Customer Behaviors & Market Basket Analysis

Schema & Table Creation IN My SQL Workbench:

-- Table 1: Customer (Dimension Table)

```sql
CREATE TABLE customer (
    CustomerID VARCHAR(200) PRIMARY KEY,
    Name VARCHAR(200) ,
    Gender VARCHAR(200) ,
    Age INTEGER,
    City VARCHAR(200) ,
    SignupDate VARCHAR(100)
);
```

-- Table 2: Product (Dimension Table)

```sql
CREATE TABLE product (
    ProductID VARCHAR(100) PRIMARY KEY,
    ProductName VARCHAR(500) ,
    Category VARCHAR(500) ,
    UnitPrice_INR DECIMAL(10,2),
    Brand VARCHAR(100)
);
```
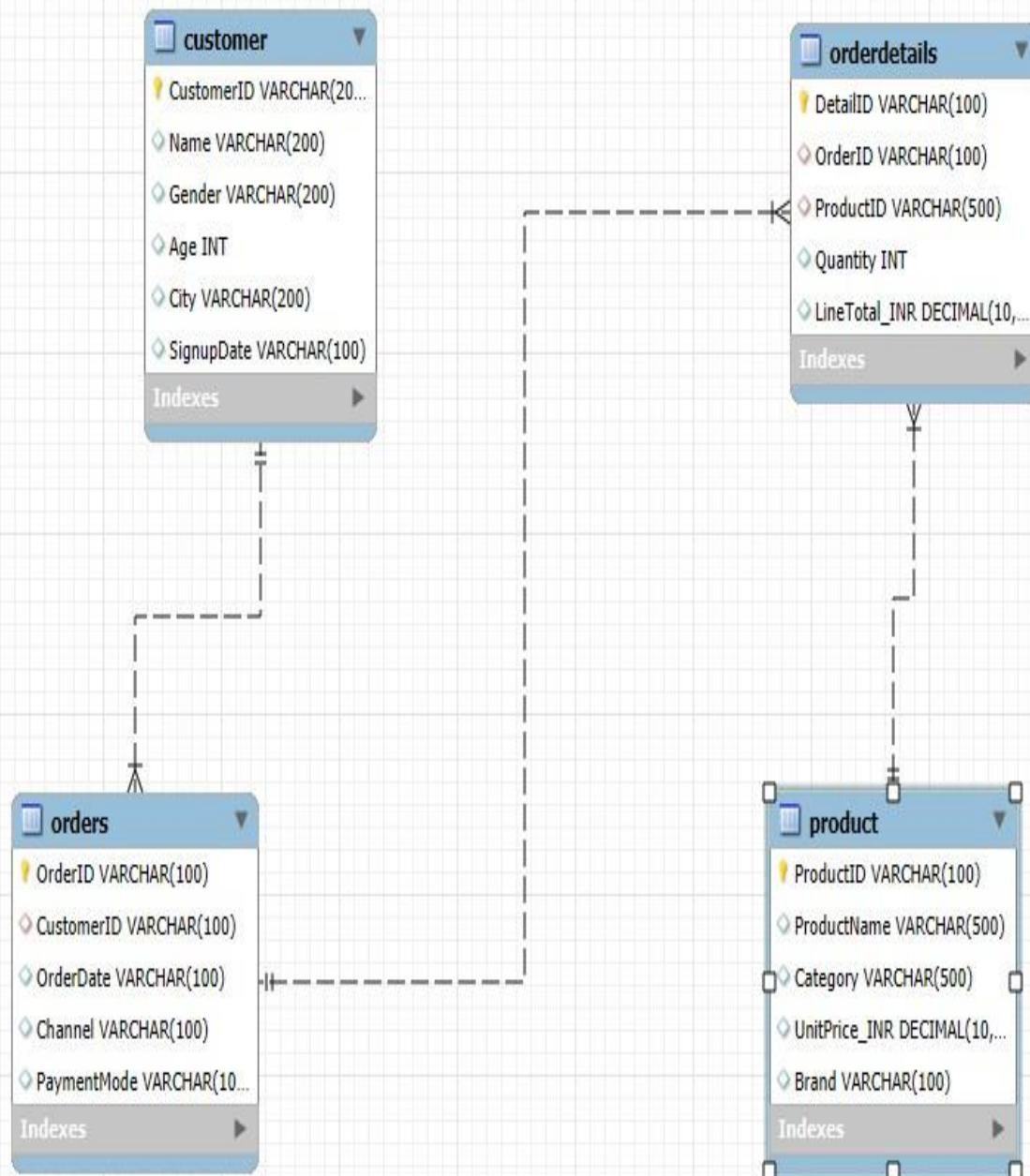
-- Table 3: Order (Fact/Bridge Table)

```sql
CREATE TABLE orders (
    OrderID VARCHAR(100)  PRIMARY KEY,
    CustomerID VARCHAR(100) ,
    OrderDate VARCHAR(100) ,
    Channel VARCHAR(100) ,
    PaymentMode VARCHAR(100) ,
    -- Foreign Key Constraint
    FOREIGN KEY (CustomerID) REFERENCES Customer(CustomerID)
);
```

-- Table 4: OrderDetails (Fact Table - Line Items)

```sql
CREATE TABLE OrderDetails (
    DetailID VARCHAR(100)  PRIMARY KEY,
    OrderID VARCHAR(100) ,
    ProductID VARCHAR(500) ,
    Quantity INTEGER,
    LineTotal_INR DECIMAL(10,2),
    -- Foreign Key Constraints
    FOREIGN KEY (OrderID) REFERENCES orders(OrderID),
    FOREIGN KEY (ProductID) REFERENCES Product(ProductID));
```

ER – Diagram OF Customer Schema

customer
- CustomerID VARCHAR(20...
- Name VARCHAR(200)
- Gender VARCHAR(200)
- Age INT
- City VARCHAR(200)
- SignupDate VARCHAR(100)
- Indexes

orderdetails
- DetailID VARCHAR(100)
- OrderID VARCHAR(100)
- ProductID VARCHAR(500)
- Quantity INT
- LineTotal_INR DECIMAL(10,...
- Indexes

orders
- OrderID VARCHAR(100)
- CustomerID VARCHAR(100)
- OrderDate VARCHAR(100)
- Channel VARCHAR(100)
- PaymentMode VARCHAR(10...
- Indexes

product
- ProductID VARCHAR(100)
- ProductName VARCHAR(500)
- Category VARCHAR(500)
- UnitPrice_INR DECIMAL(10,...
- Brand VARCHAR(100)
- Indexes

1.Business Problem 1: Purchasing Patterns (Demographics & Region)

A. Average Order Value (AOV) by City and Gender. Shows how purchasing power varies across demographics and regions.

```
SELECT
   C.City,
   C.Gender,
   COUNT(DISTINCT O.OrderID) AS Total_Orders,
   SUM(OD.LineTotal_INR) / COUNT(DISTINCT O.OrderID) AS Avg_Order_Value_INR
FROM Customer C
JOIN Orders O ON C.CustomerID = O.CustomerID
JOIN OrderDetails OD ON O.OrderID = OD.OrderID
GROUP BY 1, 2
ORDER BY Avg_Order_Value_INR DESC;
```

City	Gender	Total_Orders	Avg_Order_Value_INR
Mumbai	Female	128	327063.172656
Pune	Female	97	325528.489794
Jaipur	Female	95	319078.577263
Pune	Male	152	314562.251053
Kolkata	Male	98	314500.332347
Delhi	Male	127	308377.909528
Bengaluru	Male	105	306676.183810
Hyderabad	Male	90	306340.394000
Hyderabad	Female	126	299477.186746
Chennai	Male	132	293723.625455
Delhi	Female	136	291009.387353
Chennai	Female	108	281451.104352
Mumbai	Male	134	279933.206119
Kolkata	Female	103	262121.440971
Jaipur	Male	84	260773.855119
Bengaluru	Female	113	259120.010354

```
SELECT
    P.Category,
    COUNT(DISTINCT C.CustomerID) AS Unique_Customers,
    SUM(OD.LineTotal_INR) AS Total_Revenue_INR
FROM orderdetails OD
JOIN product P ON OD.ProductID = P.ProductID
JOIN orders O ON OD.OrderID = O.OrderID
JOIN customer C ON O.CustomerID = C.CustomerID
GROUP BY 1
ORDER BY Total_Revenue_INR DESC;
```

Category	Unique_Customers	Total_Revenue_INR
Clothing	430	136593923.34
Electronics	415	128482808.12
Household	407	111886946.24
Groceries	364	87000032.01
Beauty	349	79533991.82

Business Problem 2: High-Value Customer Identification & Profitability (CLV)

A. Identification of High-Value Customers (Top 10% by Revenue). Directly answers who should be targeted for loyalty campaigns.

```
WITH CustomerRevenue AS (
    -- Calculate total revenue for each customer
    SELECT
        C.CustomerID,
        C.Name,
        SUM(OD.LineTotal_INR) AS Total_Revenue,
        -- Calculate the decile (10 groups) the customer falls into
        NTILE(10) OVER (ORDER BY SUM(OD.LineTotal_INR) DESC) AS Revenue_Decile
    FROM customer C
    JOIN orders O ON C.CustomerID = O.CustomerID
    JOIN orderdetails OD ON O.OrderID = OD.OrderID
    GROUP BY 1, 2
)
SELECT
    CustomerID,
    Name,
    Total_Revenue
FROM CustomerRevenue
-- Filter where the customer is in the top 10% (Decile 1)
WHERE Revenue_Decile = 1
ORDER BY Total_Revenue DESC;
```

CustomerID	Name	Total_Revenue
C376	Shayak Chokshi	4672481.3
C275	Stuvan Sankaran	4392867.56
C060	Vedika Chada	4330713.42
C446	Heer Mannan	4113904.41
C415	Taran Borra	3392272.61
C063	Indrajit Bali	2996820.07
C372	Krish Acharya	2932453
C437	Myra Lad	2792785.9
C138	Jivin Baral	2789621.43
C476	Bhavin Behl	2786670.54
C452	Sara Barad	2741303.8
C348	Samiha Sha	2639744.72
C192	Stuvan Sachdev	2619623.07
C203	Umang Choudhary	2615457.92
C022	Alia Majumdar	2613895.61
C430	Hrishita Andra	2610521.02
C455	Vivaan Shan	2609300.58

