

SQL Project on Zomato sales

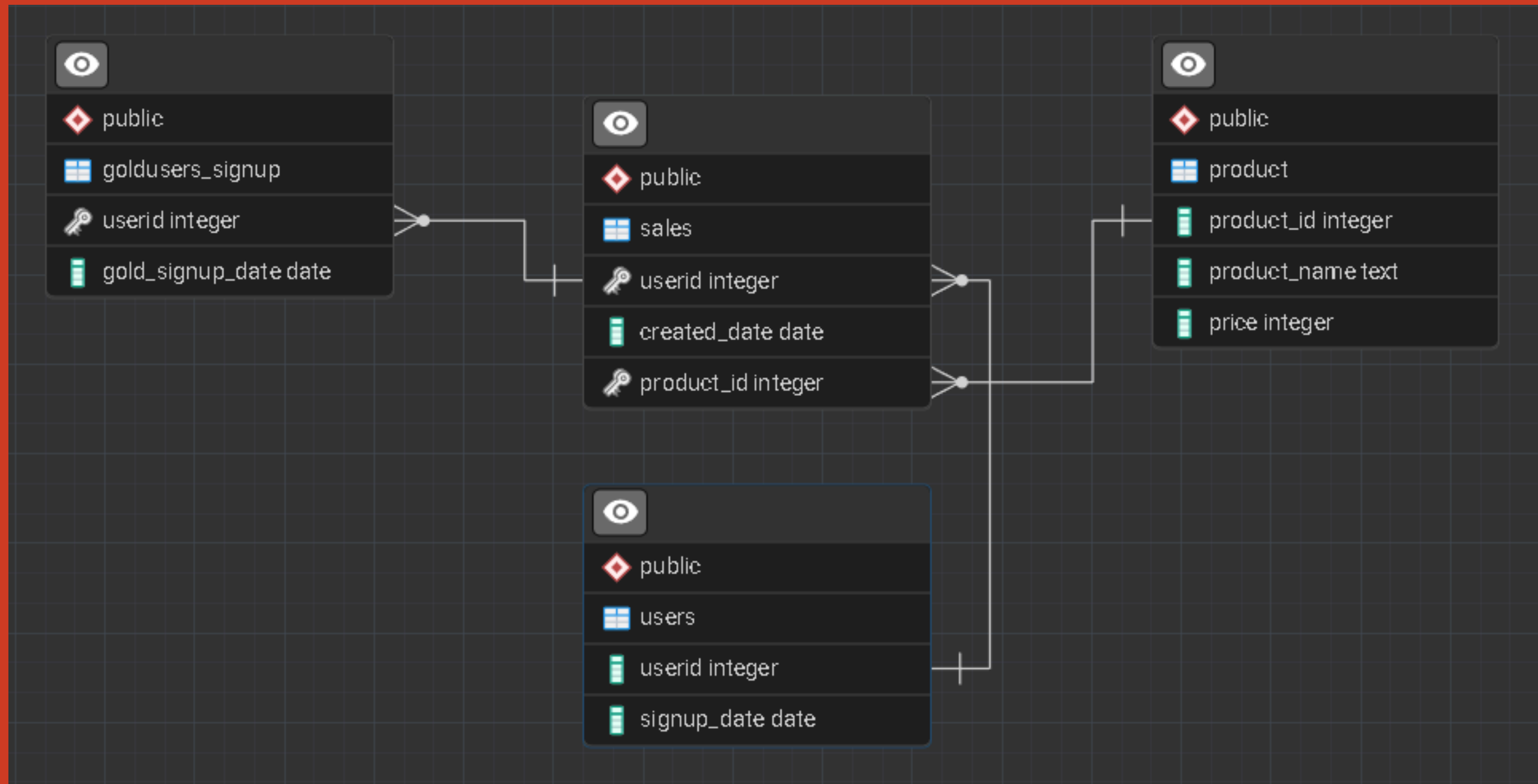


Hello!

My name is Firdous Rahmani. This project analyzes customer purchasing behavior on Zomato using SQL and Excel. By examining transactional data, I have explored spending patterns, visit frequency, and product preferences. The goal is to understand customer interactions with the platform and identify key trends that can help optimize business strategies in the online food delivery industry.





Database Schema



what is the total amount each customer spent on zomato ?

```
select sales.userid as users_id , sum(product.price) as total_spent
from sales
join product
on sales.product_id = product.product_id
group by users_id
order by users_id asc
```

	users_id  integer	total_spent  bigint
1	1	5230
2	2	2510
3	3	4570







How many days has each customer visited Zomato?

```
select userid, count(distinct created_date)
from sales
group by userid
```

	userid integer 🔒	count bigint 🔒
1	1	7
2	2	4
3	3	5



what was the first product purchased by each customer?

```
select * from
  (select * , rank() over(partition by userid order by created_date )
  rank from sales) a where rank = 1
```

	userid 	created_date 	product_id 	rank 
1	1	2016-03-11	1	1
2	2	2017-09-24	1	1
3	3	2016-11-10	1	1

what is the most purchased item in the menu and how many times was it purchased by all customers?

```
SELECT userid, COUNT(product_id) AS cnt
FROM sales
WHERE product_id =
  (SELECT product_id
   FROM sales
   GROUP BY product_id
   ORDER BY COUNT(product_id) DESC
   LIMIT 1)
GROUP BY userid;
```

	userid integer 	cnt bigint 
1	1	3
2	2	1
3	3	3







which item was the most popular for each customer.

```
select * from

(select *, rank() over (partition by userid order by cnt desc) rnk
from

(select userid, product_id, count(product_id) as cnt
from sales
group by userid, product_id)a)b

where rnk = 1
```

	userid 	product_id 	cnt 	rnk 
1	1	2	3	1
2	2	3	2	1
3	3	2	3	1



Key Findings :

1.Total Customer Spend – Calculated how much each user spent in total on Zomato.

2.Customer Visit Frequency – Analyzed how many unique days each customer visited.

3.First Purchase Analysis – Identified the first product each customer purchased.

4.Most Purchased Item – Found the highest-selling product and how often it was bought.

5.Customer Preferences – Determined each user's most frequently purchased item.



Thank You!



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