Intro

You are a Customer Insights Analyst for 'The General Store'

Can you analyse the following tables to find out crucial information about your customers to provide to your marketing team?

Tables

Table name	Columns Names
Customers	Customer_id,first_shop,age,rewards,can_email
Orders	Order_id,customer_id,date_shop,sales_channel,country_id
Baskets	Order_id,product_id
Products	Product_id,category,price
Country	Country_id,country_name,head_office

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CREATE TABLE country (
country_id INT PRIMARY KEY,
country_name VARCHAR(50),
head_office VARCHAR(50)
);
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INSERT INTO country (country_id, country_name, head_office)
VALUES (1, 'UK', 'London'),
(2, 'USA', 'New York'),
(3, 'China', 'Beijing');
--------------------
CREATE TABLE customers (
customer_id INT PRIMARY KEY,
first_shop DATE,
age INT,
rewards VARCHAR(50),
can_email VARCHAR(50)
);
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INSERT INTO customers (customer_id, first_shop, age, rewards, can_email)
VALUES (1, '2022-03-20', 23, 'yes', 'no'),
(2, '2022-03-25', 26, 'no', 'no'),
(3, '2022-04-06', 32, 'no', 'no'),
(4, '2022-04-13', 25, 'yes', 'yes'),
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(5, '2022-04-22', 49, 'yes', 'yes'),

(6, '2022-06-18', 28, 'yes', 'no'),

(7, '2022-06-30', 36, 'no', 'no'),

(8, '2022-07-04', 37, 'yes', 'yes');

CREATE TABLE orders (

order_id INT PRIMARY KEY,

customer_id INT,

date_shop DATE,

sales_channel VARCHAR(50),

country_id INT,

FOREIGN KEY (customer_id) REFERENCES customers(customer_id),

FOREIGN KEY (country_id) REFERENCES country(country_id)

);

INSERT INTO orders (order_id, customer_id, date_shop, sales_channel, country_id)

VALUES (1, 1, '2023-01-16', 'retail', 1),

(2, 4, '2023-01-20', 'retail', 1),

(3, 2, '2023-01-25', 'retail', 2),

(4, 3, '2023-01-25', 'online', 1),

(5, 1, '2023-01-28', 'retail', 3),

(6, 5, '2023-02-02', 'online', 1),

(7, 6, '2023-02-05', 'retail', 1),

(8, 3, '2023-02-11', 'online', 3);

CREATE TABLE products (

product_id INT PRIMARY KEY,

category VARCHAR(50),

price NUMERIC(5,2)

);

INSERT INTO products (product_id, category, price)

VALUES (1, 'food', 5.99),

(2, 'sports', 12.49),

(3, 'vitamins', 6.99),

(4, 'food', 0.89),

(5, 'vitamins', 15.99);

CREATE TABLE baskets (

order_id INT,

product_id INT,

FOREIGN KEY (order_id) REFERENCES orders(order_id),

FOREIGN KEY (product_id) REFERENCES products(product_id)

);

INSERT INTO baskets (order_id, product_id)

VALUES (1, 1),

(1, 2),

(1, 5),

(2, 4),

(3, 3),

(4, 2),

(4, 1),

(5, 3),

(5, 5),

(6, 4),

(6, 3),

(6, 1),

(7, 2),

(7, 1),

(8, 3),

(8, 3);