C296	Jivika Vyas	2583829.44
C354	Darshit Mani	2548018.52
C255	Ojas Choudhry	2546239.3
C161	Jivin Sharaf	2543120.98
C206	Kiaan Jayaraman	2536728.1
C475	Keya Goda	2519175.28
C371	Tejas Apte	2493485.66
C047	Adah Iyengar	2484345.56
C327	Ivan Bail	2471732.03
C133	Vidur Bhasin	2451932.58
C225	Suhana Anne	2450818.47
C224	Ela Wali	2427659.04
C094	Kiaan Mander	2420331.83
C016	Shray Chawla	2391684.36
C123	Kartik Mani	2391329.07
C427	Tejas Ratta	2383058.53
C497	Advika Raja	2380276.05
C061	Raghav Sheth	2377296.83
C028	Zeeshan Tank	2368414.17
C237	Samiha Lala	2368053.76
C290	Samaira Choudhry	2345483.86
C144	Aarush Ratti	2337118.06
C328	Divij Goda	2336052.22
C357	Shaan Korpal	2305570.88
C086	Kanav Randhawa	2294542.23
C291	Aayush Rajagopal	2278181.96
C242	Azad Chatterjee	2267984.89
C089	Zoya Chandran	2260217.74
C473	Badal Dasgupta	2202611.81
C029	Shlok Madan	2200911.28
C364	Suhana Choudhury	2196472.08
C305	Hansh Mahal	2190600.56

B. Customer Lifetime Value (CLV) Calculation per Customer.

```
SELECT
    C.CustomerID,
    C.Name,
    COUNT(O.OrderID) AS Total_Orders,
    SUM(OD.LineTotal_INR) AS CLV_Total_Revenue
FROM customer C
LEFT JOIN orders O ON C.CustomerID = O.CustomerID
LEFT JOIN orderdetails OD ON O.OrderID = OD.OrderID
GROUP BY 1, 2
ORDER BY CLV_Total_Revenue DESC;
```

CustomerID	Name	Total_Orders	CLV_Total_Revenue
C376	Shayak Chokshi	36	4672481.3
C275	Stuvan Sankaran	33	4392867.56
C060	Vedika Chada	33	4330713.42
C446	Heer Mannan	27	4113904.41
C415	Taran Borra	24	3392272.61
C063	Indrajit Bali	23	2996820.07
C372	Krish Acharya	17	2932453
C437	Myra Lad	23	2792785.9
C138	Jivin Baral	19	2789621.43
C476	Bhavin Behl	23	2786670.54
C452	Sara Barad	18	2741303.8
C348	Samiha Sha	20	2639744.72
C192	Stuvan Sachdev	21	2619623.07
C203	Umang Choudhary	18	2615457.92
C022	Alia Majumdar	20	2613895.61
C430	Hrishita Andra	21	2610521.02
C455	Vivaan Shan	26	2609300.58
C296	Jivika Vyas	19	2583829.44
C354	Darshit Mani	15	2548018.52
C255	Ojas Choudhry	15	2546239.3
C161	Jivin Sharaf	21	2543120.98
C206	Kiaan Jayaraman	21	2536728.1
C475	Keya Goda	18	2519175.28
C371	Tejas Apte	22	2493485.66
C047	Adah Iyengar	18	2484345.56
C327	Ivan Bail	25	2471732.03
C133	Vidur Bhasin	23	2451932.58
C225	Suhana Anne	19	2450818.47
C224	Ela Wali	25	2427659.04
C094	Kiaan Mander	21	2420331.83
C016	Shray Chawla	19	2391684.36
C123	Kartik Mani	21	2391329.07
C427	Tejas Ratta	25	2383058.53
C497	Advika Raja	20	2380276.05
C061	Raghav Sheth	24	2377296.83
C028	Zeeshan Tank	27	2368414.17
C237	Samiha Lala	18	2368053.76
C290	Samaira Choudhry	22	2345483.86
C144	Aarush Ratti	14	2337118.06
C328	Divij Goda	17	2336052.22
C357	Shaan Korpal	19	2305570.88
C086	Kanav Randhawa	19	2294542.23
C291	Aayush Rajagopal	20	2278181.96
C242	Azad Chatterjee	16	2267984.89
C089	Zoya Chandran	22	2260217.74

C473	Badal Dasgupta	14	2202611.81
C029	Shlok Madan	20	2200911.28
C364	Suhana Choudhury	22	2196472.08
C305	Hansh Mahal	20	2190600.56
C383	Bhavin Desai	21	2165908.93
C366	Tara Mani	16	2157502.05
C304	Gatik Sunder	14	2154371.07
C276	Saira Sami	19	2145132.06
C377	Samarth Sane	13	2107295.2
C332	Baiju Kumer	15	2099529.95
C438	Devansh Karan	14	2081729.1
C164	Pari Contractor	16	2049861.91
C374	Tara Bhagat	17	2047853.5
C441	Fateh Shanker	23	2045480.77
C264	Shalv Bhakta	21	2034774.6
C344	Navya Bawa	11	2023454.01
C134	Divyansh Bhakta	16	2018176.07
C284	Hazel Sastry	21	1985057.85
C248	Prisha Chhabra	17	1979625.08
C238	Vardaniya Ahluwalia	15	1946309.48
C448	Damini Borra	14	1939618.11
C098	Hiran Shenoy	15	1937438.6
C485	Dishani Khalsa	14	1921471.48
C480	Jivika Acharya	17	1910771.21
C090	Kiaan Batta	17	1910564.81
C486	Hrishita Raju	15	1899869.39
C080	Adira Edwin	19	1893108.19
C233	Hunar Chaudhari	19	1886747.59
C421	Ojas Garde	19	1879810.76
C384	Yuvraj Bala	22	1870039.04
C157	Lakshay Varma	19	1841008.94
C244	Pari Kar	17	1834356.48
C432	Anahita Chopra	14	1832928.84
C162	Drishya Grewal	17	1794962.51
C288	Anvi Deol	16	1794919.56
C265	Aarush Tata	19	1784013.77
C196	Bhavin Date	15	1766453.93
C142	Ritvik Virk	15	1763545.43
C283	Pari Konda	14	1729786.33
C251	Saanvi Comar	20	1724934.91
C108	Divit Baral	19	1720318.47
C395	Ishita Badami	14	1719902
C110	Samaira Gaba	12	1718099.15
C007	Akarsh Deshpande	13	1715703.6
C412	Yashvi Krishnamurthy	14	1712299.73
C172	Dhruv Sinha	17	1709412.19

C396	Vivaan Dutt	15	1689223.21
C024	Parinaaz Choudhry	12	1669047.66
C390	Lakshit Kulkarni	13	1664000.98
C042	Stuvan Seth	17	1663877.86
C239	Shayak Madan	15	1661356.16
C079	Jayant Viswanathan	10	1656882.04
C032	Prisha Venkatesh	14	1649888.74
C146	Nitara Gera	10	1644620.47
C318	Arhaan Viswanathan	16	1643500.23
C220	Tarini Goel	12	1618271.89
C235	Manikya Bera	19	1605337.07
C106	Advika Tella	11	1603310.67
C442	Raghav Salvi	14	1595528.34
C492	Neelofar Chauhan	12	1595521.51
C232	Jiya Thaker	15	1588385.59
C489	Rania Agate	13	1587459.95
C358	Renee Mand	18	1577317.93
C208	Neelofar Yogi	13	1567813.79
C449	Badal Ghosh	14	1567016.52
C131	Pari Rastogi	13	1566487.38
C491	Charvi Chander	13	1560924.36
C425	Faiyaz Divan	16	1559993.74
C270	Gatik Baria	14	1557666.4
C166	Chirag Halder	13	1549510.02
C350	Hansh Sethi	20	1536964.66
C342	Taimur Sen	13	1534496.1
C147	Darshit Chaudhry	15	1534109.59
C338	Romil Subramanian	17	1530637.6
C211	Zeeshan Bal	18	1528308.32
C457	Samarth Bobal	13	1522867.98
C234	Zara Batra	13	1505724.4
C484	Ojas Batta	10	1495105.56
C435	Emir Verma	13	1490615.06
C426	Jayesh Sem	13	1483561
C353	Vivaan Garg	12	1477075.79
C018	Badal Lad	12	1474627.28
C023	Lagan Bajaj	20	1464317.25
C258	Ryan Sura	11	1448609.49
C380	Shayak Badami	13	1435174.04
C145	Manjari Jaggi	11	1415913.15
C419	Shlok Balay	11	1410824.82
C259	Hunar Tiwari	11	1410050.24
C414	Pihu Kala	13	1407361.18
C367	Divij Grover	15	1405613.46
C362	Yasmin Bhargava	10	1404381.91
C183	Vedika Kapoor	18	1401684.75

