# CASE Statements & Mastering Subqueries & CTEs

# 🎯 Session Objectives:

- ✓ Understand how SQL CASE statements work.
- ✓ Use CASE WHEN to create new flags/segments.
- Apply conditional logic for aggregation.
- ✓ Use CASE in SELECT, UPDATE, and JOIN.
- ✓ Understand Common Table Expressions (CTEs) and why we use them
- Apply subqueries in SELECT, FROM, WHERE, HAVING, and JOIN
- Use nested & correlated subqueries for advanced querying
- Optimize queries using subqueries

#### CASE STATEMENT SYNTAX:

```
SELECT column1,

CASE

WHEN condition1 THEN result1

WHEN condition2 THEN result2

ELSE default_result

END AS alias_name

FROM table_name;
```

```
-- Create a new column 'Income_Category'-> Categorize the Customers with AnnualIncome /*

CASES - <50k - 'Low Income'
- [50k - 100k] - 'Moderate Income'
- > 100k - 'High Income'
*/
```

```
USE Weekend_analysis;
```

SELECT \* FROM Customers;

```
SELECT
CustomerKey,
FullName,
AnnualIncome,
CASE
WHEN AnnualIncome < 50000 THEN 'Low Income'
WHEN AnnualIncome BETWEEN 50000 AND 100000 THEN 'Moderate Income'
ELSE 'High Income'
END AS Income_Category
FROM Customers;
```

CustomerKey	FullName	AnnualIncome	Income_Category	CustomerKey	FullName	AnnualIncome	Income_Category
11000	JON YANG	90000	Moderate Income	11075	FELICIA JIMENEZ	80000	Moderate Income
11001	EUGENE HUANG	60000	Moderate Income	11076	BLAKE ANDERSON	80000	Moderate Income
11002	RUBEN TORRES	60000	Moderate Income	11077	LEAH YE	80000	Moderate Income
11003	CHRISTY ZHU	HULL	High Income	11078	GINA MARTIN	40000	Low Income
11004	ELIZABETH JOHNSON	80000	Moderate Income	11079	DONALD GONZALEZ	160000	High Income
11005	JULIO RUIZ	70000	Moderate Income	11080	DAMIEN CHANDER	170000	High Income
11007	MARCO MEHTA	60000	Moderate Income	11081	SAVANNAH BAKER	NULL	High Income
11008	ROBIN VERHOFF	60000	Moderate Income	11082	ANGELA BUTLER	130000	High Income
11009	SHANNON CARLSON	70000	Moderate Income	11083	ALYSSA COX	130000	High Income
11010	JACQUELYN SUAREZ	70000	Moderate Income	11084	LUCAS PHILLIPS	80000	Moderate Income
11011	CURTIS LU	60000	Moderate Income	11085	EMILY JOHNSON	60000	Moderate Income
11012	LAUREN WALKER	100000	Moderate Income	11086	RYAN BROWN	70000	Moderate Income
11013	IAN JENKINS	100000	Moderate Income	11087	TAMARA LIANG	70000	Moderate Income
11014	SYDNEY BENNETT	100000	Moderate Income	11089	ABIGAIL PRICE	80000	Moderate Income

```
-- Handling Null Cases

SELECT

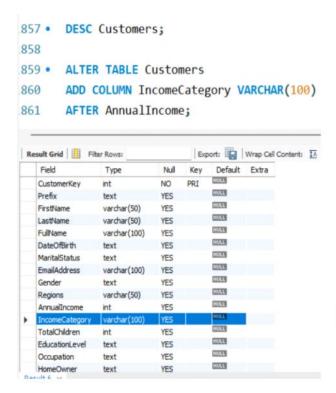
CustomerKey,
FullName,
AnnualIncome,
CASE

WHEN AnnualIncome IS NULL THEN 'No Income Defined'
WHEN AnnualIncome < 50000 THEN 'Low Income'
WHEN AnnualIncome BETWEEN 50000 AND 100000 THEN 'Moderate Income'
ELSE 'High Income'
END AS Income_Category

FROM Customers;
```

