

Customer Insights SQL Analysis



SQL Challenge



--> You are a Customer Insights Analyst for 'The General Store'
Can you analyse the following tables to find out crucial information about your customers to provide to your marketing team?



HERE ARE THE TABLES I WILL BE USING

pubs

pub_id	pub_name	city	state	country
1	The Red Lion	London	England	United Kingdom
2	The Dubliner	Dublin	Dublin	Ireland
3	The Cheers Bar	Boston	Massachusetts	United States
4	La Cerveceria	Barcelona	Catalonia	Spain

beverages

beverage_id	beverage_name	category	alcohol_content	price_per_unit
1	Guinness	Beer	4.2	5.99
2	Jameson	Whiskey	40	29.99
3	Mojito	Cocktail	12	8.99
4	Chardonnay	Wine	13.5	12.99
5	IPA	Beer	6.8	4.99
6	Tequila	Spirit	38	24.99

ratings

rating_id	pub_id	customer_name	rating	review
1	1	John Smith	4.5	Great pub with a wide selection of beers
2	1	Emma Johnson	4.8	Excellent service and cozy atmosphere
3	2	Michael Brown	4.2	Authentic atmosphere and great beers
4	3	Sophia Davis	4.6	The cocktails were amazing! Will definitely come back.
5	4	Oliver Wilson	4.9	The wine selection here is outstanding
6	4	Isabella Moore	4.3	Had a great time trying different spirits
7	1	Sophia Davis	4.7	Loved the pub food! Great ambience
8	2	Ethan Johnson	4.5	A good place to hang out with friends
9	2	Olivia Taylor	4.1	The whiskey tasting experience was fantastic
10	3	William Miller	4.4	Friendly staff and live music on weekends

sales

sale_id	pub_id	beverage_id	quantity	transaction_date
1	1	1	10	1/5/23
2	1	2	5	1/5/23
3	2	1	8	1/5/23
4	3	3	12	2/5/23
5	4	4	3	2/5/23
6	4	6	6	3/5/23
7	2	3	6	3/5/23
8	3	1	15	3/5/23
9	3	4	7	3/5/23
10	4	1	10	4/5/23
11	1	3	5	6/5/23
12	2	2	3	9/5/23
13	2	5	9	9/5/23
14	3	6	4	9/5/23
15	4	3	7	9/5/23
16	4	4	2	9/5/23
17	1	4	6	11/5/23
18	1	6	8	11/5/23
19	2	1	12	12/5/23
20	3	5	5	13/5/23

1. What are the names of all the countries in the country table?

```
137
138     #Questions::
139     #1. What are the names of all the countries in the country table?
140 •   select country_name from country;
141
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content: 

	country_name
▶	UK
	USA
	China

2. What is the total number of customers in the customers table?

```
142 #2. What is the total number of customers in the customers table?
143 • select count(customer_id) as total_number_of_customers from customers;
144
145
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content: 

	total_number_of_customers
▶	8

3. What is the average age of customers who can receive marketing emails (can_email is set to 'yes')?

```
146  
147  
148 #3. What is the average age of customers who can receive marketing emails (can_email is set to 'yes')?  
149 • select avg(age) from customers  
150 where can_email="yes";  
151
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:
avg(age)			
▶ 37.0000			

4. How many orders were made by customers aged 30 or older?




```
151
152 #4. How many orders were made by customers aged 30 or older?
153 • select count(order_id) as number_of_orders from customers
154 join orders
155 on
156 customers.customer_id=orders.customer_id
157 where age>=30 or age>30 ;
158
159
160
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	number_of_orders
▶	3

5. What is the total revenue generated by each product category?




```
161
162     #5. What is the total revenue generated by each product category?
163 •   select category , sum(price) as total_revenue from products
164     join baskets
165     on
166     products.product_id=baskets.product_id
167     group by category
168     order by total_revenue desc;
169
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content: 

	category	total_revenue
▶	vitamins	66.93
	sports	37.47
	food	25.74

6. What is the average price of products in the 'food' category?

```
169
170
171 #6. What is the average price of products in the 'food' category?
172 • select avg(price) as average_price from products
173    where category="food";
174
175
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content: 

	average_price
▶	3.440000

7. How many orders were made in each sales channel (sales_channel column) in the orders table?

```
178 #7. How many orders were made in each sales channel (sales_channel column) in the orders table?
179 • select sales_channel , count(order_id) as number_of_orders from orders
180 group by sales_channel
181 order by number_of_orders desc;
182
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

	sales_channel	number_of_orders
▶	retail	5
	online	3





8. What is the date of the latest order made by a customer who can receive marketing emails?

