**E-commerce Customer Segmentation MySQL QUERY DOCUMENT**

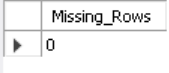
**Customer Segmentation | SUMMARY : BY Shivanand S Nashi**

**Q1.How many rows have missing or null values?**

**SELECT COUNT(\*) AS Missing\_Rows**

**FROM cust\_data**

**WHERE Gender IS NULL OR Orders IS NULL;**

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**Q2. What percentage of customers have missing gender information?**

**SELECT**

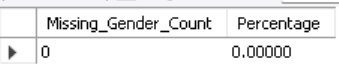
**COUNT(\*) AS Missing\_Gender\_Count,**

**(COUNT(\*) \* 100.0 / (SELECT COUNT(\*) FROM cust\_data)) AS Percentage**

**FROM cust\_data**

**WHERE Gender IS NULL**

**LIMIT 0, 1000;**

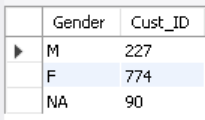
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**Q3.What is the distribution of customers by gender?**

**SELECT Gender, COUNT(\*) AS Cust\_ID**

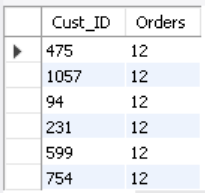
**FROM cust\_data**

**GROUP BY Gender;**

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**Q4.Who are the top 10 customers based on the number of orders?**

**SELECT Cust\_ID, Orders FROM cust\_data ORDER BY Orders DESC LIMIT 10;**

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**Q5.Which brands are the most popular?**

**SELECT 'Jordan' AS Brand, SUM(Jordan) AS Total**

**FROM cust\_data**

**UNION ALL**

**SELECT 'Gatorade', SUM(Gatorade)**

**FROM cust\_data**

**UNION ALL**

**SELECT 'Samsung', SUM(Samsung)**

**FROM cust\_data**

**UNION ALL**

**SELECT 'Asus', SUM(Asus)**

**FROM cust\_data**

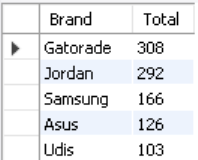
**UNION ALL**

**SELECT 'Udis', SUM(Udis)**

**FROM cust\_data**

**ORDER BY Total DESC**

**LIMIT 5;**

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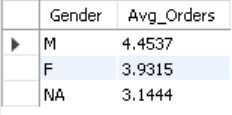
**Q6.How many customers have missing gender information?**

**SELECT Cust\_ID FROM cust\_data WHERE Gender IS NULL;**

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**Q7.Do male and female customers differ in the average number of orders placed?**

**SELECT Gender, AVG(Orders) AS Avg\_Orders FROM cust\_data GROUP BY Gender;**

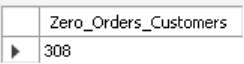
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**Q8.How many customers have not placed any orders?**

**SELECT COUNT(\*) AS Zero\_Orders\_Customers**

**FROM cust\_data**

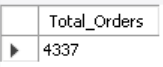
**WHERE Orders = 0;**

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**Q9.What is the total number of orders placed by all customers?**

**SELECT SUM(Orders) AS Total\_Orders**

**FROM cust\_data;**

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**Q10.Which brand has the highest total purchases?**

**SELECT**

**'Jordan' AS Brand, SUM(Jordan) AS Total\_Purchases**

**FROM cust\_data**

**UNION ALL**

**SELECT 'Samsung', SUM(Samsung)**

**FROM cust\_data**

**UNION ALL**

**SELECT 'Gatorade', SUM(Gatorade)**

**FROM cust\_data**

**ORDER BY Total\_Purchases DESC**

**LIMIT 1;**

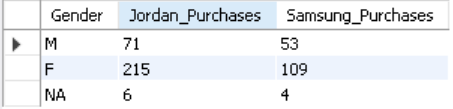
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**Q11. Are there significant gender-based differences in preferences for specific brands?**

**SELECT Gender, SUM(Jordan) AS Jordan\_Purchases, SUM(Samsung) AS Samsung\_Purchases**

**FROM cust\_data**

**GROUP BY Gender;**

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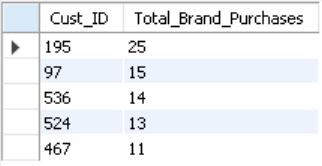
**Q12. Who are the top 5 customers based on total brand purchases?**

**SELECT Cust\_ID, (Jordan + Gatorade + Samsung + Asus + Microsoft) AS Total\_Brand\_Purchases**

**FROM cust\_data**

**ORDER BY Total\_Brand\_Purchases DESC**

**LIMIT 5;**

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**Q13. How many customers purchased items from more than one brand?**

**SELECT Cust\_ID, Brand\_Count**

**FROM (**

**SELECT**

**Cust\_ID,**

**CASE WHEN Jordan > 0 THEN 1 ELSE 0 END +**

**CASE WHEN Samsung > 0 THEN 1 ELSE 0 END +**

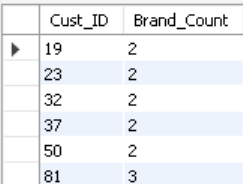
**CASE WHEN Gatorade > 0 THEN 1 ELSE 0 END -- Add more brand columns as needed**

**AS Brand\_Count**

**FROM cust\_data**

**) AS Brand\_Data**

**WHERE Brand\_Count > 1;**

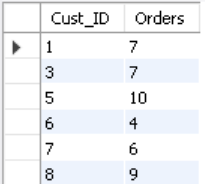
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**Q14. Who are the customers placing orders above the average count?**

**SELECT Cust\_ID, Orders**

**FROM cust\_data**

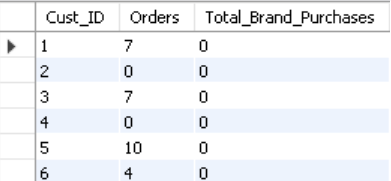
**WHERE Orders > (SELECT AVG(Orders) FROM cust\_data);**

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**Q15. Is there a strong correlation between the number of orders and brand purchases?**

**SELECT Cust\_ID, Orders, (Jordan + Samsung ) AS Total\_Brand\_Purchases**

**FROM cust\_data;**

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