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*SELECT * FROM customer_behavior LIMIT 5;
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*select count(*)from customer_behavior;
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-- 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_shipping_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

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)  
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 purchases)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?

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Query:select age_group,sum(purchase_amount) as total_revenue  
from customer_behavior  
group by age_group  
order by total_revenue desc;
```