```
183
184
185   #8. What is the date of the latest order made by a customer who can receive marketing emails?
186 • select max(date_shop) from orders
187 inner join customers
188 on
189 customers.customer_id=orders.customer_id
190 where can_email="yes"
191 limit 1;
192
```

Result Grid	Filter Rows:	Export:	Wrap Cell Content:	Fetch rows:
max(date_shop)				
▶ 2023-02-02				

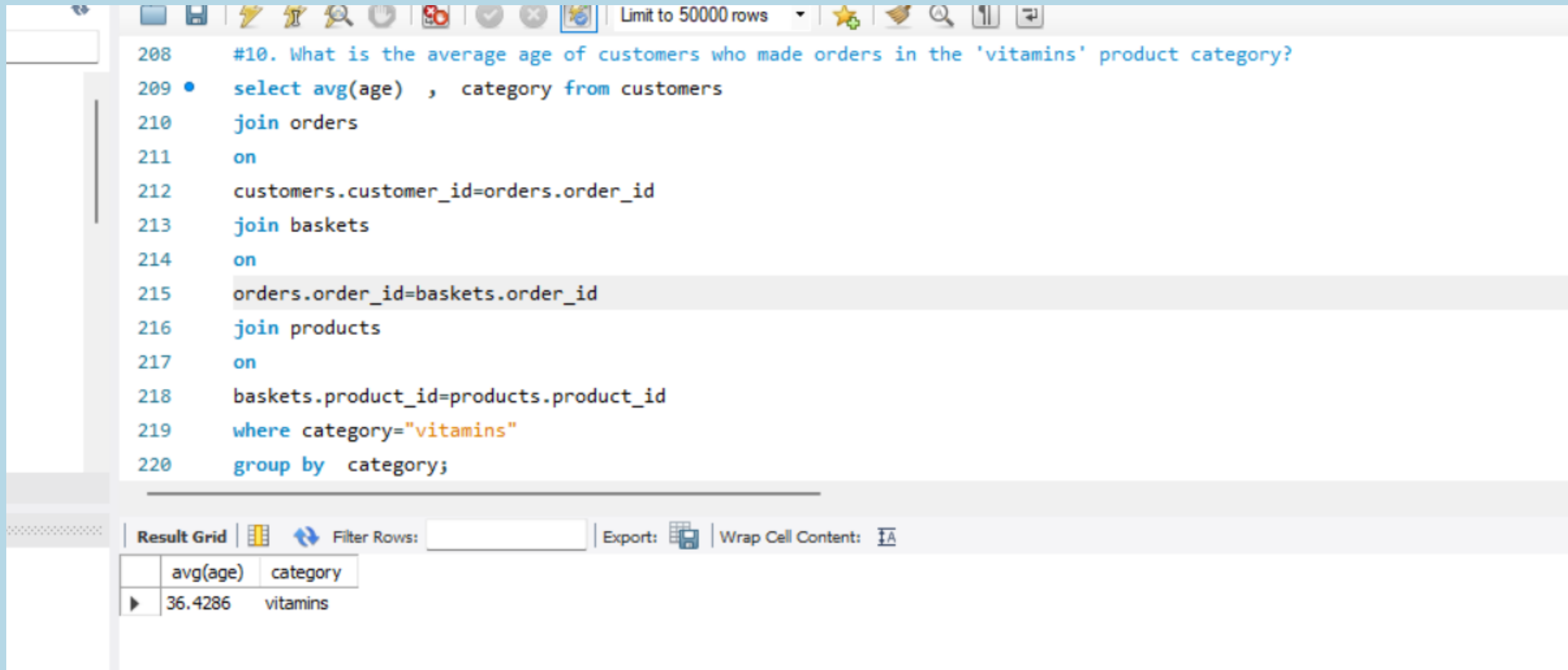
9. What is the name of the country with the highest number of orders?

```
195
196 #9. What is the name of the country with the highest number of orders?
197 • select country_name , count(order_id) as highest_number_of_orders from country
198 join orders
199 on
200 country.country_id=orders.country_id
201 group by country_name
202 order by highest_number_of_orders desc
203 limit 1;
204
205
206
```

Result Grid |  Filter Rows: | Export:  | Wrap Cell Content:  | Fetch rows: 

	country_name	highest_number_of_orders
▶	UK	5

10. What is the average age of customers who made orders in the 'vitamins' product category?



```
208 #10. What is the average age of customers who made orders in the 'vitamins' product category?
209 • select avg(age) , category from customers
210 join orders
211 on
212 customers.customer_id=orders.order_id
213 join baskets
214 on
215 orders.order_id=baskets.order_id
216 join products
217 on
218 baskets.product_id=products.product_id
219 where category="vitamins"
220 group by category;
```

Result Grid

	avg(age)	category
▶	36.4286	vitamins



THANK YOU