CustomerKey	FullName	AnnualIncome	Income_Category
11000	JON YANG	90000	Moderate Income
11001	EUGENE HUANG	60000	Moderate Income
11002	RUBEN TORRES	60000	Moderate Income
11003	CHRISTY ZHU	NULL	No Income Defined
11004	ELIZABETH JOHNSON	80000	Moderate Income
11005	JULIO RUIZ	70000	Moderate Income
11007	MARCO MEHTA	60000	Moderate Income
11008	ROBIN VERHOFF	60000	Moderate Income
11009	SHANNON CARLSON	70000	Moderate Income
11010	JACQUELYN SUAREZ	70000	Moderate Income
11011	CURTIS LU	60000	Moderate Income
11012	LAUREN WALKER	100000	Moderate Income
11013	IAN JENKINS	100000	Moderate Income
11014	SYDNEY BENNETT	100000	Moderate Income
11015	CHLOE YOUNG	NULL	No Income Defined
11016	WYATT HILL	30000	Low Income

# Create IncomeCategory using Alter Command and update the new column



DESC Customers;

ALTER TABLE Customers

ADD COLUMN IncomeCategory VARCHAR(100)

AFTER AnnualIncome;



-- UPDATE <IncomeCateogry> From Customers Table.

```
SET SQL_SAFE_UPDATES = 0;

UPDATE Customers
SET IncomeCategory =

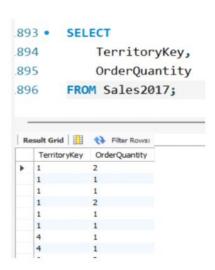
CASE

WHEN AnnualIncome IS NULL THEN 'No Income Defined'
WHEN AnnualIncome < 50000 THEN 'Low Income'
WHEN AnnualIncome BETWEEN 50000 AND 100000 THEN 'Moderate Income'
ELSE 'High Income'
END;
```

CustomerKey	FullName	AnnualIncome	IncomeCategory
11000	JON YANG	90000	Moderate Income
11001	EUGENE HUANG	60000	Moderate Income
11002	RUBEN TORRES	60000	Moderate Income
11003	CHRISTY ZHU	NULL	No Income Defined
11004	ELIZABETH JOHNSON	80000	Moderate Income
11005	JULIO RUIZ	70000	Moderate Income
11007	MARCO MEHTA	60000	Moderate Income
11008	ROBIN VERHOFF	60000	Moderate Income
11009	SHANNON CARLSON	70000	Moderate Income
11010	JACQUELYN SUAREZ	70000	Moderate Income
11011	CURTIS LU	60000	Moderate Income
11012	LAUREN WALKER	100000	Moderate Income
11013	IAN JENKINS	100000	Moderate Income
11014	SYDNEY BENNETT	100000	Moderate Income
11015	CHLOE YOUNG	NULL	No Income Defined
11016	WYATT HILL	30000	Low Income

### CONDITIONAL AGGREGATION WITH CASE SYNTAX:

SELECT column,
SUM(CASE WHEN condition THEN value ELSE 0 END) AS label
FROM table
GROUP BY column;



22.2	High	Moderate	Low
(10 - 2	2 0	2	0
10 - 2	2 0	2	0
10 - 3	1 0	0	1
10 - 1	1 0	0	1
10 - 3	3 3	0	0
10 - 2	2 0	2	0
10 - 1	1 0	0	1
10 - 3	3 3	0	0
10 - 2	2 0	2	0
10 - 3	L Ø	0	1
10 - 3	L Ø	0	1
10 - 2	2 0	2	0
10 t.	k 6	10	5

### SELECT

TerritoryKey,

SUM(CASE WHEN OrderQuantity = 3 THEN OrderQuantity ELSE 0 END) AS High\_Sales,

SUM(CASE WHEN OrderQuantity = 2 THEN OrderQuantity ELSE 0 END) AS Moderate\_Sales,