C413	Charvi Kulkarni	15	1400442.97
C194	Arnav Dubey	12	1397588.64
C190	Tejas Kade	11	1397498.14
C319	Kashvi Sama	14	1374401.71
C314	Zeeshan Lal	11	1374303.42
C011	Lagan Ramachandran	9	1368274.39
C088	Shlok Thakur	17	1362141.09
C214	Divit Dave	13	1361979.61
C246	Divit Ahluwalia	15	1361384.19
C093	Yuvraj Wagle	13	1348037.44
C336	Samar Kanda	11	1338217.37
C422	Hazel Balasubramanian	13	1336192.7
C423	Mamooty Dhaliwal	13	1329632.69
C279	Sumer Bassi	8	1324414.52
C167	Kiaan Bhatt	16	1323289.22
C365	Khushi Sabharwal	13	1322495.91
C398	Onkar Kota	14	1321204.93
C352	Baiju Sahni	12	1320550.79
C286	Samarth Ramesh	13	1314207.2
C033	Tushar Lad	15	1313721.95
C097	Damini Chaudhary	12	1313236.29
C322	Oorja Halder	13	1308933.63
C297	Oorja Buch	11	1308150.75
C256	Lakshay Kadakia	15	1305388.04
C012	Miraan Sagar	9	1294475.41
C227	Siya Bassi	14	1284838.68
C285	Himmat Sarin	16	1279657.34
C349	Nakul Chada	14	1275979.22
C197	Jhanvi Babu	11	1271642.33
C420	Saanvi Kapur	10	1270243.84
C416	Ryan Kapadia	13	1269525.77
C456	Anaya Loyal	17	1264370.71
C496	Baiju Chad	13	1263183.77
C453	Kaira Shan	9	1257735.06
C368	Miraya Kulkarni	15	1253045.14
C331	Saksham Shroff	8	1252855.52
C117	Drishya Chandra	9	1244985.83
C379	Mannat Loyal	10	1242380.31
C027	Yashvi Rege	14	1241439.53
C008	Ranbir Lad	16	1238168.99
C403	Rati Koshy	8	1236360.95
C191	Darshit Bose	9	1235544.98
C104	Kartik Jayaraman	14	1233636.87
C405	Hazel Ben	6	1230813.03
C307	Zeeshan Bajwa	12	1228805.14
C355	Rohan Kant	13	1225373.92

C122	Rati Lala	9	1224829.41
C119	Damini Sha	17	1223693.87
C272	Myra Kulkarni	11	1222395.25
C074	Miraya Sunder	16	1217278.38
C158	Saanvi Sinha	15	1215517.49
C176	Yuvraj Bali	13	1214128.33
C315	Ishita Tandon	17	1209915.29
C271	Kabir Basak	9	1208071.59
C045	Tanya Taneja	10	1206977.11
C316	Farhan Vig	8	1205621.33
C387	Kashvi Kulkarni	10	1195357.99
C323	Umang Chada	16	1186741.17
C082	Taimur Bhasin	10	1183978.92
C036	Raunak Rege	7	1174332.33
C356	Myra Tandon	11	1174097.44
C175	Vardaniya Bhasin	13	1169301.07
C253	Vanya Chhabra	8	1157424.61
C081	Kashvi Kakar	10	1154967.02
C101	Ritvik Divan	12	1148368.73
C065	Shanaya Dara	9	1143671.25
C052	Ela Bumb	11	1136674.72
C135	Riaan Khurana	11	1134919.3
C143	Lakshit Buch	11	1132446.71
C410	Ehsaan Mammen	15	1126295.56
C218	Kiaan Atwal	12	1125791.57
C468	Tejas Chand	10	1120629.32
C389	Keya Raj	9	1119609.59
C179	Keya Issac	12	1109397.67
C186	Yuvraj Sur	14	1106996.49
C440	Anay Bassi	12	1096738.91
C092	Mannat Sundaram	10	1086953.49
C015	Damini Batta	9	1082604.88
C477	Chirag Mannan	11	1079967.95
C341	Saanvi Bali	11	1073691.74
C064	Inaaya Chokshi	9	1068161.34
C127	Mehul Kala	9	1067790.54
C274	Lakshay Choudhary	11	1060570.87
C001	Zeeshan Sur	11	1054522.82
C378	Anvi Grewal	13	1050959.72
C298	Mannat Sama	10	1044685.46
C066	Chirag Venkataraman	10	1034768.81
C201	Azad Bora	8	1028656.37
C433	Shray Hari	9	1027158.16
C059	Oorja Madan	12	1024333.23
C115	Gokul Deep	7	1021513.54
C111	Dharmajan Badami	8	1018226.41

C309	Hunar Sekhon	10	1011222.4
C369	Aaina Sahota	11	1001681.01
C337	Rhea Vaidya	10	997041.86
C263	Reyansh Halder	5	993692.96
C400	Aniruddh Chander	9	988664.95
C037	Uthkarsh Chaudry	8	987653.17
C113	Dhanush Kurian	13	987144.87
C005	Navya Chaudhuri	6	982526.28
C072	Jhanvi Choudhary	10	976937.02
C070	Kiara Dubey	6	975935.28
C046	Anya Khanna	10	966486.97
C292	Parinaaz Konda	8	966376.04
C360	Kiara Wali	12	963668.64
C273	Umang Dubey	12	961357.78
C370	Miraya Thakur	8	961114.2
C447	Siya Dhillon	8	959438.57
C148	Kiaan Comar	10	947782.52
C077	Lakshay Cheema	13	946315.84
C472	Amani Khatri	13	945993.96
C250	Samar Ravi	6	945233.12
C267	Mahika Kakar	17	942440.45
C498	Mishti Sama	6	940779.04
C006	Mamooty Gupta	9	937577.66
C401	Gokul Bhandari	11	932844.53
C153	Divyansh Bhat	8	929915.65
C424	Vaibhav Bhattacharyya	14	928801.2
C240	Saira Sibal	10	927472.28
C361	Akarsh Dalal	9	925877.16
C170	Abram Kalita	9	925786.32
C294	Ishaan Bahl	8	920763.64
C212	Alia Trivedi	7	919296.15
C114	Piya Khatri	7	918217.33
C054	Faiyaz Kohli	9	912370.03
C493	Saanvi Bir	14	905359.02
C483	Kaira Manda	11	900652.62
C100	Urvi Kadakia	15	900434.4
C321	Vidur Lala	9	896026.48
C439	Tara Char	10	890922.05
C228	Shray Rama	10	890641.01
C311	Hansh Ramanathan	9	890366.61
C241	Hansh Rastogi	6	890246.84
C329	Nakul Swaminathan	16	883639.89
C301	Vedika Barad	6	872960.65
C130	Pihu Kamdar	12	868205.36
C223	Elakshi Ghosh	7	866538.62
C257	Lagan Lad	8	862024.39

C339	Sahil Sarraf	9	858517.91
C057	Dishani Verma	8	858509.19
C359	Riaan Biswas	6	855591.75
C137	Anvi Tiwari	9	847437.91
C200	Bhavin Chander	11	842718.28
C030	Kismat Kala	8	840280.51
C249	Rati Konda	7	839934.43
C313	Yakshit Kapadia	14	839930.21
C112	Ivan Toor	8	839004.05
C087	Zaina Mahal	9	836806.82
C121	Samar Chakraborty	10	835962.77
C136	Elakshi DÃ¢â‚¬â„¢Alia	6	833959.6
C198	Rasha Dugal	9	830433.01
C451	Vritika Banerjee	10	830185.13
C454	Mishti Guha	9	828974.91
C351	Adira Saraf	9	824157.27
C381	Indranil Savant	8	821359.26
C308	Uthkarsh Chahal	9	818901.49
C289	Neysa Hayre	5	817460.53
C181	Inaaya Dugal	9	817174.69
C096	Charvi Joshi	9	815637.31
C312	Samiha Brahmbhatt	5	810325.8
C215	Jhanvi Savant	7	809909.25
C043	Shamik Kumer	8	808562.63
C499	Lakshit Krishnan	7	807153.4
C399	Bhavin Shankar	6	799535.2
C428	Jivika Dara	8	797218.84
C299	Damini Shan	11	791872.38
C044	Kimaya Bhardwaj	14	790107.83
C418	Biju Kamdar	10	785947.86
C266	Yashvi Gola	7	783044.4
C494	Kavya Tank	9	775369.06
C107	Shalv Singh	6	769086.31
C071	Gatik Sankar	9	767607.42
C317	Ranbir Baral	7	765309.53
C490	Amira Ratti	8	755430.44
C204	Alisha Dada	8	751234.38
C404	Heer Kibe	7	748575.65
C067	Kiaan Wagle	8	746082.31
C226	Ishita Ray	6	733826.57
C363	Heer Sahni	9	732185.25
C254	Anahi Soni	4	731031.51
C406	Yashvi Krish	7	730532.03
C049	Tanya Aurora	7	723673.82
C481	Riaan Sem	6	717330.4
C139	Vihaan Golla	7	717276.01

C478	Nishith Bains	10	716745.16
C168	Kaira Dey	7	713759.66
C034	Dishani Bhargava	9	712936.91
C260	Myra Gupta	8	708835.04
C125	Zaina Subramaniam	10	707963.85
C173	Hridaan Bhakta	6	706656.62
C174	Misha Brahmbhatt	8	706312.68
C171	Ira Gade	10	702811.05
C261	Gokul Trivedi	7	700826.78
C287	Nitya Choudhary	5	698229.71
C269	Nayantara Shankar	8	694790.36
C035	Siya Sankaran	8	692678.56
C392	Adira Thakkar	7	684622.23
C050	Nehmat Vasa	6	677766.53
C041	Amani Bhasin	8	676766
C013	Armaan Rastogi	8	675339.06
C252	Yashvi Sani	7	674061.8
C326	Sumer Bahl	8	673479.34
C417	Piya Jani	5	673356.79
C462	Taran Goel	9	673108.6
C386	Hridaan Mander	8	671280.17
C210	Damini Yogi	9	669994.51
C056	Charvi Kota	9	666286.76
C280	Piya Tak	11	662327.09
C474	Suhana Sharma	8	660020.37
C325	Kavya Kapoor	4	657870.94
C150	Faiyaz Tank	5	656702.73
C073	Prisha Wason	8	654315.42
C055	Taimur Venkatesh	10	653937.6
C302	Jayesh Jain	6	647071.3
C091	Jivika Gara	6	645986.5
C458	Rohan Gopal	4	641336.43
C155	Badal Bahri	7	640583.35
C463	Prisha Kapur	8	635820.48
C020	Nirvi Ramanathan	3	632376.94
C262	Vaibhav Gupta	4	629170.46
C450	Siya Chaudhari	7	628641.41
C084	Piya Sura	10	622448.22
C281	Dharmajan Bumb	8	621327.8
C128	Sahil Ben	6	619325.09
C333	Divit Ravi	11	618989.97
C184	Manikya Din	8	618013.54
C293	Sumer Deol	7	614089.65
C178	Hazel Dara	9	611182.24
C310	Dhruv Sibal	6	608522.67
C156	Nirvaan Gera	5	606747.34

