

## Customer shopping trends

**Dataset Customer ID** - Unique identifier for each customer

- **Age** - Age of the customer
- **Gender** - Gender of the customer (Male/Female)
- **Item Purchased** - The item purchased by the customer
- **Category** - Category of the item purchased
- **Purchase Amount (USD)** - The amount of the purchase in USD
- **Location** - Location where the purchase was made
- **Size** - Size of the purchased item
- **Color** - Color of the purchased item
- **Season** - Season during which the purchase was made
- **Review Rating** - Rating given by the customer for the purchased item
- **Subscription Status** - Indicates if the customer has a subscription (Yes/No)
- **Shipping Type** - Type of shipping chosen by the customer
- **Discount Applied** - Indicates if a discount was applied to the purchase (Yes/No)
- **Promo Code Used** - Indicates if a promo code was used for the purchase (Yes/No)
- **Previous Purchases** - The total count of transactions concluded by the customer at the store, excluding the ongoing transaction
- **Payment Method** - Customer's most preferred payment method
- **Frequency of Purchases** - Frequency at which the customer makes purchases (e.g., Weekly, Fortnightly, Monthly)

**-For each age group, calculate the average purchase amount?**

Select

case

when age between 18 and 25 then '18-25'

when age between 26 and 36 then '26-34'

when age between 35 and 44 then '35-44'

when age between 45 and 55 then '45-55'

when age between 56 and 65 then '56-65'

else '66+' end as AgeGroup,

avg("Purchase Amount") as AveragePurchaseAmount

from shopping\_behavior

group by AgeGroup;

	AgeGroup	AveragePurchaseAmount
1	45-55	60.2
2	18-25	60.6
3	56-65	59.1
4	26-34	59.9
5	66+	58.9
6	35-44	59.4

**-Determine the average purchase amount for each season and category.**

```

Select
    Season,
    category,
    round(avg("Purchase Amount"),2) as AveragePurchaseAmount
from
    shopping_behavior
group by
    season, category
order by
    season, category;

```

Season	Category	AveragePurchaseAmount
Fall	Accessories	61.34
Fall	Clothing	61.41
Fall	Footwear	63.71
Fall	Outerwear	59.76
Spring	Accessories	56.5
Spring	Clothing	61
Spring	Footwear	58.62
Spring	Outerwear	54.63
Summer	Accessories	60.99
Summer	Clothing	56.56
Summer	Footwear	58.71
Summer	Outerwear	57.04
Winter	Accessories	60.37
Winter	Clothing	60.88
Winter	Footwear	60.57
Winter	Outerwear	57.03

**-Identify the top 5 categories with the highest total revenue.**

```

select
    Category,
    sum(Purchase_Amount) as TotalRevenue
from shopping_behavior
group by
    category
order by
    TotalRevenue desc;

```

	Category	TotalRevenue
1	Clothing	"104264"
2	Accessories	"74200"
3	Footwear	"36093"
4	Outerwear	"18524"

**-Which category has the highest average review rating, and how does it compare to other categories?**

```
select
    category,
    round(avg("Review Rating"),2) as AverageReviewRating
from shopping_behavior
group by
    category
order by
    AverageReviewRating DESC;
```

	Category	AverageReviewRating
1	Footwear	3.79
2	Accessories	3.77
3	Outerwear	3.75
4	Clothing	3.72

**-How does the use of promo codes affect the average purchase amount, and is there a difference across genders and age group?**

```
select
    gender,
    case
        when age between 18 and 40 then 'Young'
        when age between 41 and 61 then 'MiddleAged'
        else 'Senior' end as AgeGroup,
    round(avg(Purchase_Amount),1) as AveragePurchaseAmount
from shopping_behavior
group by
    gender,agegroup, "Promo Code Used";
```

	Gender	AgeGroup	AveragePurchaseAmount
1	Male	MiddleAged	59.7
2	Male	Young	59.4
3	Male	Senior	58.2
4	Male	Senior	58.9
5	Male	MiddleAged	60.1
6	Male	Young	60.2
7	Female	Young	60.7
8	Female	Senior	61.1
9	Female	MiddleAged	59.4

**-What are the top 10 locations that has the highest total revenue?**

```

select
    location,
    sum(Purchase_Amount) as TotalRevenue
from
    shopping_behavior
group by
    location
order by
    location desc
limit 10;

```

	Location	TotalRevenue
1	Wyoming	"4309"
2	Wisconsin	"4196"
3	West Virginia	"5174"
4	Washington	"4623"
5	Virginia	"4842"
6	Vermont	"4860"
7	Utah	"4443"
8	Texas	"4712"
9	Tennessee	"4772"
10	South Dakota	"4236"