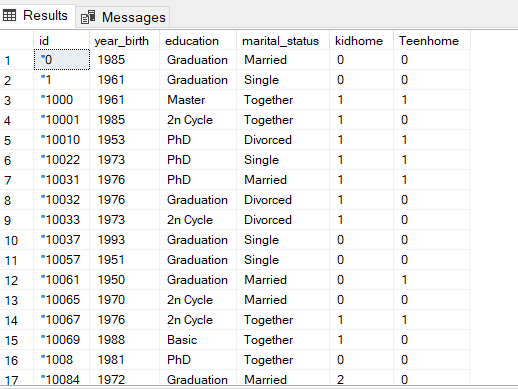
**Question 1:**

Identify the main customer data.

This query collects key data needed to perform clustering.

select id, year\_birth, education, marital\_status, kidhome, Teenhome

from marketing\_campaign



**Question 2:**

Analyze average spending by segment

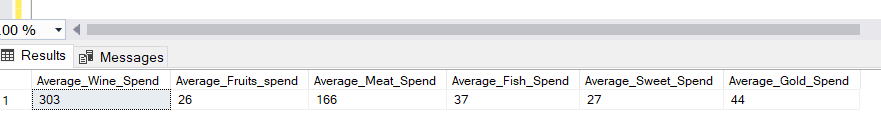
This query collects the average spending on each category and shows the values of each, we can determine from them the most rated spendings in which category.

Select AVG(mntwines) as Average\_Wine\_Spend , AVG(mntfruits) as Average\_Fruits\_spend,

AVG(mntmeatproducts)as Average\_Meat\_Spend, AVG(mntfishProducts) as Average\_Fish\_Spend,

Avg(mntsweetproducts) as Average\_Sweet\_Spend, AVG(mntgoldprods) as Average\_Gold\_Spend

from marketing\_campaign



**Question 3:**

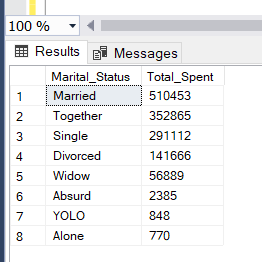
To identify which segments contribute most to our revenues, we calculated total spending based on marital status

Select Marital\_Status, Sum(Mntwines + Mntfruits + Mntmeatproducts + Mntfishproducts + Mntsweetproducts + Mntgoldprods) As Total\_Spent

From Marketing\_Campaign

Group By Marital\_Status

Order By Total\_Spent Desc;



**Question 4:**

Analyze relation between complaints and total spending

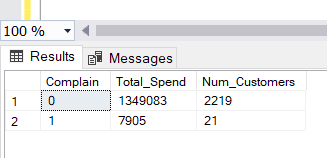
SELECT Complain,

SUM(MntWines + MntFruits + MntMeatProducts + MntFishProducts + MntSweetProducts + MntGoldProds) AS Total\_Spend,

COUNT(ID) AS Num\_Customers

FROM marketing\_campaign

GROUP BY Complain

****

**Question 5:**

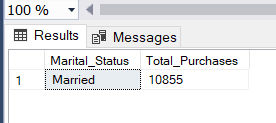
Identifying the most loyal customer demographic involves analyzing repeat purchases by marital status

SELECT top 1 Marital\_Status, SUM(NumWebPurchases + NumCatalogPurchases + NumStorePurchases) AS Total\_Purchases

FROM marketing\_campaign

GROUP BY Marital\_Status

ORDER BY Total\_Purchases DESC;

****

**Question 6:**

Determine how recency affects the total spending and customer loyalty

This query shows the relation and the effect of recency on the number of customers and their total spendings.

