**I want to know which products are my top sellers and my lowest sellers. I will want to evaluate whether or not to continue producing the products I am not selling much of.**

SELECT b.PRODUCT_NAME AS NAME, COUNT(a.*) AS NUM_ORDERED
FROM ORDERS a
LEFT JOIN PRODUCTS b
ON a.PRODUCT_ID = b.PRODUCT_ID
GROUP BY PRODUCT_ID
ORDER BY NUM_ORDERED DESC

**In preparation for a mail marketing campaign I need the customer information for just those customers that have orders in the ORDERS. I want the number of orders for each customer so I can prioritize which customers to send the marketing campaign out to.**

SELECT CONCAT(a.FIRST_NAME, ' ', a.LAST_NAME) AS 'CUSTOMER NAME', a.ADDRESS_1,
a.ADDRESS_2, a.ADDRESS_3, a.CITY, a.STATE_PROVINCE AS STATE, a.ZIP_CODE AS ZIP, COUNT(b.*) AS
NUM_ORDERS
FROM CUSTOMER a
INNER JOIN ORDERS b
ON a.CUSTOMER_ID = b.CUSTOMER_ID
WHERE COUNTRY = 'USA'
GROUP BY 'CUSTOMER NAME'
ORDER BY NUM_ORDERS DESC

Key:
PK s - Primary Key, Surragate Key
PK n - Primary Key, Natural Key
FK - Foriegn Key

### CUSTOMER -from CRM

| | |
|---|---|
| PK s | CUSTOMER_ID |
| | FIRST_NAME |
| | LAST_NAME |
| | ADDRESS_1 |
| | ADDRESS_2 |
| | ADDRESS_3 |
| | CITY |
| | STATE_PROVINCE |
| | ZIP_CODE |
| | COUNTRY |

### ORDERS from POS, part of Billing and Invoicing System

| | |
|---|---|
| PK s | ORDER_ID |
| FK | STORE_ID |
| FK | CUSTOMER_ID |
| FK | PRODUCT_ID |
| | ORDER_TOTAL |
| FK | PAYMENT_ID |

### STORES from ERP

| | |
|---|---|
| PK s | STORE_ID |
| | STORE_TYPE |
| | ADDRESS_1 |
| | ADDRESS_2 |
| | ADDRESS_3 |
| | CITY |
| | STATE |
| | ZIP_CODE |
| | COUNTRY |

### PRODUCTS from Product Management System

| | |
|---|---|
| PK s | PRODUCT_ID |
| FK | SUPPLIER_NAME |
| | PRODUCT_NAME |
| | PRODUCT_COST |
| | PRODUCT_RETAIL |

### SUPPLIERS from Supply Management System

| | |
|---|---|
| PK n | SUPPLIER_NAME |
| | SUPPLIER_CONTACT_NAME |
| | SUPPLIER_PHONE |
| | ADDRESS_1 |
| | ADDRESS_2 |
| | ADDRESS_3 |
| | CITY |
| | STATE_PROVINCE |
| | ZIP_CODE |
| | COUNTRY |

### PAYMENTS from Billing and Invoicing System

| | |
|---|---|
| PK s | PAYMENT_ID |
| FK | CUSTOMER_ID |
| | PAYMENT_TYPE |
| | PAYMENT_CARD_NUM |