# PROJECT-Mining Data Features Based on Retail Data

Analysis dimension: customers

# <Top 5 cities with total number of customer orders>

**订单数量排名**
Order quantity ranking



London: 46
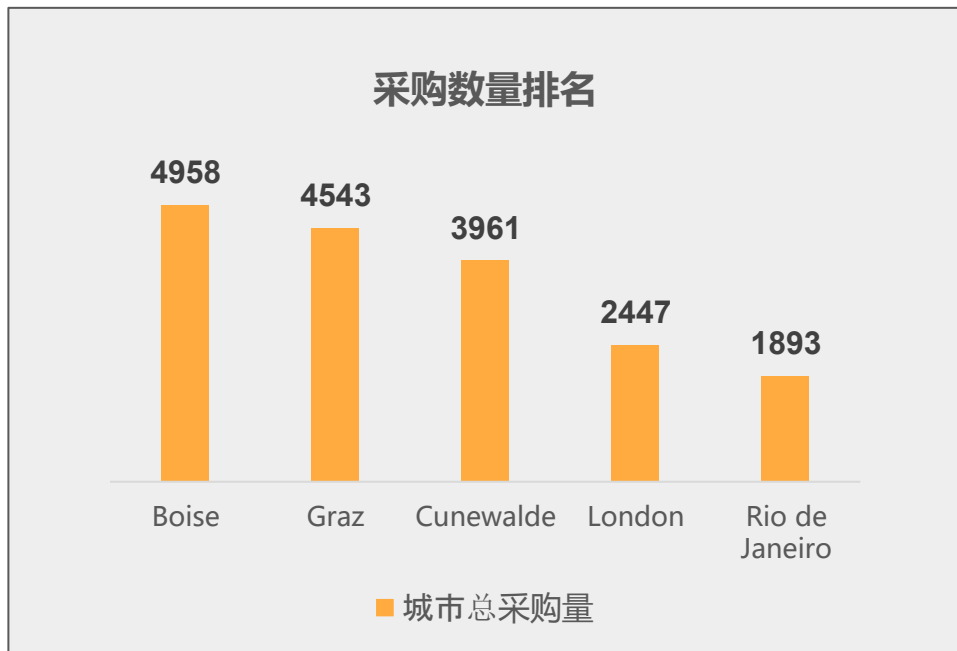Rio de Janeiro: 34
Boise: 31
Sao Paulo: 31
Graz: 30

■ 城市总订单
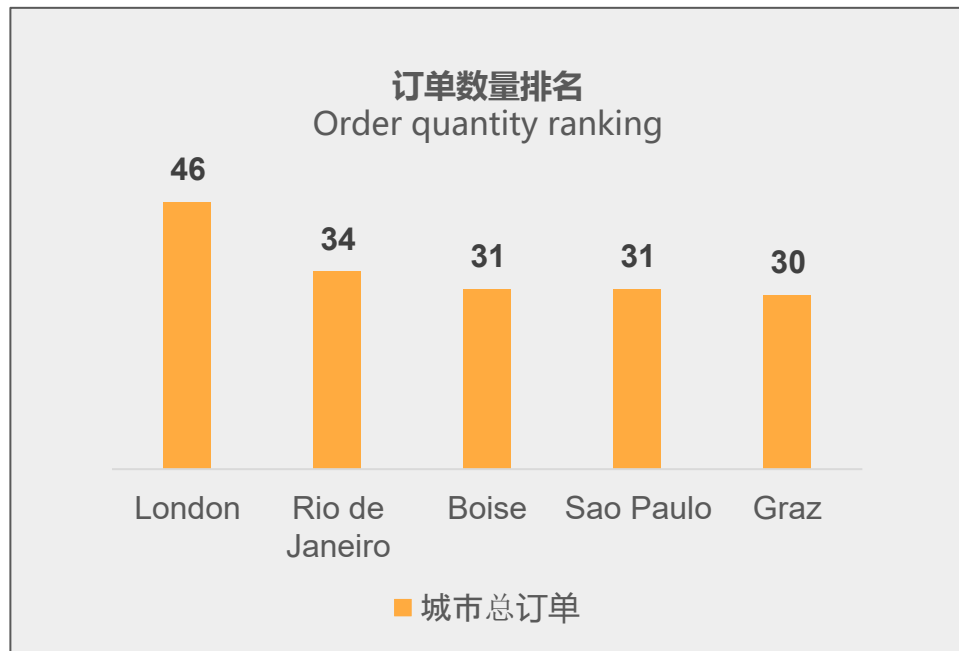
Using the data JOIN in the tables Orders and Customers, you can see that the top 5 cities for customer orders are:

1.London: 46
2. Rio de Janeiro: 34
3. Boise: 31
4. Sao Paulo: 31
5. Graz: 30

# <Top 5 cities for total customer purchases>

## 采购数量排名



4958  4543  3961  2447  1893

Boise  Graz  Cunewalde  London  Rio de Janeiro

■ 城市总采购量

Using the data JOIN in the tables Orders, Customers and Order Details, you can see that the top 5 cities for customer purchases are:

1. Boise: 4958
2. Graz: 4543
3. Cunewalde: 3961
4. London: 447
5. Rio de Janeiro: 1893

# <Top 3 customers with the largest purchase volume>

**采购数量排名**
Purchase volume ranking

4958
4543
3961

Save-a-lot Markets    Ernst Handel    QUICK-Stop
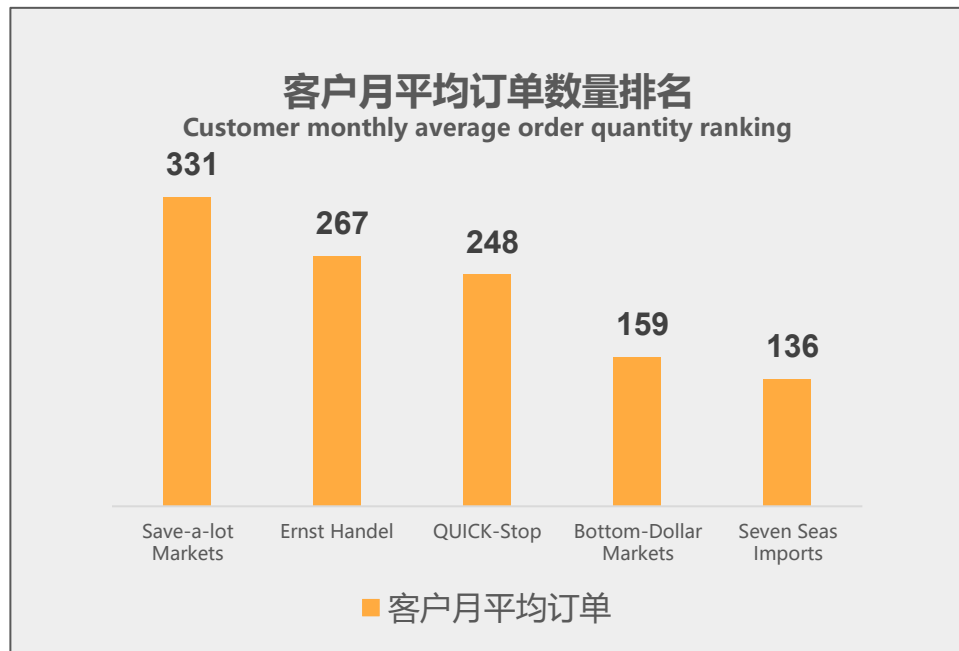
■ 客户采购数量  Customer purchases

Using the data connections in the tables Orders, Customers and Order Details, you can see that the top 5 customers by number of purchases are:

1. Boise "Save-a-lot Markets" : 4958
2. Graz "Ernst Handel" : 4543
3. Cunewalde "QUICK-Stop" : 3961

This is exactly the same as the top 3 of the data on the previous page, indicating that all three cities have only one customer.

# <Customer monthly average order quantity ranking>



客户月平均订单数量排名
Customer monthly average order quantity ranking

331 — Save-a-lot Markets
267 — Ernst Handel
248 — QUICK-Stop
159 — Bottom-Dollar Markets
136 — Seven Seas Imports

客户月平均订单

Using the data JOIN in the tables Orders, Customers and Order Details, and subqueries, you can see that the top 5 customers in monthly purchases are:

1. "Save-a-lot Markets" : 331
2. "Ernst Handel" : 267
3. "QUICK-Stop" : 248
4. "Bottom-Dollar Markets" : 159
5. "Seven Seas Imports" : 136