SELECT Recency,

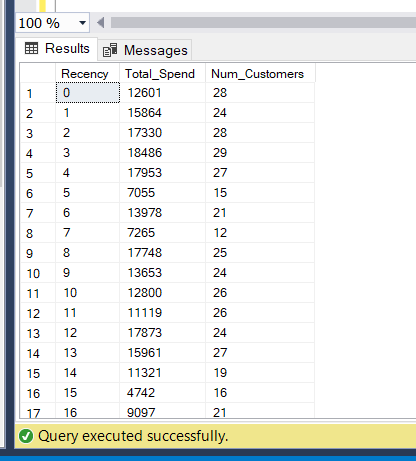
SUM(MntWines + MntFruits + MntMeatProducts + MntFishProducts + MntSweetProducts + MntGoldProds) AS Total\_Spend,

COUNT(ID) AS Num\_Customers

FROM marketing\_campaign

GROUP BY Recency

ORDER BY Recency ASC



**Question 7:**

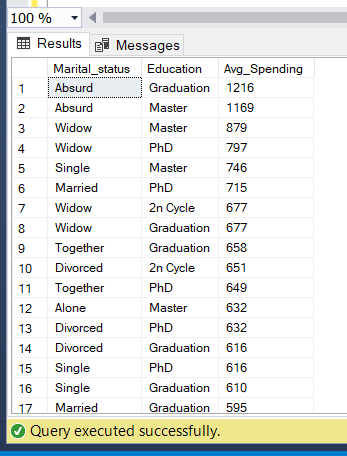
Analyze spending behavior based on family structure (Marital Status, Education)

SELECT Marital\_status ,Education, AVG(Mntwines + Mntfruits + Mntmeatproducts + Mntfishproducts + Mntsweetproducts + Mntgoldprods) AS Avg\_Spending

FROM marketing\_campaign

GROUP BY Education , Marital\_Status

ORDER BY Avg\_Spending DESC;



**Question 8:**

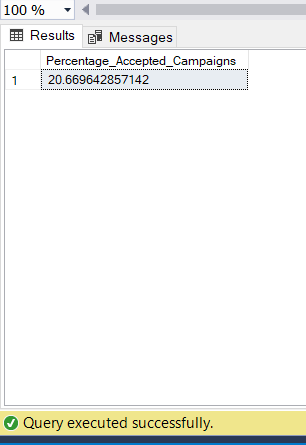
What percentage of customers have accepted at least one marketing campaign?

Select (Count(Case

When Acceptedcmp1 = 1 Or Acceptedcmp2 = 1 Or Acceptedcmp3 = 1 Or Acceptedcmp4 = 1 Or Acceptedcmp5 = 1

Then 1 End) \* 100.0 / Count(\*)) As Percentage\_Accepted\_Campaigns

From Marketing\_Campaign



**Question 9:**

Identifying the most popular product categories gives us insight into where to focus our marketing efforts/ and the most popular product?

Select Top 3

'Wines' As Category, Sum(Mntwines) As Total\_Spent

From Marketing\_Campaign

Union All

Select 'Fruits', Sum(Mntfruits) From Marketing\_Campaign

Union All

Select 'Meat Products', Sum(Mntmeatproducts) From Marketing\_Campaign

Union All

Select 'Fish Products', Sum(Mntfishproducts) From Marketing\_Campaign

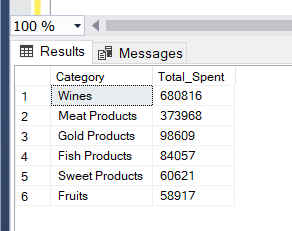
Union All

Select 'Sweet Products', Sum(Mntsweetproducts) From Marketing\_Campaign

Union All

Select 'Gold Products', Sum(Mntgoldprods) From Marketing\_Campaign

Order By Total\_Spent Desc;



**Question 10 :**

Rank customers by total spending

This query will rank customers based on their total spending across all product categories.

SELECT ID , SUM(MntWines + MntFruits + MntMeatProducts + MntFishProducts + MntSweetProducts + MntGoldProds) AS Total\_Spend,

RANK() OVER (ORDER BY SUM(MntWines + MntFruits + MntMeatProducts + MntFishProducts + MntSweetProducts + MntGoldProds) DESC) AS Spending\_Rank

from marketing\_campaign

Group by ID

