```sql
SELECT*FROM shopping_trends.sales.shop_transcations
LIMIT 5;


-- EDA -Understanding the Data Given
--Checking Values in the columns


SELECT DISTINCT gender
FROM shopping_trends.sales.shop_transcations;



SELECT DISTINCT item_purchased
FROM shopping_trends.sales.shop_transcations;


SELECT DISTINCT category
FROM shopping_trends.sales.shop_transcations;


SELECT DISTINCT location
FROM shopping_trends.sales.shop_transcations;



----------------------------------------------------------------=---
-----


SELECT MAX(age)
FROM shopping_trends.sales.shop_transcations;


SELECT MIN(age)
FROM shopping_trends.sales.shop_transcations;
```

```sql
CASE

    WHEN age BETWEEN 18 AND 30 THEN 'Youth'

    WHEN age BETWEEN 31 AND 40 THEN 'Adult'

    WHEN age BETWEEN 41 AND 50 THEN 'Senior'

    ELSE 'Elder'

END AS age_buckets
```


```sql
SELECT MAX("Purchase Amount (USD)")

FROM shopping_trends.sales.shop_transcations;


SELECT MIN("Purchase Amount (USD)")

FROM shopping_trends.sales.shop_transcations;


CASE

    WHEN "Purchase Amount (USD)" BETWEEN 20 AND 30 THEN '01. 20-
30: Low Spend'

    WHEN "Purchase Amount (USD)" BETWEEN 31 AND 50 THEN '02. 31-
50: Medium Spend'

    WHEN "Purchase Amount (USD)" BETWEEN 51 AND 70 THEN '03. 51-
70: HighSpend'

    ELSE '04. 70+ Very High spend'

END AS spend_buckets
```

```sql
------------------------------------------------------------------
-------

SELECT MIN(review_rating)

FROM shopping_trends.sales.shop_transcations;


SELECT MAX(review_rating)

FROM shopping_trends.sales.shop_transcations;


SELECT DISTINCT review_rating

FROM shopping_trends.sales.shop_transcations;


CASE

    WHEN review_rating <= 3.0 THEN 'Bad'

    WHEN review_rating >= 3.1 AND review_rating <=4.0 THEN
'Neutral'

    ELSE 'Good'

END AS review_rating_bucket;


------------------------------------------------------------------
----------------------------

SELECT

     --- Dates

    TO_DATE(processdate) AS purchase_date,

    DAYNAME(TO_DATE(processdate)) AS day_name,

    MONTHNAME(TO_DATE(processdate)) AS month_name,

    TO_CHAR(TO_DATE(processdate), 'YYYY-MM') AS month_id,

    DAYOFMONTH(TO_DATE(processdate)) AS day_of_month,
```

```sql
        YEAR(TO_DATE(processdate)) AS year,


    ---Aggregation
        SUM("Purchase Amount (USD)") AS revenue,
        COUNT(DISTINCT customer_id) AS Number_of_customers,


        SUBSCRIPTION_STATUS,
        SHIPPING_TYPE,
        DISCOUNT_APPLIED,
        PROMO_CODE_USED,
        PAYMENT_METHOD,
        FREQUENCY_OF_PURCHASES,


        CASE
            WHEN review_rating <= 3.0 THEN 'Bad'
            WHEN review_rating >= 3.1 AND review_rating <=4.0
THEN 'Neutral'
            ELSE 'Good'
        END AS review_rating_bucket,


        CASE
            WHEN "Purchase Amount (USD)" BETWEEN 20 AND 30 THEN
'01. 20-30: Low Spend'
            WHEN "Purchase Amount (USD)" BETWEEN 31 AND 50 THEN
'02. 31-50: Medium Spend'
            WHEN "Purchase Amount (USD)" BETWEEN 51 AND 70 THEN
'03. 51-70: HighSpend'
            ELSE '04. 70+ Very High spend'
        END AS spend_buckets,
```

```
        CASE

            WHEN age BETWEEN 18 AND 30 THEN 'Youth'

            WHEN age BETWEEN 31 AND 40 THEN 'Adult'

            WHEN age BETWEEN 41 AND 50 THEN 'Senior'

            ELSE 'Elder'

        END AS age_buckets


FROM shopping_trends.sales.shop_transcations

GROUP BY ALL;
```