SUM(CASE WHEN OrderQuantity = 1 THEN OrderQuantity ELSE 0 END) AS Low\_Sales

FROM Sales2017

GROUP BY TerritoryKey;

TerritoryKey	High_Sales	Moderate_Sales	Low_Sales
1	801	3670	2318
4	1284	4824	3282
6	852	3240	1768
10	630	2756	1707
8	600	2270	1516
9	1185	4764	3538
7	498	2296	1442
5	0	20	15
3	0	8	6
2	3	14	7

#### SELECT

TerritoryKey,

SUM(CASE WHEN OrderQuantity > 2 THEN OrderQuantity ELSE 0 END) AS High\_Sales,

SUM(CASE WHEN OrderQuantity BETWEEN 1 AND 2 THEN OrderQuantity ELSE 0 END) AS Moderate\_Sales,

SUM(CASE WHEN OrderQuantity < 1 THEN OrderQuantity ELSE 0 END) AS Low\_Sales

FROM Sales2017

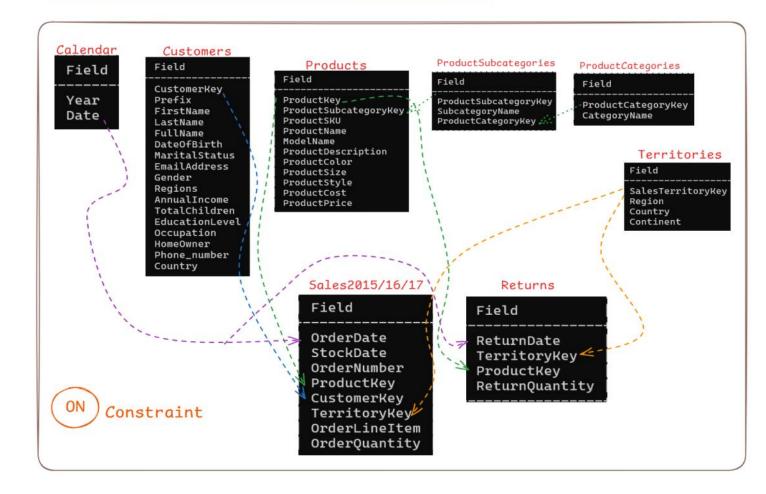
GROUP BY TerritoryKey;

TerritoryKey	High_Sales	Moderate_Sales	Low_Sales
1	801	5988	0
4	1284	8106	0
6	852	5008	0
10	630	4463	0
8	600	3786	0
9	1185	8302	0
7	498	3738	0
5	0	35	0
3	0	14	0
2	3	21	0

```
SELECT
TerritoryKey,
SUM(CASE WHEN OrderQuantity = 3 THEN OrderQuantity ELSE 0 END) AS High_Sales,
SUM(CASE WHEN OrderQuantity = 2 THEN OrderQuantity ELSE 0 END) AS Moderate_Sales,
SUM(CASE WHEN OrderQuantity = 1 THEN OrderQuantity ELSE 0 END) AS Low_Sales
FROM (
SELECT * FROM Sales2015
UNION
SELECT * FROM Sales2016
UNION
SELECT * FROM Sales2017
) AS sub
GROUP BY TerritoryKey;
```

TerritoryKey	High_Sales	Moderate_Sales	Low_Sales
1	1515	6472	4526
4	2172	8560	6459
9	2076	8316	7559
6	1578	5934	3382
10	1191	4954	3549
7	936	3998	2928
8	1032	3946	2972
5	3	26	20
2	3	22	15
3	3	16	11

Challenge 1 : Segment the customers by Return Behaviour



```
SELECT
    c.CustomerKey,
    c.FullName,
    SUM(r.ReturnQuantity) AS TotalReturnQty
FROM Customers c
LEFT JOIN Sales2015 s
ON c.CustomerKey = s.CustomerKey
LEFT JOIN Returns r
ON r.ProductKey = s.ProductKey
GROUP BY 1,2; -- 2062 row(s) returned
```

