

TP - INTEGRADOR

ALKEMY | BCI

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1. Analizar el comportamiento de compra de los clientes
   1. [Calcula el valor promedio de los pedidos realizados por cada cliente](https://docs.google.com/spreadsheets/d/1xUu5sMXamVIyF_gwh-h6uo1ALz51FUU6H0MHjdtpqjQ/edit#gid=1199336413)
      * SELECT
      * customers.customer\_id AS Id\_Cliente
      * , AVG(order\_payments.payment\_value) AS Prom\_Pedidos\_Clientes
      * FROM
      * customers
      * JOIN
      * orders
      * ON
      * customers.customer\_id = orders.customer\_id
      * JOIN
      * order\_payments
      * ON orders.order\_id = order\_payments.order\_id
      * GROUP BY
      * customers.customer\_id;
   2. [Identifica a los clientes con los pedidos de mayor valor](https://docs.google.com/spreadsheets/d/1lVBU09iwrZOu9PdddgeQlrNYNBrzaVnELJE6XFuDo70/edit#gid=455077132)
      * SELECT
      * customers.customer\_id AS Id\_Cliente
      * , MAX(order\_payments.payment\_value) AS Pedido\_Mayor\_Valor
      * FROM
      * customers
      * JOIN
      * orders
      * ON customers.customer\_id = orders.customer\_id
      * JOIN
      * order\_payments
      * ON orders.order\_id = order\_payments.order\_id
      * GROUP BY
      * customers.customer\_id
      * ORDER BY
      * Pedido\_Mayor\_Valor DESC;
   3. [Calcula la frecuencia promedio de compra por cliente](https://docs.google.com/spreadsheets/d/1ofNgT-NOiri5N5S5DevHMm47h-5CPEwNc9kDLvcfQzU/edit#gid=8702406)
      * SELECT
      * customers.customer\_id AS Id\_Cliente
      * , COUNT(orders.order\_id) / CAST(DATEDIFF(DAY, MIN(orders.order\_purchase\_timestamp), GETDATE()) AS DECIMAL) AS Compras\_Promedio\_Cli
      * FROM
      * customers
      * JOIN
      * orders
      * ON customers.customer\_id = orders.customer\_id
      * GROUP BY
      * customers.customer\_id
      * ORDER BY
      * Compras\_Promedio\_Cli DESC;
2. Realizar un análisis de popularidad de productos por categoría
   1. [Agrupa los productos por categoría y calcula la cantidad total de unidades vendidas para cada categoría](https://docs.google.com/spreadsheets/d/1xUu5sMXamVIyF_gwh-h6uo1ALz51FUU6H0MHjdtpqjQ/edit#gid=1199336413)
      * SELECT
      * products.product\_category\_name AS Nom\_Categ\_Producto
      * , COUNT(order\_items.order\_id) AS Tot\_uni\_vendidas
      * FROM
      * products
      * JOIN
      * order\_items
      * ON
      * products.product\_id = order\_items.product\_id
      * GROUP BY
      * products.product\_category\_name
      * ORDER BY
      * Tot\_uni\_vendidas DESC;
3. Realizar un análisis de la satisfacción del cliente basado en la velocidad de entrega
   1. [Calcula el tiempo promedio de entrega de los pedidos por cliente](https://docs.google.com/spreadsheets/d/1hVRgtxfjE1pz53KN_x3Wg8dMu6tGndabU-Btnz6ZTcU/edit" \l "gid=275755956)
      * SELECT
      * customers.customer\_id AS Id\_Cliente
      * , AVG(DATEDIFF(DAY, orders.order\_purchase\_timestamp, orders.order\_delivered\_customer\_date)) AS Dias\_Prom\_Entrega
      * FROM
      * customers
      * JOIN
      * orders
      * ON customers.customer\_id = orders.customer\_id
      * GROUP BY
      * customers.customer\_id
      * ORDER BY
      * Dias\_Prom\_Entrega DESC;
   2. [Genera un informe que muestre los clientes con los tiempos de entrega más rápidos y más lentos](https://docs.google.com/spreadsheets/d/1_uZO5Ui1KDNV6ykNTjTiQ8lYhxJ8YNgd-GLVaxiI7mc/edit#gid=1675250032)
      * SELECT
      * customers.customer\_id
      * , MIN(DATEDIFF(DAY, orders.order\_purchase\_timestamp, orders.order\_delivered\_customer\_date)) AS Tiempo\_Min\_Despacho
      * , MAX(DATEDIFF(DAY, orders.order\_purchase\_timestamp, orders.order\_delivered\_customer\_date)) AS Tiempo\_Max\_Despacho
      * FROM
      * customers
      * JOIN
      * orders
      * ON
      * customers.customer\_id = orders.customer\_id
      * GROUP BY
      * customers.customer\_id;
4. Analizar el rendimiento de los métodos de pago utilizados por los clientes
   1. [Agrupar los pagos por método de pago y calcula el total de pagos realizados con cada método](https://docs.google.com/spreadsheets/d/1HgNqmxQUmA4QNO3l5TaBeDU-0u4dr6iKtNHVvo51eTA/edit?requestEsignature=true#gid=1943033501)
      * SELECT
      * order\_payments.payment\_type AS Tipo\_Pago
      * , COUNT(\*) AS Total\_Pago
      * FROM
      * customers
      * JOIN
      * orders
      * ON
      * customers.customer\_id = orders.customer\_id
      * JOIN
      * order\_payments
      * ON
      * orders.order\_id = order\_payments.order\_id
      * GROUP BY
      * order\_payments.payment\_type;
   2. [Generar un informe que muestre los métodos de pago más utilizados por los clientes](https://docs.google.com/spreadsheets/d/1S_ZGj5gRCvwIf61CTJOE66lwpUAhOujuEBHCW89AzT8/edit" \l "gid=266527893)
      * SELECT
      * order\_payments.payment\_type AS Tipo\_Pago
      * , COUNT(\*) AS Total\_Pagos
      * FROM
      * customers
      * JOIN
      * orders
      * ON
      * customers.customer\_id = orders.customer\_id
      * JOIN
      * order\_payments
      * ON
      * orders.order\_id = order\_payments.order\_id
      * GROUP BY
      * order\_payments.payment\_type
      * ORDER BY
      * Total\_Pagos DESC;