**--Show the table ?**

select \* from `customer-trends-476311.Customers.CTA`;

**-- What is the total revenue generated by male vs female customers?**

select gender,sum(purchase\_amount) as revenue

from `customer-trends-476311.Customers.CTA`

group by gender;

**-- Which customer used a discount but still spends more than the average purchase amount?**

select customer\_id,purchase\_amount

from `customer-trends-476311.Customers.CTA`

where discount\_applied = true and purchase\_amount >= (select avg(purchase\_amount) from `customer-trends-476311.Customers.CTA`);

**--Which are the top 5 products with the highest average review rating?**

select item\_purchased,round(avg(review\_rating),2) as Average\_Product\_Rating

from `customer-trends-476311.Customers.CTA`

group by 1

order by 2 desc

limit 5;

**--Compare the average purchase amount between standard and express shopping.**

select shipping\_type,round(avg(purchase\_amount),2)

from `customer-trends-476311.Customers.CTA`

where shipping\_type in ('Standard','Express')

group by 1;

**--Do subscribed customers spend more? Compare average spend and total revenue between subscribers and non-subscribers**

select subscription\_status,

       count(customer\_id) as total\_customers,

       round(avg(purchase\_amount),2) as avg\_spend,

       round(sum(purchase\_amount),2) as total\_revenue

from `customer-trends-476311.Customers.CTA`

group by 1

order by 4,3 desc;

**-- Which 5 products have the highest percentage of purchases with discounts applied?**

select item\_purchased,

       round(100 \* sum(case when discount\_applied = true then 1 else 0 end)/count(\*),2 )   as discount\_rate

from `customer-trends-476311.Customers.CTA`

group by 1

order by 2 desc

limit 5;

**--Segment customers into new, returning, and loyal based on their total number of previous purchases and show the count of each segment.**

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-trends-476311.Customers.CTA`

)

select customer\_segment,count(\*) as Number\_of\_customers

from customer\_type

group by 1;

**-- what are the top 3 most purchased products within each category?**

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-trends-476311.Customers.CTA`

group by 1,2

)

select item\_rank,

       category,

       item\_purchased,

       total\_orders

from item\_counts

where item\_rank <=3;

**-- Are customers who are repeat buyers(more then 5 previous purchases) aslo likely to subscribe?**

select subscription\_status,

       count(customer\_id) as repeat\_buyers

from `customer-trends-476311.Customers.CTA`

where previous\_purchases >5

group by 1;

**-- what is the revenue contribution of each age group?**

select age\_group,

       sum(purchase\_amount) as total\_revenue

from `customer-trends-476311.Customers.CTA`

group by 1

order by 2 desc;