CustomerKey	FullName	TotalReturnQty
11215	ANA PERRY	NULL
11216	JASMINE TORRES	8
11217	NATALIE ADAMS	4
11218	OLIVIA BROWN	NULL
11219	CHARLES COOK	NULL
11220	ERICA HUANG	NULL
11221	NATHAN PERRY	NULL
11222	ALEXANDRA RIVERA	NULL
11223	HAILEY PATTERSON	NULL
11224	TIFFANY LI	4
11226	SYDNEY ROSS	NULL
11227	MARSHALL CHAVEZ	5
11228	ASHLEY JONES	NULL
11229	ADRIAN STEWART	NULL

```
SELECT
    c.CustomerKey,
    c.FullName,
    SUM(COALESCE(r.ReturnQuantity,0)) AS TotalReturnQty,
    CASE
        WHEN SUM(COALESCE(r.ReturnQuantity,0)) > 5 THEN 'Frequent Returner'
        WHEN SUM(COALESCE(r.ReturnQuantity,0)) BETWEEN 1 AND 5 THEN 'Moderate Returner'
        ELSE 'Non Returner'
   END AS ReturnBehavior
FROM Customers c
LEFT JOIN Sales2015 s
```

ON r.ProductKey = s.ProductKey

GROUP BY 1,2; -- 2062 row(s) returned

## Label Revenue by Category & Region

```
Calculate the Total Revenue per Category-Region Pair and tag them as Low, Moderate or High Revenue
```

```
>= 2Lakh -> High Revenue
>= 50k -> Moderate Revenue
ELSE 'Low Revenue'
```

```
SELECT
   pc.CategoryName,
   t.Region,
   ROUND(SUM(p.ProductPrice * s.OrderQuantity),0) AS TotalRevenue,
        WHEN ROUND(SUM(p.ProductPrice * s.OrderQuantity),0) > 200000 THEN 'High Revenue'
       WHEN ROUND(SUM(p.ProductPrice * s.OrderQuantity),0) > 50000 THEN 'Moderate Revenue'
       ELSE 'Low Revenue'
  END AS RevenueCategory
FROM ProductCategories pc
JOIN ProductSubcategories ps
ON pc.ProductCategoryKey = ps.ProductCategoryKey
JOIN Products p
ON p.ProductSubcategoryKey = ps.ProductSubcategoryKey
JOIN Sales2017 s
ON s.ProductKey = p.ProductKey
JOIN Territories t
ON t.SalesTerritoryKey = s.TerritoryKey
GROUP BY 1,2;
```

CategoryName	Region	TotalRevenue	RevenueCategory
Accessories	Northwest	76725	Moderate Revenue
Bikes	Northwest	1096794	High Revenue
Accessories	Southwest	106170	Moderate Revenue
Clothing	Southwest	46631	Low Revenue
Accessories	Canada	70377	Moderate Revenue
Accessories	United Kingdom	55848	Moderate Revenue
Clothing	United Kingdom	19433	Low Revenue
Accessories	Germany	47030	Low Revenue
Bikes	Germany	953155	High Revenue
Accessories	Australia	102356	Moderate Revenue
Bikes	United Kingdom	1043807	High Revenue
Bikes	Australia	2261783	High Revenue
Clothing	Australia	43966	Low Revenue
Bikes	Southwest	1758417	High Revenue
Clothing	Germany	15472	Low Revenue
Clothing	Northwest	35372	Low Revenue
Accessories	France	47967	Low Revenue
Bikes	France	810084	High Revenue
Clothing	Canada	32218	Low Revenue

