

### **SQL BUSINESS ANALYSTIC QUESTIONS :-**

Q1. WHAT IS THE TOTAL REVENUE GENERATED BY MALE VS FEMALE CUSTOMERS ?

Q2. WHICH CUSTOMER USED A DISCOUNT BUT STILL SPENT MORE THAN THE AVERAGE PURCHASE AMOUNT ?

Q3.WHICH ARE THE TOP 5 PRODUCTS WITH THE HIGHEST AVERAGE REVIEW RATING ?

Q4.COMPARE THE AVERAGE PURCHASE AMOUNTS BETWEEN STANDARD AND EXPRESS SHIPPING ?

Q5. DO SUBSCRIBED CUSTOMER SPEND MORE ? COMPARE AVERAGE SPEND AND TOTAL REVENUE BETWEEN SUBSCRIBERS AND NON- SUBSCRIBERS.

Q6. WHICH 5 PRODUCTS HAVE THE HIGHEST PERCENTAGE OF PURCHASE WITH DISCOUNT APPLIED ?

Q7. SEGMENT CUSTOMER INTO NEW , RETURNING , AND LOYAL BASED ON THEIR TOTAL NUMBER OF THE PREVIOUS PURCHASES , AND SHOW THE COUNT OF EACH SEGMENT.

Q8. WHAT ARE THE TOP 3 MOST PURCHASED PRODUCTS WITHIN EACH CATEGORY ?

Q9. ARE CUSTOMERS WHO ARE REPEAT BUYERS (MORE THAN 5 PREVIOUS PURCHASES) ALSO LIKELY TO SUBSCRIBE?

Q10. WHAT IS THE REVENUE CONTRIBUTION OF EACH AGE GROUP ?

Q11. HOW DOES AVERAGE PURCHASE AMOUNT AND TOTAL REVENUE VARY ACROSS DIFFERENT PURCHASE FREQUENCY SEGMENTS?

Q12. HOW DOES AVERAGE PURCHASE AMOUNT AND TOTAL REVENUE DIFFER ACROSS CUSTOMERS WITH DIFFERENT LEVELS OF PREVIOUS PURCHASE HISTORY?

Q13. WHAT IS THE RELATIONSHIP BETWEEN AVERAGE PURCHASE FREQUENCY (IN DAYS) AND PURCHASE AMOUNT?

Q14. HOW DOES PURCHASING BEHAVIOR DIFFER BETWEEN CUSTOMERS WHO FREQUENTLY RECEIVE DISCOUNTS AND THOSE WHO DO NOT, IN TERMS OF AVERAGE PURCHASE AMOUNT, TOTAL REVENUE, AND PURCHASE FREQUENCY?

Q15. WHICH CUSTOMERS ARE AT HIGH RISK OF CHURN BASED ON HAVING HIGH PREVIOUS PURCHASES BUT LONG GAPS BETWEEN PURCHASES?