**user\_behavior\_analysis.sql:**

-- what is total amount each customer spent on zomato

select a.userid, sum(b.price) total\_amt\_spend from sales a inner join product b on

a.product\_id =b.product\_id

group by a.userid;

**visit\_frequency.sql:**

-- how many days has each customers visited zomato

select userid , count(distinct created\_date) distinct\_date from sales group by userid;

**first\_purchase\_by\_customer.sql:**

--what was the first product purchased by each customer

select\* from(

select \*,rank() over(partition by userid order by created\_date )rnk from sales

) a where rnk =1;

**most\_purchased\_item.sql:**

-- what is the most purchased item on menu and how many times was it purchased by all the customers;

select userid,count(product\_id) cnt from sales where product\_id=

(select product\_id from sales group by product\_id order by count(product\_id) desc limit 1) group by userid;

**most\_popular\_item.sql:**

--which item was most popular for each customer

select\* from(

select \*, rank() over (partition by userid order by cnt desc)rnk from

(select userid,product\_id,count(product\_id) cnt from sales group by userid,product\_id)a)b

where rnk =1;

**first\_purchase\_after\_membership.sql:**

--which item was purchased first by customer after they became member

select \* from

(select c.\*,rank() over(partition by userid order by created\_date)rnk from

(select a.userid,a.created\_date,a.product\_id,b.gold\_signup\_date from sales a inner join goldusers\_signup b on a.userid=b.userid and created\_date>=gold\_signup\_date)c)d where rnk =1;

**last\_purchase\_before\_membership.sql:**

--which item was purchased just before the customer became the member

select \* from(

select c.\*, rank() over (partition by userid order by created\_date desc) rnk from

(

select a.userid,a.created\_date,a.product\_id,b.gold\_signup\_date from sales a inner join goldusers\_signup b on a.userid=b.userid and created\_date<= gold\_signup\_date)c)d

where rnk =1;

**total\_amt\_spent\_before\_membership.sql:**

--what is the total amount spent for each member before they became member

select userid, count(created\_date) order\_purchased ,sum(price) total\_amt\_spend from(

select c.\*,d.price from

(

select a.userid,a.created\_date,a.product\_id from sales a inner join goldusers\_signup b on a.userid=b.userid and created\_date<=gold\_signup\_date)c inner join product d on c.product\_id =d.product\_id)e

group by userid;

**points\_collected\_by\_customers.sql:**

--if buying each product generates points eg: for p1 rs5 = 1 zomato point,for p1 rs10 = 5 zomato point,for p3 rs 2 = 1 zomato point

--calculate points collected by each customers and for which product most points has been given till date

select userid,sum(total\_points)\*2.5 total\_money\_earned from

(select e.\*,amt/points total\_points from

(select d.\*,case when product\_id=1 then 5 when product\_id =2 then 2 when product\_id=3 then 5 else 0 end as points from

(select c.userid,c.product\_id,sum(price) amt from

(select a.\*,b.price from sales a inner join product b on a.product\_id=b.product\_id )c

group by userid,product\_id)d)e)f group by userid order by userid asc;

**total\_points\_by\_products.sql:**

--total no of points by each products

select product\_id,sum(total\_points) total\_points\_earned from

(select e.\*,amt/points total\_points from

(select d.\*,case when product\_id=1 then 5 when product\_id =2 then 2 when product\_id=3 then 5 else 0 end as points from

(select c.userid,c.product\_id,sum(price) amt from

(select a.\*,b.price from sales a inner join product b on a.product\_id=b.product\_id )c

group by userid,product\_id)d)e)f group by product\_id order by product\_id asc;

**most\_points\_generating\_product.sql:**

--product having highest no of points

select \* from

(select \*, rank() over(order by total\_points\_earned desc) rnk from

(select product\_id,sum(total\_points) total\_points\_earned from

(select e.\*,amt/points total\_points from

(select d.\*,case when product\_id=1 then 5 when product\_id =2 then 2 when product\_id=3 then 5 else 0 end as points from

(select c.userid,c.product\_id,sum(price) amt from

(select a.\*,b.price from sales a inner join product b on a.product\_id=b.product\_id )c

group by userid,product\_id)d)e)f group by product\_id order by product\_id asc)g)h where rnk =1;

**points\_earned\_in\_first\_year.sql:**

--in the first 1 year after customer joins the gold programme including their joininng date irrespective of what customers have purchased they earn 5 zomato points for every 10 rs spennt who earne more?and what was their price erning in 1st year

select c.\*,d.price\*0.5 total\_points\_earned from

(select a.\*,b.gold\_signup\_date from sales a inner join goldusers\_signup b on a.userid=b.userid and created\_date >=gold\_signup\_date and created\_date<= gold\_signup\_date + INTERVAL '1 year')c

inner join product d on c.product\_id=d.product\_id;

**transaction\_rank\_by\_date.sql:**

--rank all the transaction of the customer

select \*, rank() over(partition by userid order by created\_date asc) rnk from sales;

**transaction\_rank\_gold\_members.sql:**

--rank all the transaction for each member when they are a zomato gold member for every non gold member they are ranked as na

SELECT

e.\*,

CASE WHEN rnk = 0 THEN 'na' ELSE CAST(rnk AS VARCHAR) END AS rnkk

FROM (

SELECT

c.\*,

RANK() OVER (PARTITION BY userid ORDER BY created\_date DESC) AS rnk

FROM (

SELECT

a.userid,

a.created\_date,

a.product\_id,

b.gold\_signup\_date

FROM

sales a

LEFT JOIN goldusers\_signup b ON a.userid = b.userid AND a.created\_date > b.gold\_signup\_date

) c

) e;