# Classify the CategoryName by its Return Volume

- Identify the Products with High, Moderate or Low Returns across regions and categories

```
>= 50 -> "High Returns"
>=25 -> ''Moderate Returns
Else [0-24] -> 'Low Returns'
```

```
SELECT

pc.CategoryName,
ps.SubCategoryName,
t.Region,
ROUND(SUM(r.ReturnQuantity),0) AS TotalReturnQty
FROM ProductCategories pc
JOIN ProductSubcategories ps
ON pc.ProductCategoryKey = ps.ProductCategoryKey
JOIN Products p
ON p.ProductSubcategoryKey = ps.ProductSubcategoryKey
JOIN Returns r
ON r.ProductKey = p.ProductKey
JOIN Territories t
ON t.SalesTerritoryKey = r.TerritoryKey
GROUP BY 1,2,3;
```

CategoryName	SubCategoryName	Region	TotalReturnQty
Accessories	Helmets	United Kingdom	23
Accessories	Helmets	Australia	34
Accessories	Helmets	Germany	16
Accessories	Helmets	France	26
Accessories	Helmets	Canada	22
Accessories	Helmets	Southwest	43
Accessories	Helmets	Northwest	24
Clothing	Caps	United Kingdom	5
Clothing	Caps	Australia	8
Clothing	Caps	Germany	6
Clothing	Caps	France	4
Clothing	Caps	Canada	5
Clothing	Caps	Southwest	9
Clothing	Caps	Northwest	9

CASE STATEMENT

```
SELECT
    pc.CategoryName,
    ps.SubCategoryName,
    t.Region,
    SUM(r.ReturnQuantity) AS TotalReturnQty,
    CASE
        WHEN SUM(r.ReturnQuantity) >= 50 THEN 'High Returns'
        WHEN SUM(r.ReturnQuantity) >= 25 THEN 'Moderate Returns'
        ELSE 'Low Returns'
   END AS ReturnCateogry
FROM ProductCategories pc
JOIN ProductSubcategories ps
ON pc.ProductCategoryKey = ps.ProductCategoryKey
JOIN Products p
ON p.ProductSubcategoryKey = ps.ProductSubcategoryKey
JOIN Returns r
ON r.ProductKey = p.ProductKey
JOIN Territories t
ON t.SalesTerritoryKey = r.TerritoryKey
GROUP BY 1,2,3;
```

CategoryName	SubCategoryName	Region	TotalReturnQty	ReturnCateogry
Accessories	Helmets	United Kingdom	23	Low Returns
Accessories	Helmets	Australia	34	Moderate Returns
Accessories	Helmets	Germany	16	Low Returns
Accessories	Helmets	France	26	Moderate Returns
Accessories	Helmets	Canada	22	Low Returns
Accessories	Helmets	Southwest	43	Moderate Returns
Accessories	Helmets	Northwest	24	Low Returns
Clothing	Caps	United Kingdom	5	Low Returns
Clothing	Caps	Australia	8	Low Returns
Clothing	Caps	Germany	6	Low Returns
Clothing	Caps	France	4	Low Returns
Clothing	Caps	Canada	5	Low Returns
Clothing	Caps	Southwest	9	Low Returns
Clothing	Caps	Northwest	9	Low Returns
Clothing	Jerseys	United Kingdom	7	Low Returns
Clothing	Jerseys	Australia	24	Low Returns

## CONDITIONAL AGGREGATION WITH CASE SYNTAX:

SELECT column,
SUM(CASE WHEN condition THEN value ELSE 0 END) AS label
FROM table
GROUP BY column;