C187	Saira Lata	7	599481.1
C217	Kanav Soman	11	596830.17
C102	Tarini Salvi	10	588772.5
C068	Ela Bahl	8	581889.18
C031	Yuvraj Kadakia	7	579411.1
C048	Yasmin Lanka	7	578692.85
C243	Jayant Jha	7	570805.27
C165	Reyansh Tata	3	566939.3
C278	Tanya Vaidya	9	566741.89
C445	Ehsaan Dube	12	565957.66
C209	Khushi Dhaliwal	5	556542.5
C345	Aaina Bal	5	542978.79
C120	Siya Baria	7	541441.65
C466	Nirvaan Bhardwaj	4	539836.31
C393	Ryan Mani	5	525030.84
C391	Divij Khare	4	520469.65
C154	Aaina Som	6	520083.93
C051	Mahika Dada	8	514768.47
C126	Sahil Sampath	5	513217.21
C470	Aradhya Sant	5	492992.64
C193	Divit Chaudhary	6	490260.52
C180	Suhana Deshmukh	5	487307.09
C109	Rhea Sunder	7	487116.56
C025	Yuvaan Mannan	6	485484.01
C132	Anika Korpal	6	483294.9
C407	Shalv Bahri	4	473208.99
C009	Sumer Cheema	7	472648.91
C189	Shray Ganesh	7	470152.18
C124	Romil Badami	4	469678
C062	Anaya Lad	6	467628.95
C488	Prerak Gill	8	463925.7
C151	Aarav Vala	4	461009.94
C026	Aarush Srivastava	6	460745.03
C385	Sahil Salvi	7	460293.89
C004	Ivan Ravi	7	458292.24
C083	Hunar Sharma	6	455513.89
C014	Mishti Kala	5	454462.42
C245	Tarini Vig	3	443701.36
C479	Kiaan Chacko	3	440705.43
C268	Bhamini Balasubramanian	5	440474.93
C230	Kaira Mallick	4	432123.73
C099	Hridaan Tak	4	429279.07
C334	Kashvi Mane	4	427016.76
C231	Jayant Chakrabarti	7	415158.48
C053	Suhana Deol	9	412931.06
C465	Pihu Shah	6	411095.94

C221	Indrajit Swamy	6	407448.2
C003	Neysa Karnik	7	406422.59
C402	Yakshit Bali	10	406368.71
C335	Baiju Ghose	5	399837.38
C409	Arhaan Chahal	3	395462.01
C408	Kashvi Kannan	6	394556.55
C277	Nitara Chaudhuri	5	393804.16
C394	Ishita Borde	4	391374.91
C324	Krish Dhar	2	390433.44
C460	Damini Sane	6	379485.91
C282	Ehsaan Gala	4	378101.63
C229	Ivan Trivedi	3	373636.79
C199	Umang Ratti	7	371547.93
C152	Aradhya Ranganathan	3	367383.1
C320	Ryan Ghosh	5	349155.59
C039	Oorja Setty	5	348861.99
C076	Mamooty Swaminathan	5	343543.2
C141	Biju Gokhale	4	340462.87
C443	Jhanvi Gera	2	340353.35
C216	Nehmat Chakraborty	5	329794.56
C467	Jiya Bhatti	7	329684.85
C095	Alia Buch	5	329490.93
C434	Hansh Shenoy	2	326126.79
C464	Tejas Solanki	3	325750.3
C411	Ayesha Edwin	4	313297.79
C330	Elakshi Kar	5	310216.15
C444	Sana Bhatnagar	2	303239.91
C459	Advik Balakrishnan	14	279318.64
C118	Dhanush Goel	6	277589.84
C129	Rohan Sani	2	276745.56
C347	Lakshit Sabharwal	6	265204.66
C373	Drishya Jaggi	6	260863.32
C388	Tiya Manne	5	259118.84
C222	Hazel Mander	4	253508.69
C346	Zaina Rajagopalan	1	249505.2
C202	Akarsh Luthra	2	244758.54
C149	Tanya Krishnamurthy	7	243233.23
C103	Aarav Manda	4	241728.91
C213	Tushar Mangat	2	240857.16
C495	Dishani Setty	3	236518.49
C182	Yuvraj Jain	3	231548.33
C169	Urvi Subramaniam	2	218776.89
C247	Ivan Koshy	3	217890.25
C040	Divij Raman	4	214226.23
C185	Zaina Loyal	2	213689.16
C397	Devansh Khurana	2	207967.26

C207	Trisha Aggarwal	3	202389.97
C140	Lakshay Sagar	5	201544.21
C300	Azad Anand	6	187372.37
C436	Dhanuk Sarin	6	182200.06
C019	Tejas Gara	3	178551.3
C160	Rhea Ganguly	3	177811.78
C500	Bhamini Khare	1	174803.7
C429	Saira Wadhwa	3	165366.8
C471	Nakul Vohra	2	164759.52
C487	Hridaan Balan	3	163754.47
C343	Devansh Walla	3	162080.73
C195	Rasha Bhatia	4	147774.1
C085	Aradhya Rajagopalan	3	147643.28
C116	Advika Saini	4	142724.43
C159	Alisha Grewal	3	132232.58
C382	Yasmin Doshi	3	123424.57
C431	Inaaya Hans	2	107021.54
C461	Yuvraj Setty	4	93409.45
C295	Lavanya Deshmukh	4	57624.66
C375	Jivika Master	2	50606.46
C078	Tushar Loyal	2	40566.32
C105	Ishaan Subramaniam	2	36129.49
C469	Khushi Dora	1	21456.06
C021	Shlok Soman	1	15999.48
C219	Jivin Sankar	2	10390.95
C303	Miraan Devan	2	5586.88
C306	Arhaan Lad	1	4974.85
C188	Kiara Sani	1	899.34
C002	Saksham Iyer	0	NULL
C010	Mannat Andra	0	NULL
C017	Armaan Taneja	0	NULL
C038	Divij Mallick	0	NULL
C058	Adira Jaggi	0	NULL
C069	Aarav Kala	0	NULL
C075	Aarav Deep	1	NULL
C163	Aarav Kar	0	NULL
C177	Taran Verma	1	NULL
C205	Gokul Hayre	0	NULL
C236	Bhamini Gade	0	NULL
C340	Aaryahi Kala	1	NULL
C482	Shalv Seshadri	0	NULL

C. Average CLV by Age Group. *A crucial demographic-based profitability insight.*

```
SELECT
  CASE
    WHEN C.Age BETWEEN 18 AND 25 THEN '18-25: Young Adult'
    WHEN C.Age BETWEEN 26 AND 40 THEN '26-40: Mid Career'
    WHEN C.Age BETWEEN 41 AND 55 THEN '41-55: Established'
    ELSE '56+: Senior'
  END AS Age_Group,
  COUNT(DISTINCT C.CustomerID) AS Total_Customers,
  SUM(OD.LineTotal_INR) / COUNT(DISTINCT C.CustomerID) AS Avg_CLV_INR
FROM customer C
LEFT JOIN Orders O ON C.CustomerID = O.CustomerID
LEFT JOIN orderdetails OD ON O.OrderID = OD.OrderID
GROUP BY 1
ORDER BY Avg_CLV_INR DESC;
```

Age_Group	Total_Customers	Avg_CLV_INR
56+: Senior	99	1110401.080000
41-55: Established	143	1101842.404336
18-25: Young Adult	97	1080179.591443
26-40: Mid Career	161	1063522.424969

Business Problem 3: Product Affinity and Upsell Potential

A. Products Purchased by Single-Order Customers. A proxy for Market Basket Analysis: identifies products that customers buy once and do not return for.

```
SELECT
   P.ProductName,
   P.Category,
   COUNT(OD.DetailID) AS Single_Order_Sales
FROM orderdetails OD
JOIN product P ON OD.ProductID = P.ProductID
WHERE OD.OrderID IN (
   SELECT OrderID FROM orders O
   WHERE O.CustomerID IN (
      SELECT CustomerID
      FROM orders
      GROUP BY CustomerID
      HAVING COUNT(OrderID) = 1
   )
)
GROUP BY 1, 2
ORDER BY Single_Order_Sales DESC
LIMIT 10;
```

ProductName	Category	Single_Order_Sales
Quo Electronics	Electronics	3
Asperiores Electronics	Electronics	2
Assumenda Electronics	Electronics	2
Itaque Household	Household	2
Soluta Electronics	Electronics	2
Nemo Beauty	Beauty	2
Laboriosam Groceries	Groceries	2
Dignissimos Groceries	Groceries	2
Porro Household	Household	2
Corrupti Clothing	Clothing	2

B. Top 5 Potential Upsell Products. *Identifies products that are frequently purchased together with a low-priced product.*

```sql
WITH TopSellingProducts AS (
                          --  Identify the Top 5 most frequently sold ProductIDs based on total quantity
  SELECT
    ProductID
  FROM orderdetails
  GROUP BY ProductID
  ORDER BY SUM(Quantity) DESC
  LIMIT 5               -- Change this number to analyze a different set of common base products
)
SELECT
                                    -- P2 is the product purchased alongside the Top 5 item
  P2.ProductName AS Upsell_Product,
  P2.Category,
  COUNT(DISTINCT OD2.OrderID) AS Co_Purchase_Count
FROM orderdetails OD1
                          -- Filter line items (OD1) to only include the Top 5 selling products
JOIN TopSellingProducts TSP ON OD1.ProductID = TSP.ProductID
                              -- Join to find other line items (OD2) in the SAME OrderID
JOIN orderdetails OD2 ON OD1.OrderID = OD2.OrderID
                              -- Join to get the details of the co-purchased product (P2)
JOIN Product P2 ON OD2.ProductID = P2.ProductID
                   -- Ensure the co-purchased product (P2) is DIFFERENT from the base product (TSP)
WHERE OD1.ProductID != OD2.ProductID
GROUP BY 1, 2
ORDER BY Co_Purchase_Count DESC
LIMIT 5;
```

