16
	19	46	66000	510	22
	20	26	44000	240	14
	21	52	72000	610	26
	22	24	32000	170	12
	23	44	63000	460	21
	24	35	56000	390	19
	25	38	59000	430	20
	26	47	67000	530	23
	27	32	52000	360	18

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

3.QUERY

WHAT ARE THE REGION OF USERS AND WHAT ARE THEIR PURCHASING BEHAVIOURS IF AVAILABLE?

CODE:- select

```
cp.user_id,cp.age,cp.annual_income,cp.purchase_amount,cl.region
from consumer_purchasing_behavior cp right join consumer_loyalty
cl on cp.user_id=cl.user_id;
```

OUTPUT

Result Grid					
		Filter Rows:	Export:		
	user_id	age	annual_income	purchase_amount	region
▶	1	25	45000	200	North
	2	34	55000	350	South
	3	45	65000	500	West
	4	22	30000	150	East
	5	29	47000	220	North
	6	41	61000	480	South
	7	36	54000	400	West
	8	27	43000	230	East
	9	50	70000	600	North
	10	31	50000	320	South
	11	28	46000	250	West
	12	42	62000	520	North
	13	33	53000	380	South
	14	37	58000	420	East
	15	49	69000	590	West
	16	23	31000	160	North
	17	39	57000	440	South
	18	30	49000	300	West
	19	46	66000	510	North
	20	26	44000	240	East
	21	52	72000	610	South

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

4.QUERY

WHAT ARE DETAILS OF ALL CONSUMER AND LOYALTY SCORE AND REGION(NORTH) CORRESPONDING RECORDS IN OTHER TABLE?

CODE:- select

```
cp.user_id,cp.age,cp.annual_income,cp.purchase_amount,cl.region,cl.loyalty_score from consumer_purchasing_behavior cp join consumer_loyalty cl on cp.user_id=cl.user_id where region="NORTH";
```

OUTPUT

Result Grid						
		Filter Rows:	Export:		Wrap Cell Content:	
	user_id	age	annual_income	purchase_amount	region	loyalty_score
	1	25	45000	200	North	4.5
	5	29	47000	220	North	4.8
	9	50	70000	600	North	9
	12	42	62000	520	North	8.2
	16	23	31000	160	North	3.2
	19	46	66000	510	North	8.1
	23	44	63000	460	North	7.5
	27	32	52000	360	North	5.8
	31	34	55000	350	North	6.5
	34	27	43000	230	North	4
	37	48	68000	550	North	8.5
	40	28	46000	250	North	4.2
	43	46	66000	510	North	8.1
	46	29	47000	220	North	4.4
	49	36	54000	400	North	6.5
	52	26	44000	240	North	4.3
	55	38	59000	430	North	6.9



THERE IS LONG DATA ,SO PICTURE SHOWS SOME EXAMPLE.

5.QUERY

WHAT IS THE AVERAGE PURCHASE AMOUNT FOR EACH LOYALTY SCORE?

CODE:- `select cl.loyalty_score, avg (cp.purchase_amount) as avg_purchase_amount from consumer_purchasing_behavior cp inner join consumer_loyalty cl on cp.user_id=cl.user_id group by cl.loyalty_score;`

OUTPUT

Result Grid  Filter Rows: <input type="text"/> Export:  Wrap C		
	loyalty_score	avg_purchase_amount
▶	3	150.0000
	3.2	160.0000
	3.3	170.0000
	4	230.0000
	4.2	247.5000
	4.3	252.8571
	4.4	235.0000
	4.5	200.0000
	4.6	280.0000
	4.8	220.0000
	5	300.0000
	5.5	320.0000
	5.6	340.0000
	5.8	360.0000
	6	380.0000
	6.2	390.0000
	6.5	394.4444

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

6.QUERY

HOW MANY USERS ARE THERE IN EACH REGION BASED ON THEIR LOYALTY?

CODE:- `select cl.region,count(*) as user_count from consumer_loyalty cl join consumer_purchasing_behavior cp on cp.user_id=cl.user_id group by cl.region;`

OUTPUT

```
538 •      select cl.region,count(*) as user_count from consumer_loy
539      group by cl.region;
540
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
	region	user_count	
▶	East	6	
	North	78	
	South	77	
	West	77	

7.QUERY

LIST ALL PAIRS OF CONSUMER WITH THE SAME LOYALTY SCORE, INCLUDING THEIR USER ID'S AND SHARED LOYALTY SCORE.

CODE:- SELECT

cl1.user_id AS User1_ID,

cl1.loyalty_score AS User1_Loyalty_Score,


cl2.user_id AS User2_ID, cl2.loyalty_score AS User2_Loyalty_Score

FROM Consumer_Loyalty cl1 JOIN Consumer_Loyalty cl2 ON

cl1.loyalty_score = cl2.loyalty_score WHERE cl1.user_id <>

cl2.user_id;

OUTPUT

Result Grid				
Filter Rows:		Export:  Wrap Cell Content		
	User1_ID	User1_Loyalty_Score	User2_ID	User2_Loyalty_Score
▶	36	4.5	1	4.5
	17	7	2	7
	41	7	2	7
	71	7	2	7
	101	7	2	7
	131	7	2	7
	161	7	2	7
	191	7	2	7
	221	7	2	7
	53	8	3	8
	83	8	3	8
	113	8	3	8
	143	8	3	8
	173	8	3	8
	203	8	3	8
	233	8	3	8
	32	7.8	6	7.8

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

8.QUERY

WHAT ARE THE USER'S PURCHASE AMOUNTS AND LOYALTY SCORES ORDERED FROM HIGHEST TO LOWEST PURCHASE AMOUNT AND LOYALTY SCORE?

CODE:- `select cp.user_id,cp.purchase_amount,cl.loyalty_score from consumer_purchasing_behavior cp join consumer_loyalty cl on cp.user_id=cl.user_id order by cp.purchase_amount desc, cl.loyalty_score desc;`

OUTPUT

Result Grid			
Filter Rows:			
Export: Wr			
	user_id	purchase_amount	loyalty_score
▶	180	640	9.5
	150	640	9.5
	120	640	9.5
	35	640	9.5
	90	640	9.5
	60	640	9.5
	210	640	9.5
	116	630	9.4
	86	630	9.4
	236	630	9.4
	56	630	9.4
	206	630	9.4
	176	630	9.4
	146	630	9.4
	39	620	9.3
	105	610	9.2
	21	610	9.2
	75	610	9.2
	225	610	9.2
	45	610	9.2
	195	610	9.2
	165	610	9.2
	135	610	9.2
	9	600	9
	63	600	9
	127	600	9
	138	600	9

THERE IS LONG DATA ,SO PICTRUE SHOWS SOME EXAMPLE.

CONCLUSION:-

Project Conclusion

In this project, we established two tables:

Consumer_Purchasing_Behavior and Consumer_Loyalty. The first table tracks users' purchasing habits, including their age, income, and spending. The second table measures consumer loyalty through a loyalty score, region, and purchase frequency. By connecting these tables, we can analyze the relationship between purchasing behavior and consumer loyalty. This data can help businesses understand their customers better and improve marketing strategies.

THANK YOU
