**SQL PROJECT OF CUTOMER BASED SALES**

**Database link-**

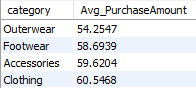
1. Average Purchase Amount by Category

Quarry :-

SELECT category, **AVG** (purchase\_amount) AS Avg\_PurchaseAmount

FROM SHOPPING

GROUP BY Category;

Result:

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:



3. #Popular Items and Purchase Counts:

Quarry :-

SELECT Item\_Purchased, **COUNT**(\*) AS PurchaseCount

FROM SHOPPING

**GROUP** **BY** Item\_Purchased

**ORDER** **BY** PurchaseCount DESC;

Result–



4. Popular Items TOP 5 and Purchase Counts

Quarry :-

SELECT Item\_Purchased, **COUNT**(\*) AS PurchaseCount

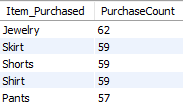
FROM SHOPPING

**GROUP** **BY** Item\_Purchased

**ORDER** **BY** PurchaseCount **DESC**

limit 5;

Result



5. #Average Review Rating by Category

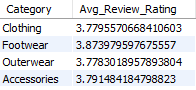
Quarry :-

SELECT Category, **AVG**(Review\_Rating) **AS** Avg\_Review\_Rating

FROM SHOPPING

**GROUP** **BY** Category;

Result



6. #Customer Subscription Analysis

Quarry :-

**SELECT subscription\_status, COUNT(\*) AS CustomerCount**

FROM SHOPPING

**GROUP** **BY** subscription\_status;

Result



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