Upsell_Product	Category	Co_Purchase_Count
Dignissimos Beauty	Beauty	8
Necessitatibus Beauty	Beauty	7
Iusto Beauty	Beauty	7
Accusantium Clothing	Clothing	6
Asperiores Clothing	Clothing	6

C. Market Basket Analysis – Pairs of Products

```
SELECT
    od1.ProductID AS ProductA,
    od2.ProductID AS ProductB,
    COUNT(*) AS FrequencyTogether
FROM orderdetails od1
JOIN orderdetails od2
    ON od1.OrderID = od2.OrderID
    AND od1.ProductID < od2.ProductID
GROUP BY od1.ProductID, od2.ProductID
ORDER BY FrequencyTogether DESC
LIMIT 20;
```

ProductA	ProductB	FrequencyTogether
P040	P100	5
P047	P168	5
P105	P151	5
P104	P194	5
P061	P139	4
P073	P079	4
P099	P179	4
P030	P129	4
P079	P149	4
P067	P086	4
P154	P176	4
P029	P153	4
P168	P200	4
P057	P124	4
P128	P190	4
P030	P128	4
P093	P105	3
P052	P178	3
P020	P196	3
P130	P187	3

Business Problem 5: Channel Performance

A. Total Revenue and Total Orders by Sales Channel. Identifies channels driving maximum profit.

```
SELECT
    O.Channel,
    COUNT(DISTINCT O.OrderID) AS Total_Orders,
    SUM(OD.LineTotal_INR) AS Total_Revenue_INR
FROM "Order" O
JOIN OrderDetails OD ON O.OrderID = OD.OrderID
GROUP BY 1
ORDER BY Total_Revenue_INR DESC;
```

Channel	Total_Orders	Total_Revenue_INR
Store	637	185839868.50
App	597	179501287.57
Online	594	178156545.46

B. Repeat Purchase Rate by Channel. Identifies channels driving maximum repeat purchases.

```
WITH ChannelMetrics AS (
  SELECT
    Channel,
    CustomerID,
    COUNT(OrderID) AS Orders_Count
  FROM orders
  GROUP BY Channel, CustomerID
)
SELECT
  Channel,
  CAST(SUM(CASE WHEN Orders_Count > 1 THEN 1 ELSE 0 END) AS REAL) * 100 / COUNT(CustomerID)
AS Repeat_Purchase_Rate_PCT
FROM ChannelMetrics
GROUP BY Channel
ORDER BY Repeat_Purchase_Rate_PCT DESC;
```

Channel	Repeat_Purchase_Rate_PCT
Store	54.9865229 1105121
App	49.06666666666667
Online	48.75346260387812

6. Customer RFM Segmentation (Recency, Frequency, Monetary)

```
WITH                                           -- Recency: Days since last order
Recency AS (
  SELECT
    c.CustomerID,
    DATEDIFF(CURDATE(), MAX(o.OrderDate)) AS Recency
  FROM customer c
  LEFT JOIN orders o ON c.CustomerID = o.CustomerID
  GROUP BY c.CustomerID
),                                             -- Frequency: Number of orders
Frequency AS (
```

```sql
    SELECT
      c.CustomerID,
      COUNT(o.OrderID) AS Frequency
    FROM customer c
    LEFT JOIN orders o ON c.CustomerID = o.CustomerID
    GROUP BY c.CustomerID
),                                              -- Monetary: Total revenue
Monetary AS (
  SELECT
    c.CustomerID,
    SUM(od.LineTotal_INR) AS Monetary
  FROM customer c
  LEFT JOIN orders o ON c.CustomerID = o.CustomerID
  LEFT JOIN orderdetails od ON o.OrderID = od.OrderID
  GROUP BY c.CustomerID
)                                               -- Final RFM Table
SELECT
  c.CustomerID,
  c.Name,
  r.Recency,
  f.Frequency,
  COALESCE(m.Monetary, 0) AS Monetary
FROM customer c
LEFT JOIN Recency r   ON c.CustomerID = r.CustomerID
LEFT JOIN Frequency f ON c.CustomerID = f.CustomerID
LEFT JOIN Monetary m  ON c.CustomerID = m.CustomerID
ORDER BY CustomerID;
```

CustomerID	Name	Recency	Frequency	Monetary
C001	Zeeshan Sur	205	4	1054522.82
C002	Saksham Iyer	NULL	0	0
C003	Neysa Karnik	59	5	406422.59
C004	Ivan Ravi	95	3	458292.24
C005	Navya Chaudhuri	112	2	982526.28
C006	Mamooty Gupta	151	3	937577.66
C007	Akarsh Deshpande	225	4	1715703.6
C008	Ranbir Lad	53	5	1238168.99
C009	Sumer Cheema	64	4	472648.91
C010	Mannat Andra	NULL	0	0
C011	Lagan Ramachandran	102	5	1368274.39
C012	Miraan Sagar	96	6	1294475.41

C013	Armaan Rastogi	297	3	675339.06
C014	Mishti Kala	130	2	454462.42
C015	Damini Batta	116	4	1082604.88
C016	Shray Chawla	17	6	2391684.36
C017	Armaan Taneja	NULL	0	0
C018	Badal Lad	89	4	1474627.28
C019	Tejas Gara	304	2	178551.3
C020	Nirvi Ramanathan	52	1	632376.94
C021	Shlok Soman	486	1	15999.48
C022	Alia Majumdar	104	9	2613895.61
C023	Lagan Bajaj	224	8	1464317.25
C024	Parinaaz Choudhry	50	5	1669047.66
C025	Yuvaan Mannan	73	4	485484.01
C026	Aarush Srivastava	484	3	460745.03
C027	Yashvi Rege	58	8	1241439.53
C028	Zeeshan Tank	26	9	2368414.17
C029	Shlok Madan	79	6	2200911.28
C030	Kismat Kala	475	2	840280.51
C031	Yuvraj Kadakia	92	5	579411.1
C032	Prisha Venkatesh	54	7	1649888.74
C033	Tushar Lad	59	6	1313721.95
C034	Dishani Bhargava	51	3	712936.91
C035	Siya Sankaran	148	4	692678.56
C036	Raunak Rege	24	2	1174332.33
C037	Uthkarsh Chaudry	99	5	987653.17
C038	Divij Mallick	NULL	0	0
C039	Oorja Setty	228	2	348861.99
C040	Divij Raman	134	2	214226.23
C041	Amani Bhasin	32	4	676766
C042	Stuvan Seth	139	7	1663877.86
C043	Shamik Kumer	148	3	808562.63
C044	Kimaya Bhardwaj	237	6	790107.83
C045	Tanya Taneja	230	5	1206977.11
C046	Anya Khanna	24	4	966486.97
C047	Adah Iyengar	55	6	2484345.56
C048	Yasmin Lanka	136	4	578692.85
C049	Tanya Aurora	151	2	723673.82
C050	Nehmat Vasa	246	3	677766.53
C051	Mahika Dada	302	4	514768.47
C052	Ela Bumb	235	4	1136674.72
C053	Suhana Deol	20	4	412931.06
C054	Faiyaz Kohli	35	4	912370.03
C055	Taimur Venkatesh	278	4	653937.6
C056	Charvi Kota	157	2	666286.76
C057	Dishani Verma	214	2	858509.19
C058	Adira Jaggi	NULL	0	0

C059	Oorja Madan	104	4	1024333.23
C060	Vedika Chada	27	12	4330713.42
C061	Raghav Sheth	41	10	2377296.83
C062	Anaya Lad	234	4	467628.95
C063	Indrajit Bali	69	7	2996820.07
C064	Inaaya Chokshi	37	3	1068161.34
C065	Shanaya Dara	69	4	1143671.25
C066	Chirag Venkataraman	196	2	1034768.81
C067	Kiaan Wagle	399	2	746082.31
C068	Ela Bahl	15	3	581889.18
C069	Aarav Kala	NULL	0	0
C070	Kiara Dubey	160	2	975935.28
C071	Gatik Sankar	242	1	767607.42
C072	Jhanvi Choudhary	181	4	976937.02
C073	Prisha Wason	23	3	654315.42
C074	Miraya Sunder	220	5	1217278.38
C075	Aarav Deep	102	1	0
C076	Mamooty Swaminathan	37	2	343543.2
C077	Lakshay Cheema	350	3	946315.84
C078	Tushar Loyal	243	2	40566.32
C079	Jayant Viswanathan	345	4	1656882.04
C080	Adira Edwin	17	9	1893108.19
C081	Kashvi Kakar	452	4	1154967.02
C082	Taimur Bhasin	86	4	1183978.92
C083	Hunar Sharma	197	3	455513.89
C084	Piya Sura	194	4	622448.22
C085	Aradhya Rajagopalan	318	2	147643.28
C086	Kanav Randhawa	187	8	2294542.23
C087	Zaina Mahal	30	4	836806.82
C088	Shlok Thakur	204	4	1362141.09
C089	Zoya Chandran	49	8	2260217.74
C090	Kiaan Batta	332	4	1910564.81
C091	Jivika Gara	317	4	645986.5
C092	Mannat Sundaram	354	4	1086953.49
C093	Yuvraj Wagle	65	3	1348037.44
C094	Kiaan Mander	360	6	2420331.83
C095	Alia Buch	448	1	329490.93
C096	Charvi Joshi	688	3	815637.31
C097	Damini Chaudhary	465	5	1313236.29
C098	Hiran Shenoy	223	6	1937438.6
C099	Hridaan Tak	340	2	429279.07
C100	Urvi Kadakia	21	10	900434.4
C101	Ritvik Divan	133	4	1148368.73
C102	Tarini Salvi	709	2	588772.5
C103	Aarav Manda	175	2	241728.91
C104	Kartik Jayaraman	123	6	1233636.87