- -- Pivot Return Data by Region And Category
- -- Show the total Return Quantity for each product category as columns by Regions.

```
Columns -> Product Category

Regions

Total Return Qty
```

```
SELECT
    t.Region,
   SUM(CASE WHEN pc.CategoryName = 'Bikes' THEN r.returnQuantity ELSE 0 END ) AS BikeReturns,
    SUM(CASE WHEN pc.CategoryName = 'Clothing' THEN r.returnQuantity ELSE 0 END ) AS ClothingReturns,
    SUM(CASE WHEN pc.CategoryName = 'Accessories' THEN r.returnQuantity ELSE 0 END ) AS AccessoriesReturns,
   SUM(CASE WHEN pc.CategoryName = 'Components' THEN r.returnQuantity ELSE 0 END ) AS ComponentsReturns
FROM ProductCategories pc
JOIN ProductSubcategories ps
ON pc.ProductCategoryKey = ps.ProductCategoryKey
JOIN Products p
ON p.ProductSubcategoryKey = ps.ProductSubcategoryKey
JOIN Returns r
ON r.ProductKey = p.ProductKey
JOIN Territories t
ON t.SalesTerritoryKey = r.TerritoryKey
GROUP BY 1;
```

Region	BikeReturns	ClothingReturns	AccessoriesReturns	ComponentsReturns
Australia	125	56	223	0
United Kingdom	51	24	129	0
Germany	53	22	88	0
Southwest	78	53	231	0
Canada	22	51	165	0
Northwest	58	40	172	0
France	42	23	121	0
Southeast	0	0	1	0

#### CTE SYNTAX:

```
WITH CTE_NAME AS (
    SELECT column1, column2 FROM table_name WHERE condition
)
SELECT * FROM CTE_NAME;
```

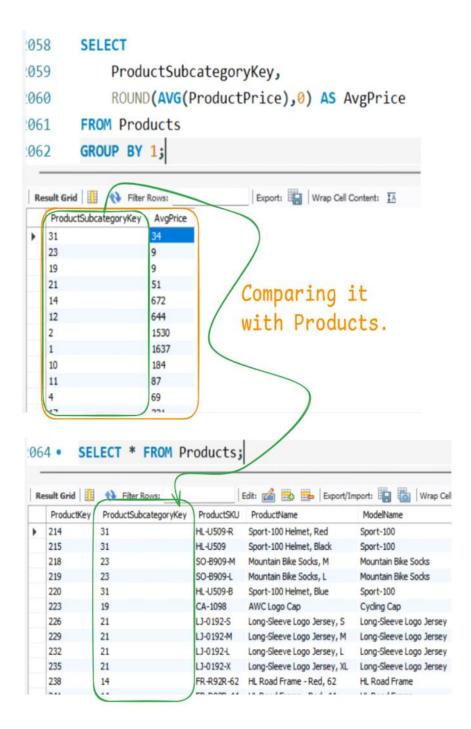
```
WITH Region_ReturnCategory AS (
        SELECT
            pc.CategoryName,
            ps.SubCategoryName,
            t.Region,
            SUM(r.ReturnQuantity) AS TotalReturnQty,
            CASE
                    WHEN SUM(r.ReturnQuantity) >= 50 THEN 'High Returns'
                    WHEN SUM(r.ReturnQuantity) >= 25 THEN 'Moderate Returns'
                    ELSE 'Low Returns'
            END AS ReturnCateogry
        FROM ProductCategories pc
        JOIN ProductSubcategories ps
        ON pc.ProductCategoryKey = ps.ProductCategoryKey
        JOIN Products p
        ON p.ProductSubcategoryKey = ps.ProductSubcategoryKey
        JOIN Returns r
        ON r.ProductKey = p.ProductKey
        JOIN Territories t
        ON t.SalesTerritoryKey = r.TerritoryKey
        GROUP BY 1,2,3
SELECT * FROM Region_ReturnCategory;
```

CategoryName	SubCategoryName	Region	TotalReturnQty	ReturnCateogry
Accessories	Helmets	United Kingdom	23	Low Returns
Accessories	Helmets	Australia	34	Moderate Returns
Accessories	Helmets	Germany	16	Low Returns
Accessories	Helmets	France	26	Moderate Returns
Accessories	Helmets	Canada	22	Low Returns
Accessories	Helmets	Southwest	43	Moderate Returns
Accessories	Helmets	Northwest	24	Low Returns
Clothing	Caps	United Kingdom	5	Low Returns
Clothing	Caps	Australia	8	Low Returns
Clothing	Caps	Germany	6	Low Returns
Clothing	Caps	France	4	Low Returns
Clothing	Caps	Canada	5	Low Returns
Clothing	Caps	Southwest	9	Low Returns
Clothing	Caps	Northwest	9	Low Returns

