

insight-01-top-customers

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R Markdown

INSIGHT 01 - Identifying Top Spending Customers

Business Question

Who are our highest-spending customers, and what trends can we uncover from their spending behavior?

OBJECTIVE

The goal is to analyze customer spending data to identify the top 5 customers by total invoice value. This helps in recognizing high-value customers and developing retention strategies specifically targeted at them.

SQL QUERY

```
```sql
SELECT
 Customer.CustomerId,
 Customer.FirstName,
 Customer.LastName,
 Customer.Country,
 SUM(Invoice.Total) AS TotalSpent
FROM Customer
JOIN Invoice ON Customer.CustomerId = Invoice.CustomerId
GROUP BY Customer.CustomerId, Customer.FirstName, Customer.LastName, Customer.Country
ORDER BY TotalSpent DESC
LIMIT 5;
```

OUTPUT :

6	Czech Republic	Helena	Holý	49.62
26	USA	Richard	Cunningham	47.62
57	Chile	Luis	Rojas	46.62
45	Hungary	Ladislav	Kovács	45.62
46	Ireland	Hugh	O'Reilly	45.62

INSIGHT:

I expected the top 5 customers to maybe come from the same country, but surprisingly, they are all from different parts of the world. This clearly shows that our highest-paying customers are spread across various countries, and not just focused in one region. It means our business has strong reach globally, which could be a good sign for expanding our services or tailoring offers based on each region.

#### BUSINESS VALUE:

**Smarter Marketing:** Since our top customers are from different countries, the marketing team can think about creating country-specific loyalty or rewards. That way, we can keep these customers happy and make them come back.

**Growth Potential:** This insight shows we don't just have a local audience—our reach is international. So, if the company wants to grow, it makes sense to invest in features like multi-language support, international campaigns, or even global product launches.

**Better Customer Support:** Knowing which countries our best customers are from helps us improve their experience. For example, we can offer support in their local time zones or languages, or run region-specific offers that feel more personal.

#### TOOLS USED:

SQL (DB Browser for SQLite)  
Chinook Sample Database  
Markdown Documentation