C105	Ishaan Subramaniam	281	1	36129.49
C106	Advika Tella	77	3	1603310.67
C107	Shalv Singh	527	2	769086.31
C108	Divit Baral	40	5	1720318.47
C109	Rhea Sunder	356	4	487116.56
C110	Samaira Gaba	136	7	1718099.15
C111	Dharmajan Badami	29	3	1018226.41
C112	Ivan Toor	148	2	839004.05
C113	Dhanush Kurian	214	4	987144.87
C114	Piya Khatri	344	3	918217.33
C115	Gokul Deep	90	4	1021513.54
C116	Advika Saini	187	2	142724.43
C117	Drishya Chandra	155	5	1244985.83
C118	Dhanush Goel	160	2	277589.84
C119	Damini Sha	26	5	1223693.87
C120	Siya Baria	95	4	541441.65
C121	Samar Chakraborty	137	4	835962.77
C122	Rati Lala	142	4	1224829.41
C123	Kartik Mani	34	6	2391329.07
C124	Romil Badami	311	2	469678
C125	Zaina Subramaniam	313	3	707963.85
C126	Sahil Sampath	625	2	513217.21
C127	Mehul Kala	114	4	1067790.54
C128	Sahil Ben	106	4	619325.09
C129	Rohan Sani	340	2	276745.56
C130	Pihu Kamdar	67	5	868205.36
C131	Pari Rastogi	106	4	1566487.38
C132	Anika Korpal	41	3	483294.9
C133	Vidur Bhasin	140	6	2451932.58
C134	Divyansh Bhakta	51	4	2018176.07
C135	Riaan Khurana	120	4	1134919.3
C136	Elakshi DÃ¢â‚¬â„¢Alia	230	2	833959.6
C137	Anvi Tiwari	82	5	847437.91
C138	Jivin Baral	38	6	2789621.43
C139	Vihaan Golla	48	3	717276.01
C140	Lakshay Sagar	173	3	201544.21
C141	Biju Gokhale	656	1	340462.87
C142	Ritvik Virk	186	5	1763545.43
C143	Lakshit Buch	191	3	1132446.71
C144	Aarush Ratti	78	4	2337118.06
C145	Manjari Jaggi	20	5	1415913.15
C146	Nitara Gera	322	2	1644620.47
C147	Darshit Chaudhry	78	6	1534109.59
C148	Kiaan Comar	153	5	947782.52
C149	Tanya Krishnamurthy	31	4	243233.23
C150	Faiyaz Tank	476	2	656702.73

C151	Aarav Vala	51	3	461009.94
C152	Aradhya Ranganathan	110	1	367383.1
C153	Divyansh Bhat	55	3	929915.65
C154	Aaina Som	40	3	520083.93
C155	Badal Bahri	517	3	640583.35
C156	Nirvaan Gera	166	2	606747.34
C157	Lakshay Varma	93	5	1841008.94
C158	Saanvi Sinha	36	7	1215517.49
C159	Alisha Grewal	54	2	132232.58
C160	Rhea Ganguly	272	1	177811.78
C161	Jivin Sharaf	317	5	2543120.98
C162	Drishya Grewal	103	5	1794962.51
C163	Aarav Kar	NULL	0	0
C164	Pari Contractor	91	5	2049861.91
C165	Reyansh Tata	44	2	566939.3
C166	Chirag Halder	18	5	1549510.02
C167	Kiaan Bhatt	280	6	1323289.22
C168	Kaira Dey	86	5	713759.66
C169	Urvi Subramaniam	156	1	218776.89
C170	Abram Kalita	517	3	925786.32
C171	Ira Gade	140	6	702811.05
C172	Dhruv Sinha	36	6	1709412.19
C173	Hridaan Bhakta	54	3	706656.62
C174	Misha Brahmbhatt	132	3	706312.68
C175	Vardaniya Bhasin	29	5	1169301.07
C176	Yuvraj Bali	156	5	1214128.33
C177	Taran Verma	478	1	0
C178	Hazel Dara	38	4	611182.24
C179	Keya Issac	314	5	1109397.67
C180	Suhana Deshmukh	600	2	487307.09
C181	Inaaya Dugal	97	5	817174.69
C182	Yuvraj Jain	366	2	231548.33
C183	Vedika Kapoor	124	5	1401684.75
C184	Manikya Din	213	4	618013.54
C185	Zaina Loyal	601	1	213689.16
C186	Yuvraj Sur	104	5	1106996.49
C187	Saira Lata	96	3	599481.1
C188	Kiara Sani	192	1	899.34
C189	Shray Ganesh	363	3	470152.18
C190	Tejas Kade	485	5	1397498.14
C191	Darshit Bose	55	5	1235544.98
C192	Stuvan Sachdev	105	6	2619623.07
C193	Divit Chaudhary	115	3	490260.52
C194	Arnav Dubey	213	5	1397588.64
C195	Rasha Bhatia	58	2	147774.1
C196	Bhavin Date	122	4	1766453.93

C197	Jhanvi Babu	414	3	1271642.33
C198	Rasha Dugal	197	4	830433.01
C199	Umang Ratti	118	4	371547.93
C200	Bhavin Chander	245	4	842718.28
C201	Azad Bora	201	5	1028656.37
C202	Akarsh Luthra	210	1	244758.54
C203	Umang Choudhary	230	4	2615457.92
C204	Alisha Dada	270	4	751234.38
C205	Gokul Hayre	NULL	0	0
C206	Kiaan Jayaraman	88	7	2536728.1
C207	Trisha Aggarwal	70	1	202389.97
C208	Neelofar Yogi	368	5	1567813.79
C209	Khushi Dhaliwal	537	2	556542.5
C210	Damini Yogi	45	4	669994.51
C211	Zeeshan Bal	131	8	1528308.32
C212	Alia Trivedi	639	2	919296.15
C213	Tushar Mangat	170	1	240857.16
C214	Divit Dave	94	5	1361979.61
C215	Jhanvi Savant	180	3	809909.25
C216	Nehmat Chakraborty	69	2	329794.56
C217	Kanav Soman	34	5	596830.17
C218	Kiaan Atwal	68	4	1125791.57
C219	Jivin Sankar	66	2	10390.95
C220	Tarini Goel	13	4	1618271.89
C221	Indrajit Swamy	142	3	407448.2
C222	Hazel Mander	140	2	253508.69
C223	Elakshi Ghosh	412	2	866538.62
C224	Ela Wali	69	7	2427659.04
C225	Suhana Anne	62	4	2450818.47
C226	Ishita Ray	377	2	733826.57
C227	Siya Bassi	447	7	1284838.68
C228	Shray Rama	150	3	890641.01
C229	Ivan Trivedi	314	2	373636.79
C230	Kaira Mallick	319	2	432123.73
C231	Jayant Chakrabarti	335	3	415158.48
C232	Jiya Thaker	81	6	1588385.59
C233	Hunar Chaudhari	86	9	1886747.59
C234	Zara Batra	133	5	1505724.4
C235	Manikya Bera	116	3	1605337.07
C236	Bhamini Gade	NULL	0	0
C237	Samiha Lala	18	6	2368053.76
C238	Vardaniya Ahluwalia	128	5	1946309.48
C239	Shayak Madan	174	7	1661356.16
C240	Saira Sibal	154	4	927472.28
C241	Hansh Rastogi	16	2	890246.84
C242	Azad Chatterjee	230	7	2267984.89

C243	Jayant Jha	151	4	570805.27
C244	Pari Kar	46	6	1834356.48
C245	Tarini Vig	253	2	443701.36
C246	Divit Ahluwalia	129	5	1361384.19
C247	Ivan Koshy	460	2	217890.25
C248	Prisha Chhabra	56	5	1979625.08
C249	Rati Konda	27	4	839934.43
C250	Samar Ravi	50	3	945233.12
C251	Saanvi Comar	29	7	1724934.91
C252	Yashvi Sani	17	3	674061.8
C253	Vanya Chhabra	152	2	1157424.61
C254	Anahi Soni	184	2	731031.51
C255	Ojas Choudhry	140	4	2546239.3
C256	Lakshay Kadakia	94	5	1305388.04
C257	Lagan Lad	254	3	862024.39
C258	Ryan Sura	347	3	1448609.49
C259	Hunar Tiwari	127	4	1410050.24
C260	Myra Gupta	360	3	708835.04
C261	Gokul Trivedi	337	4	700826.78
C262	Vaibhav Gupta	191	3	629170.46
C263	Reyansh Halder	236	3	993692.96
C264	Shalv Bhakta	63	7	2034774.6
C265	Aarush Tata	12	6	1784013.77
C266	Yashvi Gola	329	4	783044.4
C267	Mahika Kakar	52	6	942440.45
C268	Bhamini Balasubramanian	117	2	440474.93
C269	Nayantara Shankar	421	3	694790.36
C270	Gatik Baria	55	4	1557666.4
C271	Kabir Basak	12	3	1208071.59
C272	Myra Kulkarni	191	6	1222395.25
C273	Umang Dubey	166	3	961357.78
C274	Lakshay Choudhary	216	2	1060570.87
C275	Stuvan Sankaran	17	10	4392867.56
C276	Saira Sami	13	8	2145132.06
C277	Nitara Chaudhuri	45	2	393804.16
C278	Tanya Vaidya	442	3	566741.89
C279	Sumer Bassi	30	4	1324414.52
C280	Piya Tak	130	5	662327.09
C281	Dharmajan Bumb	393	2	621327.8
C282	Ehsaan Gala	274	2	378101.63
C283	Pari Konda	16	5	1729786.33
C284	Hazel Sastry	112	6	1985057.85
C285	Himmat Sarin	135	6	1279657.34
C286	Samarth Ramesh	34	7	1314207.2
C287	Nitya Choudhary	468	2	698229.71
C288	Anvi Deol	26	7	1794919.56

