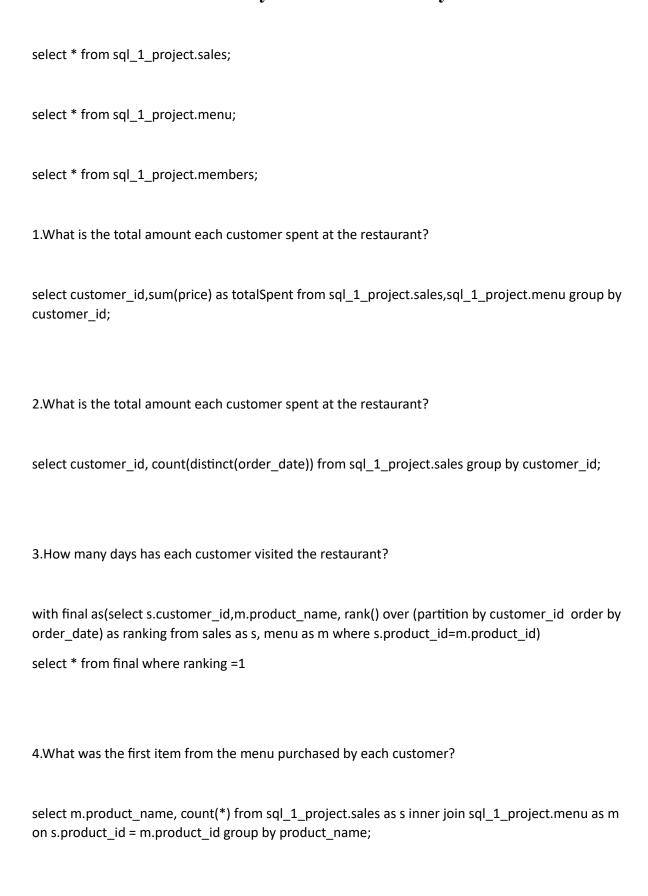
Danny's Diner Case Study:



```
5. What is the most purchased item on the menu and how many times was it purchased by all customers?
```

```
with final as (

select s.customer_id, m.product_name, count(*) as total

from sql_1_project.sales as s

join sql_1_project.menu as m

on s.product_id = m.product_id

group by s.customer_id, m.product_name)

select customer_id, product_name, total,

rank() over (partition by customer_id order by total desc) as ranking

from final;
```

6. Which item was the most popular for each customer?

```
with final as(select s.*,ms.customer_id as customerid, ms.join_date, rank() over (partition by s.customer_id order by s.order_date) as ranking , m.product_name from sql_1_project.sales as s join sql_1_project.members as ms on s.customer_id = ms.customer_id join sql_1_project.menu as m on s.product_id=m.product_id where s.order_date>= ms.join_date) select customerid, ranking, product_name from final where ranking=1
```

7. Which item was purchased first by the customer after they became a member?

```
select s.*,ms.customer_id as customerid, ms.join_date,

rank() over (partition by s.customer_id order by s.order_date) as ranking , m.product_name

from sql_1_project.sales as s

join sql_1_project.members as ms

on s.customer_id = ms.customer_id

join sql_1_project.menu as m

on s.product_id=m.product_id where s.order_date < ms.join_date
```

8. Which item was purchased just before the customer became a member?

```
with memberData as
(select s.customer_id,s.order_date,ms.join_date,m.price,m.product_name
from sql_1_project.sales as s
left join sql_1_project.members as ms
on s.customer_id=ms.customer_id
join sql_1_project.menu as m
on s.product_id = m.product_id
where s.order_date < ms.join_date)
select customer_id, sum(price),count(distinct(product_name))
from memberData
group by customer_id;
9.If each $1 spent equates to 10 points and sushi has a 2x points multiplier - how many points would
each customer have?
with points as(
select s.customer_id,m.product_name,m.price,
case when m.product_name= "sushi" then 2*m.price
else m.price end as newprice
from sql_1_project.sales as s
join sql_1_project.menu as m
on s.product_id = m.product_id)
select customer_id, sum(newprice)*10 from points
group by customer_id;
```

10.In the first week after a customer joins the program (including their join date) they earn 2x points on all items, not just sushi - how many points do customer A and B have at the end of January?

```
with finalpoints as(
select s.customer_id,m.product_name,m.price,
case when m.product_name= "sushi" then 2*m.price
when s.order_date between ms.join_date and (ms.join_date + interval 6 day) then 2*m.price
else m.price end as newprice
from sql_1_project.sales as s
join sql_1_project.menu as m
on s.product_id = m.product_id
join sql_1_project.members as ms
on s.customer_id = ms.customer_id
where s.order_date<="2021-01-31")
select customer_id, sum(newprice)*10 from finalpoints
group by customer_id;
```