

\*SELECT \* FROM customer\_behavior LIMIT 5;

\*select count(\*)from customer\_behavior;

**-- Q1.what is the total revenue generated by male and female customers?**

Query:select gender, sum(purchase\_amount) as total\_revenue from customer\_behavior group by gender;

**-- Q2.Which customers are used discount and still spent more than the average purchase\_amount?**

Query:select customer\_id,discount\_applied from customer\_behavior  
where discount\_applied="yes"  
and purchase\_amount>(select avg(purchase\_amount) as avg\_purchase\_amount from customer\_behavior);

**-- Q3.which are the Top 5 products with highest average review rating?**

Query:select item\_purchased,ROUND(avg(review\_rating),2) as "Average\_review\_rating"  
from customer\_behavior  
group by item\_purchased  
order by avg(review\_rating) desc limit 5;

**-- Q4.Compare the Average shipping amount between Standard and Express Shipping.**

Query:select shipping\_type,round(avg(purchase\_amount),2) as avf\_shpping\_PA from customer\_behavior where shipping\_type in ("standard","express") group by shipping\_type;

-- **Q5.Do subscriber spend more money?compare the average spent and total spent between the subscriber and non\_subscribers?**

Query:select count(customer\_id) as total\_customer,  
avg(purchase\_amount) as average\_spent,  
sum(purchase\_amount) as total\_revenue,subscription\_status  
from customer\_behavior  
group by subscription\_status  
order by average\_spent;

-- **Q6.Which 5 products have the highest percentage of purchase with discount applied.**

Query:select item\_purchased,  
round(100\*sum(case when discount\_applied='Yes' then 1 else 0 end)/count(\*),2) as  
discount\_rate  
from customer\_behavior  
group by item\_purchased  
order by discount\_rate desc  
limit 5;

-- **Q7.Segment customers into New,Returning, and Loyal based on their total number of previous purchases, and show the count of each segment.**

Query:with customer\_type as(  
select customer\_id,previous\_purchases,  
case  
when previous\_purchases =1 then 'New'  
when previous\_purchases Between 2 and 10 then 'Returning'  
else 'Loyal'  
end as customer\_segment  
from customer\_behavior

```
)  
select customer_segment,count(*) as 'Number_of_customers'  
from customer_type  
group by customer_segment;
```

## -- Q8.What are the top 3 Most Purchased products within each category?

Query:with item\_counts as(select category,item\_purchased,  
count(customer\_id) as total\_orders,  
row\_number() over(partition by category order by count(customer\_id)desc) as item\_rank  
from customer\_behavior  
group by category,item\_purchased  
)  
select item\_rank,category,item\_purchased,total\_orders  
from item\_counts  
where item\_rank<=3;

## -- Q9.Are customer who are repeat buyers (more than 5 previous purchasees)also like to subscribe?

Query:select subscription\_status,count(customer\_id) as total\_customers  
from customer\_behavior  
where previous\_purchases>5  
group by subscription\_status;

## -- Q10.What is the revenue contribution of each age\_group?

Query:select age\_group,sum(purchase\_amount) as total\_revenue  
from customer\_behavior  
group by age\_group  
order by total\_revenue desc;