C289	Neysa Hayre	235	2	817460.53
C290	Samaira Choudhry	66	9	2345483.86
C291	Aayush Rajagopal	86	6	2278181.96
C292	Parinaaz Konda	248	3	966376.04
C293	Sumer Deol	241	2	614089.65
C294	Ishaan Bahl	67	4	920763.64
C295	Lavanya Deshmukh	124	2	57624.66
C296	Jivika Vyas	31	5	2583829.44
C297	Oorja Buch	202	4	1308150.75
C298	Mannat Sama	77	4	1044685.46
C299	Damini Shan	115	4	791872.38
C300	Azad Anand	78	4	187372.37
C301	Vedika Barad	212	4	872960.65
C302	Jayesh Jain	127	4	647071.3
C303	Miraan Devan	503	2	5586.88
C304	Gatik Sunder	62	6	2154371.07
C305	Hansh Mahal	133	8	2190600.56
C306	Arhaan Lad	250	1	4974.85
C307	Zeeshan Bajwa	21	6	1228805.14
C308	Uthkarsh Chahal	88	3	818901.49
C309	Hunar Sekhon	44	5	1011222.4
C310	Dhruv Sibal	352	2	608522.67
C311	Hansh Ramanathan	138	4	890366.61
C312	Samiha Brahmbhatt	223	2	810325.8
C313	Yakshit Kapadia	380	6	839930.21
C314	Zeeshan Lal	213	4	1374303.42
C315	Ishita Tandon	40	6	1209915.29
C316	Farhan Vig	71	6	1205621.33
C317	Ranbir Baral	51	3	765309.53
C318	Arhaan Viswanathan	65	6	1643500.23
C319	Kashvi Sama	85	5	1374401.71
C320	Ryan Ghosh	70	2	349155.59
C321	Vidur Lala	546	4	896026.48
C322	Oorja Halder	47	5	1308933.63
C323	Umang Chada	28	9	1186741.17
C324	Krish Dhar	284	1	390433.44
C325	Kavya Kapoor	628	1	657870.94
C326	Sumer Bahl	276	2	673479.34
C327	Ivan Bail	14	8	2471732.03
C328	Divij Goda	81	6	2336052.22
C329	Nakul Swaminathan	91	7	883639.89
C330	Elakshi Kar	299	2	310216.15
C331	Saksham Shroff	172	2	1252855.52
C332	Baiju Kumer	106	4	2099529.95
C333	Divit Ravi	164	3	618989.97
C334	Kashvi Mane	24	2	427016.76

C335	Baiju Ghose	22	2	399837.38
C336	Samar Kanda	68	5	1338217.37
C337	Rhea Vaidya	59	6	997041.86
C338	Romil Subramanian	205	5	1530637.6
C339	Sahil Sarraf	312	5	858517.91
C340	Aaryahi Kala	614	1	0
C341	Saanvi Bali	254	6	1073691.74
C342	Taimur Sen	35	4	1534496.1
C343	Devansh Walla	107	1	162080.73
C344	Navya Bawa	233	3	2023454.01
C345	Aaina Bal	83	3	542978.79
C346	Zaina Rajagopalan	683	1	249505.2
C347	Lakshit Sabharwal	414	3	265204.66
C348	Samiha Sha	59	7	2639744.72
C349	Nakul Chada	121	4	1275979.22
C350	Hansh Sethi	35	6	1536964.66
C351	Adira Saraf	303	4	824157.27
C352	Baiju Sahni	139	4	1320550.79
C353	Vivaan Garg	146	3	1477075.79
C354	Darshit Mani	184	6	2548018.52
C355	Rohan Kant	67	5	1225373.92
C356	Myra Tandon	12	6	1174097.44
C357	Shaan Korpal	152	8	2305570.88
C358	Renee Mand	102	6	1577317.93
C359	Riaan Biswas	96	2	855591.75
C360	Kiara Wali	40	5	963668.64
C361	Akarsh Dalal	148	5	925877.16
C362	Yasmin Bhargava	422	3	1404381.91
C363	Heer Sahni	133	4	732185.25
C364	Suhana Choudhury	27	7	2196472.08
C365	Khushi Sabharwal	391	3	1322495.91
C366	Tara Mani	80	5	2157502.05
C367	Divij Grover	215	4	1405613.46
C368	Miraya Kulkarni	128	7	1253045.14
C369	Aaina Sahota	28	4	1001681.01
C370	Miraya Thakur	100	4	961114.2
C371	Tejas Apte	42	8	2493485.66
C372	Krish Acharya	140	6	2932453
C373	Drishya Jaggi	266	3	260863.32
C374	Tara Bhagat	41	5	2047853.5
C375	Jivika Master	203	1	50606.46
C376	Shayak Chokshi	72	12	4672481.3
C377	Samarth Sane	22	5	2107295.2
C378	Anvi Grewal	195	6	1050959.72
C379	Mannat Loyal	389	3	1242380.31
C380	Shayak Badami	77	5	1435174.04

C381	Indranil Savant	340	2	821359.26
C382	Yasmin Doshi	85	3	123424.57
C383	Bhavin Desai	14	6	2165908.93
C384	Yuvraj Bala	46	8	1870039.04
C385	Sahil Salvi	27	4	460293.89
C386	Hridaan Mander	510	3	671280.17
C387	Kashvi Kulkarni	72	4	1195357.99
C388	Tiya Manne	92	4	259118.84
C389	Keya Raj	173	3	1119609.59
C390	Lakshit Kulkarni	78	6	1664000.98
C391	Divij Khare	522	2	520469.65
C392	Adira Thakkar	110	3	684622.23
C393	Ryan Mani	134	3	525030.84
C394	Ishita Borde	189	1	391374.91
C395	Ishita Badami	386	4	1719902
C396	Vivaan Dutt	104	4	1689223.21
C397	Devansh Khurana	323	1	207967.26
C398	Onkar Kota	36	4	1321204.93
C399	Bhavin Shankar	336	2	799535.2
C400	Aniruddh Chander	25	4	988664.95
C401	Gokul Bhandari	176	5	932844.53
C402	Yakshit Bali	206	5	406368.71
C403	Rati Koshy	303	3	1236360.95
C404	Heer Kibe	250	3	748575.65
C405	Hazel Ben	180	2	1230813.03
C406	Yashvi Krish	275	3	730532.03
C407	Shalv Bahri	174	1	473208.99
C408	Kashvi Kannan	340	3	394556.55
C409	Arhaan Chahal	301	2	395462.01
C410	Ehsaan Mammen	286	6	1126295.56
C411	Ayesha Edwin	331	2	313297.79
C412	Yashvi Krishnamurthy	410	7	1712299.73
C413	Charvi Kulkarni	104	6	1400442.97
C414	Pihu Kala	55	6	1407361.18
C415	Taran Borra	23	9	3392272.61
C416	Ryan Kapadia	18	4	1269525.77
C417	Piya Jani	345	3	673356.79
C418	Biju Kamdar	314	4	785947.86
C419	Shlok Balay	159	3	1410824.82
C420	Saanvi Kapur	82	4	1270243.84
C421	Ojas Garde	40	9	1879810.76
C422	Hazel Balasubramanian	203	5	1336192.7
C423	Mamooty Dhaliwal	176	3	1329632.69
C424	Vaibhav Bhattacharyya	131	7	928801.2
C425	Faiyaz Divan	133	4	1559993.74
C426	Jayesh Sem	227	4	1483561

C427	Tejas Ratta	38	8	2383058.53
C428	Jivika Dara	13	6	797218.84
C429	Saira Wadhwa	115	2	165366.8
C430	Hrishita Andra	17	5	2610521.02
C431	Inaaya Hans	460	1	107021.54
C432	Anahita Chopra	255	6	1832928.84
C433	Shray Hari	307	5	1027158.16
C434	Hansh Shenoy	273	2	326126.79
C435	Emir Verma	132	4	1490615.06
C436	Dhanuk Sarin	235	2	182200.06
C437	Myra Lad	120	6	2792785.9
C438	Devansh Karan	183	6	2081729.1
C439	Tara Char	72	4	890922.05
C440	Anay Bassi	123	4	1096738.91
C441	Fateh Shanker	30	7	2045480.77
C442	Raghav Salvi	259	3	1595528.34
C443	Jhanvi Gera	662	1	340353.35
C444	Sana Bhatnagar	532	1	303239.91
C445	Ehsaan Dube	87	6	565957.66
C446	Heer Mannan	45	6	4113904.41
C447	Siya Dhillon	119	4	959438.57
C448	Damini Borra	201	5	1939618.11
C449	Badal Ghosh	82	7	1567016.52
C450	Siya Chaudhari	119	2	628641.41
C451	Vritika Banerjee	295	2	830185.13
C452	Sara Barad	121	7	2741303.8
C453	Kaira Shan	32	4	1257735.06
C454	Mishti Guha	50	7	828974.91
C455	Vivaan Shan	137	10	2609300.58
C456	Anaya Loyal	108	6	1264370.71
C457	Samarth Bobal	237	4	1522867.98
C458	Rohan Gopal	455	2	641336.43
C459	Advik Balakrishnan	51	8	279318.64
C460	Damini Sane	141	4	379485.91
C461	Yuvraj Setty	330	2	93409.45
C462	Taran Goel	179	4	673108.6
C463	Prisha Kapur	186	4	635820.48
C464	Tejas Solanki	447	2	325750.3
C465	Pihu Shah	707	1	411095.94
C466	Nirvaan Bhardwaj	279	3	539836.31
C467	Jiya Bhatti	231	4	329684.85
C468	Tejas Chand	125	4	1120629.32
C469	Khushi Dora	40	1	21456.06
C470	Aradhya Sant	77	2	492992.64
C471	Nakul Vohra	530	1	164759.52
C472	Amani Khatri	418	4	945993.96

C473	Badal Dasgupta	139	3	2202611.81
C474	Suhana Sharma	225	4	660020.37
C475	Keya Goda	51	10	2519175.28
C476	Bhavin Behl	155	8	2786670.54
C477	Chirag Mannan	33	4	1079967.95
C478	Nishith Bains	248	4	716745.16
C479	Kiaan Chacko	126	1	440705.43
C480	Jivika Acharya	123	4	1910771.21
C481	Riaan Sem	390	3	717330.4
C482	Shalv Seshadri	NULL	0	0
C483	Kaira Manda	30	7	900652.62
C484	Ojas Batta	62	3	1495105.56
C485	Dishani Khalsa	109	5	1921471.48
C486	Hrishita Raju	88	5	1899869.39
C487	Hridaan Balan	697	1	163754.47
C488	Prerak Gill	112	3	463925.7
C489	Rania Agate	145	5	1587459.95
C490	Amira Ratti	257	5	755430.44
C491	Charvi Chander	213	3	1560924.36
C492	Neelofar Chauhan	167	4	1595521.51
C493	Saanvi Bir	154	7	905359.02
C494	Kavya Tank	150	5	775369.06
C495	Dishani Setty	61	1	236518.49
C496	Baiju Chad	49	5	1263183.77
C497	Advika Raja	242	6	2380276.05
C498	Mishti Sama	26	3	940779.04
C499	Lakshit Krishnan	18	2	807153.4
C500	Bhamini Khare	21	1	174803.7

