**CONSUMER SPENDING ANALYSIS**  
  
 QUESTION 1: Which Category generates the most revenue?

SELECT

Category,

SUM(Total\_Spent) as Total\_Spending

FROM

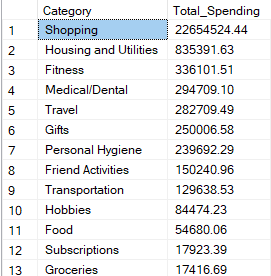
Consumer\_spending

GROUP BY

Category

ORDER BY

Total\_Spending DESC;



QUESTION 2: What payment methods do consumers prefer?

SELECT

COUNT(customer\_id) as Transaction\_Count,

Payment\_Method

FROM

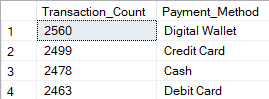
Consumer\_spending

GROUP BY

Payment\_Method

ORDER BY

Transaction\_Count DESC;



QUESTION 3: What are the most popular products/ services

SELECT

TOP 10

item,

SUM(Total\_Spent) as Total\_Spending,

COUNT(Customer\_ID) as Purchase\_Count

FROM

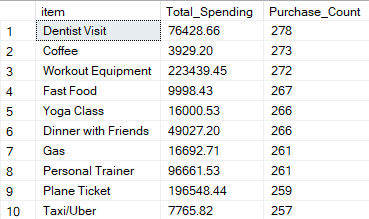
Consumer\_spending

GROUP BY

Item

ORDER BY

Purchase\_Count DESC;



QUESTION 4: Where do people prefer to shop?

SELECT

location,

SUM(Total\_Spent) as Total\_Spending

FROM

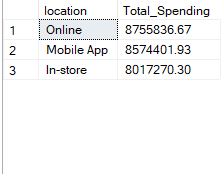
Consumer\_Spending

GROUP BY

Location

ORDER BY

Total\_Spending DESC;



QUESTION 5: IDENTIFY HIGH-VALUE CUSTOMERS

SELECT

TOP 10

customer\_id,

SUM(Total\_Spent) AS total\_spending,

COUNT(customer\_id) AS purchase\_count,

CAST(AVG(Total\_Spent) AS DECIMAL (10,2)) AS avg\_order\_value

FROM

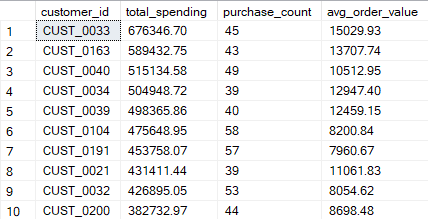
consumer\_spending

GROUP BY

customer\_id

ORDER BY

total\_spending DESC;



QUESTION 6: Analyze Purchase Frequency

WITH PurchaseIntervals AS (

SELECT

customer\_id,

Transaction\_Date,

LAG(Transaction\_Date) OVER (PARTITION BY customer\_id ORDER BY Transaction\_Date) AS previous\_purchase\_date

FROM consumer\_spending

)

SELECT

customer\_id,

AVG(DATEDIFF(day, previous\_purchase\_date, Transaction\_Date)) AS avg\_days\_between\_purchases

FROM

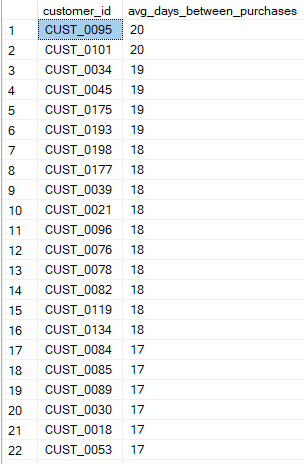
PurchaseIntervals

GROUP BY

customer\_id

ORDER BY

avg\_days\_between\_purchases DESC;



Question 7: Evaluate Weekday vs. Weekend Spending Behavior

SELECT

CASE

WHEN DATEPART(WEEKDAY, Transaction\_Date) IN (1, 7) THEN 'Weekend'