Now, Applying filter in this case is much easier.

```
WITH Region_ReturnCategory AS (
        SELECT
            pc.CategoryName,
            ps.SubCategoryName,
            t.Region,
            SUM(r.ReturnQuantity) AS TotalReturnQty,
            CASE
                    WHEN SUM(r.ReturnQuantity) >= 50 THEN 'High Returns'
                    WHEN SUM(r.ReturnQuantity) >= 25 THEN 'Moderate Returns'
                    ELSE 'Low Returns'
            END AS ReturnCateogry
        FROM ProductCategories pc
        JOIN ProductSubcategories ps
        ON pc.ProductCategoryKey = ps.ProductCategoryKey
        JOIN Products p
        ON p.ProductSubcategoryKey = ps.ProductSubcategoryKey
        JOIN Returns r
        ON r.ProductKey = p.ProductKey
        JOIN Territories t
        ON t.SalesTerritoryKey = r.TerritoryKey
        GROUP BY 1,2,3
SELECT * FROM Region_ReturnCategory WHERE ReturnCateogry = 'High Returns';
```

CategoryName	SubCategoryName	Region	TotalReturnQty	ReturnCateogry
Bikes	Road Bikes	Australia	67	High Returns
Accessories	Bottles and Cages	Australia	62	High Returns
Accessories	Bottles and Cages	Southwest	72	High Returns
Accessories	Tires and Tubes	United Kingdom	59	High Returns
Accessories	Tires and Tubes	Australia	98	High Returns
Accessories	Tires and Tubes	France	57	High Returns
Accessories	Tires and Tubes	Canada	88	High Returns
Accessories	Tires and Tubes	Southwest	90	High Returns
Accessories	Tires and Tubes	Northwest	94	High Returns



```
WITH AvgProductSubcategory AS (
    SELECT
       ProductSubcategoryKey,
        ROUND(AVG(ProductPrice),0) AS AvgPrice
    FROM Products
    GROUP BY 1
SELECT
    ProductKey,
   ProductName,
    ProductPrice,
   AvgPrice
FROM Products p
JOIN AvgProductSubcategory a
ON p.ProductSubcategoryKey = a.ProductSubcategoryKey
WHERE ProductPrice > AvgPrice
ORDER BY ProductPrice DESC;
```

ProductKey ProductName		ProductPrice	AvgPrice	
356	Mountain-200 Silver, 46	2071.4196	1637	
358	Mountain-200 Black, 38	2049.0982	1637	
360	Mountain-200 Black, 42	2049.0982	1637	
362	Mountain-200 Black, 46	2049.0982	1637	
580	Road-350-W Yellow, 40	1700.99	1530	
581	Road-350-W Yellow, 42	1700.99	1530	
582	Road-350-W Yellow, 44	1700.99	1530	
583	Road-350-W Yellow, 48	1700.99	1530	
291	HL Mountain Frame - Si	1364.5	644	
292	HL Mountain Frame - Si	1364.5	644	
299	HL Mountain Frame - Bl	1349.6	644	
300	HL Mountain Frame - Bl	1349.6	644	
437	HL Road Frame - Black,	1301.3636	672	
439	HL Road Frame - Black,	1301.3636	672	
441	HL Road Frame - Black,	1301.3636	672	
443	HL Road Frame - Black,	1301.3636	672	
238	HL Road Frame - Red, 62	1263.4598	672	
241	HL Road Frame - Red, 44	1263.4598	672	
244	HL Road Frame - Red, 48	1263.4598	672	