

CUSTOMER INSIGHTS CHALLENGE

--> What are the names of all the countries in the country table?

```
SELECT COUNTRY_NAME FROM COUNTRY
```

--> What is the total number of customers in the customers table?

```
SELECT COUNT(DISTINCT CUSTOMER_ID) AS TOTAL_CUSTOMERS FROM CUSTOMERS
```

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

```
SELECT AVG(AGE) AS AVG_AGE  
FROM CUSTOMERS  
WHERE CAN_EMAIL = 'YES'
```

--> How many orders were made by customers aged 30 or older?

```
SELECT COUNT(O.ORDER_ID) AS TOTAL_ORDERS  
FROM CUSTOMERS AS C  
JOIN ORDERS AS O  
ON C.CUSTOMER_ID = O.CUSTOMER_ID  
WHERE C.AGE >= 30
```

--> What is the total revenue generated by each product category?

```
SELECT PR.CATEGORY,SUM(PR.PRICE) AS TOTAL_REVENUE  
FROM BASKETS AS B  
JOIN PRODUCTS AS PR  
ON B.PRODUCT_ID = PR.PRODUCT_ID  
GROUP BY PR.CATEGORY
```

--> What is the average price of products in the 'food' category?

```
SELECT AVG(PRICE) AS AVG_PRICE  
FROM PRODUCTS  
WHERE CATEGORY='FOOD'
```

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

```
SELECT SALES_CHANNEL,COUNT(ORDER_ID) AS TOTAL_ORDERS  
FROM ORDERS  
GROUP BY SALES_CHANNEL
```

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

```
SELECT TOP 1 FIRST_SHOP  
FROM CUSTOMERS  
WHERE CAN_EMAIL = 'YES'  
GROUP BY FIRST_SHOP  
ORDER BY FIRST_SHOP DESC
```

--> What is the name of the country with the highest number of orders?

```
SELECT TOP 1 C.COUNTRY_NAME  
FROM COUNTRY AS C  
JOIN ORDERS AS O  
ON C.COUNTRY_ID = O.COUNTRY_ID  
GROUP BY C.COUNTRY_NAME  
ORDER BY COUNT(C.COUNTRY_ID) DESC
```

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

```
WITH CTE1 AS (  
SELECT P.PRODUCT_ID,P.CATEGORY,C.CUSTOMER_ID, C.AGE  
FROM PRODUCTS AS P  
JOIN BASKETS AS B  
ON P.PRODUCT_ID = B.PRODUCT_ID  
JOIN ORDERS AS O  
ON O.ORDER_ID = B.ORDER_ID  
JOIN CUSTOMERS AS C  
ON C.CUSTOMER_ID = O.CUSTOMER_ID  
WHERE P.CATEGORY = 'VITAMINS'),  
CTE2 AS  
( SELECT DISTINCT CUSTOMER_ID, AGE FROM CTE1)  
SELECT AVG(AGE) AS AVG_AGE FROM CTE2
```