**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 |

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');

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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'),

(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');

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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)

);

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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);

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CREATE TABLE products (

product\_id INT PRIMARY KEY,

category VARCHAR(50),

price NUMERIC(5,2)

);

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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);

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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)

);

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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);