ELSE 'Weekday'

END AS Day\_Type,

SUM(Total\_Spent) as Total\_Spending,

COUNT(customer\_ID) as Purchase\_Count,

CAST(AVG(Total\_Spent) AS DECIMAL (10,2)) as Avg\_purchase\_amount

FROM

Consumer\_spending

GROUP BY

CASE

WHEN DATEPART(WEEKDAY, Transaction\_Date) IN (1, 7) THEN 'Weekend'

ELSE 'Weekday'

END

ORDER BY

Total\_Spending DESC;



Question 8: Analyze Monthly Sales Trends

SELECT

YEAR(Transaction\_Date) AS Sales\_Year,

MONTH(Transaction\_Date) AS Sales\_Month,

SUM(Total\_Spent) AS total\_sales,

COUNT(Customer\_ID) AS transaction\_count

FROM

consumer\_spending

GROUP BY

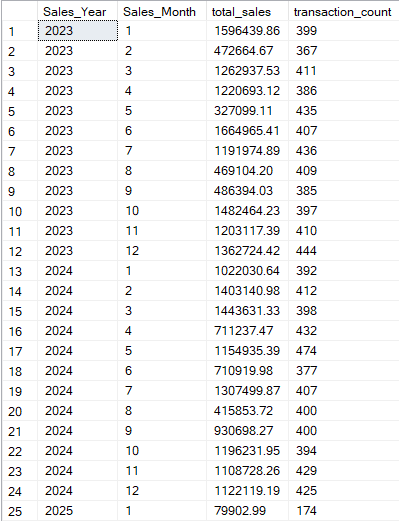
YEAR(Transaction\_Date),

MONTH(Transaction\_Date)

ORDER BY

Sales\_Year,

Sales\_Month;



Question 9: Analyze Quarterly Sales Trends

SELECT

YEAR(Transaction\_Date) AS Purchase\_Year,

DATEPART(QUARTER, Transaction\_Date) as Purchase\_Quarter,

SUM(Total\_Spent) as Total\_Sales,

COUNT(Customer\_ID) as Purchases

FROM

Consumer\_spending

GROUP BY

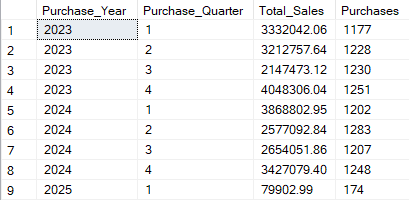
YEAR(Transaction\_Date),

DATEPART(QUARTER, Transaction\_Date)

ORDER BY

Purchase\_Year,

Purchase\_Quarter;



QUESTION 10: Segment customers into spending tiers based on their total purchases, and what portion of revenue does each contribute

WITH CustomerTotals AS (

SELECT

Customer\_ID,

SUM(Total\_Spent) AS Total\_Spending

FROM

Consumer\_spending

GROUP BY

Customer\_ID

),

SpendingTiers AS (

SELECT

Customer\_ID,

Total\_Spending,

CASE

WHEN Total\_Spending < 10000 THEN 'Low Tier'

WHEN Total\_Spending BETWEEN 10000 AND 50000 THEN 'Mid Tier'

ELSE 'High Tier'

END AS Spending\_Tier

FROM CustomerTotals

)

SELECT

Spending\_Tier,

COUNT(Customer\_ID) AS Num\_Customers,

SUM(Total\_Spending) AS Tier\_Total\_Spending,

CAST(AVG(Total\_Spending) AS DECIMAL(10,2)) AS Avg\_Tier\_Spending

FROM

SpendingTiers

GROUP BY

Spending\_Tier

ORDER BY

CASE WHEN Spending\_Tier = 'high tier' THEN 1

WHEN Spending\_Tier = 'mid tier' THEN 2

ELSE 3

END;

