

# Business Requirements

**Reporter:** Business Manager

**To:** Mahmoud Elhelaly

**Generate a customer-centric report with the following insights:**

1. Calculate the average **age** of customers.
2. Determine the total **count** of customers.
3. Categorize customers based on their orders and purchases:  
**VIP Customers** have Total Orders  $\geq 2$  and Total Purchases  $\geq 100$   
**Loyal Customers** have Total orders  $\geq 2$   
others are **Periodic Buyers**.
4. Analyze revenue based on whether customers have **children or not**.
5. Implement a dynamic ranking system to identify the **top-performing** customers.
6. Examine revenue based on customer **gender**.

**Attachments:** [AdventureWorksDW.xlsx]