

### SQL Query Report:

- ❖ What is the total revenue generated by male and female customer?

gender	revenue
Male	157890
Female	75191

- ❖ Which customers used a discount but still spent more than average purchase amount?

Customer ID	Purchase Amount
1480	100
1413	100
96	100
1422	100
1457	100

- ❖ Which are the top five products with the average highest average review rating?

Item purchased	Average Product Rating
Gloves	3.861428571
Sandals	3.844375
Boots	3.81875
Hat	3.801298701
Skirt	3.785443038

- ❖ Compare the average purchase amount between the standard and express shopping.

Shipping Type	Average Purchase
Express	60
Standard	58

- ❖ Do subscribed customer spend more? Compare average spend and total revenue between subscribed and non-subscribed customer.

Subscription Status	Total Customer	Average Spend	Total Revenue
Yes	1053	59.49	62645
No	2847	59.87	170436

- ❖ Which five products have highest percentage of purchases with discounts applied?

Item Purchased	Total Purchase	Discounted Price	Discount percentage
Hat	154	77	50
Sneakers	145	72	49.66
Coat	161	79	49.07
Sweater	164	79	48.17
Pants	171	81	47.37

- ❖ Segment customers based on their new, returning, loyal based on their total number of previous purchases and show the count of each segment.

Customer segment	Number of Customer
loyal	3116
returning	701
new	83

- ❖ What are the top three most purchased products within each category?

Category	Item Purchased	Total Orders
Accessories	Jewelry	171
Accessories	Sunglasses	161
Accessories	Belt	161
Clothing	Blouse	171
Clothing	Pants	171
Clothing	Shirt	169
Footwear	Sandals	160
Footwear	Shoes	150
Footwear	Sneakers	145
Outerwear	Jacket	163
Outerwear	Coat	161

- ❖ Are customers who are repeat buyers (more than 5 previous) also likely to subscribe?

Subscription Status	Repeat Buyers
Yes	958
No	2518

❖ What is the revenue contribution of each age group?

Age Group	Total Revenue
Young Adult	62143
Middle-aged	59197
Adult	55978
Senior Citizen	55763