SQL PROJECT OF CUTOMER BASED SALES

1. Average Purchase Amount by Category

Quarry :-

SELECT category, **AVG** (purchase_amount) AS Avg_PurchaseAmount

FROM SHOPPING

GROUP BY Category;

Result:

category	Avg_PurchaseAmount
Outerwear	54.2547
Footwear	58.6939
Accessories	59.6204
Clothing	60.5468

2. Gender-Based Purchase Analysis

Quarry :-

SELECT gender, **COUNT**(customer_id) AS purchase_count,
AVG(purchase_amount) AS AvgPurchaseAmount

FROM SHOPPING

GROUP BY Gender;

Result:

gender	purchase_count	AvgPurchaseAmount
Male	893	59.4983
Female	407	59.3808

3. #Popular Items and Purchase Counts:

Quarry :-

SELECT Item_Purchased, **COUNT**(*) AS PurchaseCount

FROM SHOPPING

GROUP BY Item_Purchased

ORDER BY PurchaseCount DESC;

Result–

Item_Purchased	PurchaseCount
Jewelry	62
Skirt	59
Shorts	59
Shirt	59
Pants	57
Sweater	56
Belt	55
Hat	55
Blouse	54
Coat	54
Sneakers	52
Hoodie	52
Shoes	52
Jacket	52
T-shirt	51
Jeans	50
Sunglasses	49
Backpack	49
Handbag	49
Dress	48
Gloves	48
Sandals	48
Scarf	44
Boots	44
Socks	42

4. Popular Items TOP 5 and Purchase Counts

Quarry :-

SELECT Item_Purchased, **COUNT**(*) AS PurchaseCount

FROM SHOPPING

GROUP BY Item_Purchased

ORDER BY PurchaseCount **DESC**

limit 5;

Result

Item_Purchased	PurchaseCount
Jewelry	62
Skirt	59
Shorts	59
Shirt	59
Pants	57

5. #Average Review Rating by Category

Quarry :-

SELECT Category, **AVG**(Review_Rating) **AS** Avg_Review_Rating

FROM SHOPPING

GROUP BY Category;

Result

Category	Avg_Review_Rating
Clothing	3.77955570668410603
Footwear	3.873979597675557
Outerwear	3.77830189578893804
Accessories	3.791484184798823

6. #Customer Subscription Analysis

Quarry :-

SELECT subscription_status, COUNT(*) AS CustomerCount

FROM SHOPPING

GROUP BY subscription_status;

Result

subscription_status	CustomerCount
Yes	365
No	935

7. #Payment Method Preferences

Quarry :-

SELECT Payment_Method, **COUNT**(*) AS Payment_Method_Count

FROM SHOPPING

GROUP BY Payment_Method

ORDER BY Payment_Method_Count **DESC**;

Result

Payment_Method	Payment_Method_Count
Credit Card	237
Bank Transfer	225
Venmo	224
Debit Card	211
Cash	209
PayPal	194

Results:

1. Spending Patterns: calculating the amount of money that consumers spend in various categories.
2. Gender-Based Preferences: Insights into how male and female customers difference in their shopping behaviors.
3. Product Popularity: Identifying the most and least popular products to help with inventory management and marketing strategies.
4. Customer Satisfaction: Satisfaction levels by analyzing average review ratings by different categories
5. Subscription Insights: Understanding the percentage of customers who are subscribed to help design targeted campaigns.
6. Payment Method Preferences: Knowing which payment methods are most popular can assist in optimizing the payment process for better customer experience.