In this assignment, you will use the RFM analysis sample scenario and related scripts in weekly resources and SQL Server Management Studio Express to write stored procedures with SQL statements to manipulate (query) the data in the database for business intelligence purposes.

**Part 1:**

1. Using the SQL scripts for the RFM analysis provided in weekly resources, modify as necessary to create the necessary tables and stored procedures to conduct an RFM analysis using data in the Pets 'n Paws database.
2. Describe the process of modifying the scripts for each required RFM analysis element. Include embedded annotated screenshots of the results of each part of the process.
3. Provide a copy of the modified sample RFM analysis SQL scripts as a ZIP file.

**Part 2:**

Describe different types of business intelligence acquired based on the spending behavior information in the Pets 'n Paws database as follows.

Provide answers to the following business intelligence questions with a clear explanation as to how this insight was determined:

1. Which are your top customers (based on frequency and spending), and what RFM score do they have?
2. Which customers are your bottom customers (based on recency), and what RFM score do they have?
3. Which customers could be called "frequent flyers" and what RFM score do they have?
4. Which customers are your "top spenders" and what RFM score do they have?
5. Assuming a limited marketing budget, which customers should be included in your next marketing campaign?

Length: 5 to 7-page paper, plus 1 zip file of ready-to-execute SQL (.sql) files

References: Include a minimum of 2 scholarly resources.

SQL Scripts for the Assignment

<https://github.com/RobBrown7/NCUreferences/blob/main/1-CREATE.sql>

<https://github.com/RobBrown7/NCUreferences/blob/main/2-INSERT.sql>

<https://github.com/RobBrown7/NCUreferences/blob/main/1-RFM-CREATE-RFM_TABLES.sql>

<https://github.com/RobBrown7/NCUreferences/blob/main/2-RFM-CREATE-SPROCS.sql>

<https://github.com/RobBrown7/NCUreferences/blob/main/3-RFM-SALES.sql>

<https://github.com/RobBrown7/NCUreferences/blob/main/4-RUN-RFM.sql>

<https://github.com/RobBrown7/NCUreferences/blob/main/5-VIEW-RFM.sql>