7.Seasonal and Other Key Metrics

A. Year-over-Year (YoY) Revenue Growth. Calculates the overall revenue growth metric.

```
WITH YearlyRevenue AS (
  SELECT
    YEAR(OrderDate) AS OrderYear,
    SUM(OD.LineTotal_INR) AS Annual_Revenue
  FROM orders O
  JOIN orderdetails OD ON O.OrderID = OD.OrderID
  GROUP BY YEAR(OrderDate)
)
```

```sql
SELECT
    Y.OrderYear,
    Y.Annual_Revenue,
    LAG(Y.Annual_Revenue, 1, 0) OVER (ORDER BY Y.OrderYear) AS Previous_Year_Revenue,
    CASE
        WHEN LAG(Y.Annual_Revenue, 1, 0) OVER (ORDER BY Y.OrderYear) = 0 THEN NULL
        ELSE ((Y.Annual_Revenue - LAG(Y.Annual_Revenue, 1, 0) OVER (ORDER BY Y.OrderYear)) * 100.0 /
            LAG(Y.Annual_Revenue, 1, 0) OVER (ORDER BY Y.OrderYear))
    END AS YoY_Growth_PCT
FROM YearlyRevenue Y
ORDER BY Y.OrderYear;
```

OrderYear	Annual_Revenue	Previous_Year_Revenue	YoY_Growth_PCT
2023	35642326.51	0.00	NULL
2024	275560891.40	35642326.51	673.1282393
2025	232294483.62	275560891.40	-15.7012149

9. "At-Risk" Churn Proxy: Customers Who Haven't Ordered in the Last 180 Days. Identifies customers who are likely churned/lapsed based on an inactivity window.

```sql
SELECT
    C.CustomerID,
    C.Name,
    MAX(O.OrderDate) AS Last_Order_Date,
    DATEDIFF(NOW(), MAX(O.OrderDate)) AS Days_Since_Last_Order
FROM customer C
LEFT JOIN orders O ON C.CustomerID = O.CustomerID
-- Group by customer ID and Name
```

GROUP BY C.CustomerID, C.Name
HAVING MAX(O.OrderDate) IS NULL OR DATEDIFF(NOW(), MAX(O.OrderDate)) > 180
ORDER BY Days_Since_Last_Order DESC;

CustomerID	Name	Last_Order_Date	Days_Since_Last_Order
C102	Tarini Salvi	12/8/2023	709
C465	Pihu Shah	12/10/2023	707
C487	Hridaan Balan	12/20/2023	697
C096	Charvi Joshi	12/29/2023	688
C346	Zaina Rajagopalan	1/3/2024	683
C443	Jhanvi Gera	1/24/2024	662
C141	Biju Gokhale	1/30/2024	656
C212	Alia Trivedi	2/16/2024	639
C325	Kavya Kapoor	2/27/2024	628
C126	Sahil Sampath	3/1/2024	625
C340	Aaryahi Kala	3/12/2024	614
C185	Zaina Loyal	3/25/2024	601
C180	Suhana Deshmukh	3/26/2024	600
C321	Vidur Lala	5/19/2024	546
C209	Khushi Dhaliwal	5/28/2024	537
C444	Sana Bhatnagar	6/2/2024	532
C471	Nakul Vohra	6/4/2024	530
C107	Shalv Singh	6/7/2024	527
C391	Divij Khare	6/12/2024	522
C155	Badal Bahri	6/17/2024	517
C170	Abram Kalita	6/17/2024	517
C386	Hridaan Mander	6/24/2024	510
C303	Miraan Devan	7/1/2024	503
C021	Shlok Soman	7/18/2024	486
C190	Tejas Kade	7/19/2024	485
C026	Aarush Srivastava	7/20/2024	484
C177	Taran Verma	7/26/2024	478
C150	Faiyaz Tank	7/28/2024	476
C030	Kismat Kala	7/29/2024	475
C287	Nitya Choudhary	8/5/2024	468
C097	Damini Chaudhary	8/8/2024	465
C247	Ivan Koshy	8/13/2024	460
C431	Inaaya Hans	8/13/2024	460
C458	Rohan Gopal	8/18/2024	455
C081	Kashvi Kakar	8/21/2024	452
C095	Alia Buch	8/25/2024	448
C227	Siya Bassi	8/26/2024	447
C464	Tejas Solanki	8/26/2024	447
C278	Tanya Vaidya	8/31/2024	442
C362	Yasmin Bhargava	9/20/2024	422
C269	Nayantara Shankar	9/21/2024	421

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C197	Jhanvi Babu	9/28/2024	414
C347	Lakshit Sabharwal	9/28/2024	414
C223	Elakshi Ghosh	9/30/2024	412
C412	Yashvi Krishnamurthy	10/2/2024	410
C067	Kiaan Wagle	10/13/2024	399
C281	Dharmajan Bumb	10/19/2024	393
C365	Khushi Sabharwal	10/21/2024	391
C481	Riaan Sem	10/22/2024	390
C379	Mannat Loyal	10/23/2024	389
C395	Ishita Badami	10/26/2024	386
C313	Yakshit Kapadia	11/1/2024	380
C226	Ishita Ray	11/4/2024	377
C208	Neelofar Yogi	11/13/2024	368
C182	Yuvraj Jain	11/15/2024	366
C189	Shray Ganesh	11/18/2024	363
C094	Kiaan Mander	11/21/2024	360
C260	Myra Gupta	11/21/2024	360
C109	Rhea Sunder	11/25/2024	356
C092	Mannat Sundaram	11/27/2024	354
C310	Dhruv Sibal	11/29/2024	352
C077	Lakshay Cheema	12/1/2024	350
C258	Ryan Sura	12/4/2024	347
C079	Jayant Viswanathan	12/6/2024	345
C417	Piya Jani	12/6/2024	345
C114	Piya Khatri	12/7/2024	344
C099	Hridaan Tak	12/11/2024	340
C129	Rohan Sani	12/11/2024	340
C381	Indranil Savant	12/11/2024	340
C408	Kashvi Kannan	12/11/2024	340
C261	Gokul Trivedi	12/14/2024	337
C399	Bhavin Shankar	12/15/2024	336
C231	Jayant Chakrabarti	12/16/2024	335
C090	Kiaan Batta	12/19/2024	332
C411	Ayesha Edwin	12/20/2024	331
C461	Yuvraj Setty	12/21/2024	330
C266	Yashvi Gola	12/22/2024	329
C397	Devansh Khurana	12/28/2024	323
C146	Nitara Gera	12/29/2024	322
C230	Kaira Mallick	1/1/2025	319
C085	Aradhya Rajagopalan	1/2/2025	318
C091	Jivika Gara	1/3/2025	317
C161	Jivin Sharaf	1/3/2025	317
C179	Keya Issac	1/6/2025	314
C229	Ivan Trivedi	1/6/2025	314
C418	Biju Kamdar	1/6/2025	314

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C339	Sahil Sarraf	1/8/2025	312
C124	Romil Badami	1/9/2025	311
C433	Shray Hari	1/13/2025	307
C019	Tejas Gara	1/16/2025	304
C351	Adira Saraf	1/17/2025	303
C403	Rati Koshy	1/17/2025	303
C051	Mahika Dada	1/18/2025	302
C409	Arhaan Chahal	1/19/2025	301
C330	Elakshi Kar	1/21/2025	299
C013	Armaan Rastogi	1/23/2025	297
C451	Vritika Banerjee	1/25/2025	295
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C324	Krish Dhar	2/5/2025	284
C105	Ishaan Subramaniam	2/8/2025	281
C167	Kiaan Bhatt	2/9/2025	280
C466	Nirvaan Bhardwaj	2/10/2025	279
C055	Taimur Venkatesh	2/11/2025	278
C326	Sumer Bahl	2/13/2025	276
C406	Yashvi Krish	2/14/2025	275
C282	Ehsaan Gala	2/15/2025	274
C434	Hansh Shenoy	2/16/2025	273
C160	Rhea Ganguly	2/17/2025	272
C204	Alisha Dada	2/19/2025	270
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C490	Amira Ratti	3/4/2025	257
C432	Anahita Chopra	3/6/2025	255
C257	Lagan Lad	3/7/2025	254
C341	Saanvi Bali	3/7/2025	254
C245	Tarini Vig	3/8/2025	253
C306	Arhaan Lad	3/11/2025	250
C404	Heer Kibe	3/11/2025	250
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C071	Gatik Sankar	3/19/2025	242
C497	Advika Raja	3/19/2025	242
C293	Sumer Deol	3/20/2025	241
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C052	Ela Bumb	3/26/2025	235
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C344	Navya Bawa	3/28/2025	233
C467	Jiya Bhatti	3/30/2025	231
C045	Tanya Taneja	3/31/2025	230
C136	Elakshi DÃ¢â‚¬â„¢Alia	3/31/2025	230
C203	Umang Choudhary	3/31/2025	230
C242	Azad Chatterjee	3/31/2025	230
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C426	Jayesh Sem	4/3/2025	227
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C474	Suhana Sharma	4/5/2025	225
C023	Lagan Bajaj	4/6/2025	224
C098	Hiran Shenoy	4/7/2025	223
C312	Samiha Brahmbhatt	4/7/2025	223
C074	Miraya Sunder	4/10/2025	220
C274	Lakshay Choudhary	4/14/2025	216
C367	Divij Grover	4/15/2025	215
C057	Dishani Verma	4/16/2025	214
C113	Dhanush Kurian	4/16/2025	214
C184	Manikya Din	4/17/2025	213
C194	Arnav Dubey	4/17/2025	213
C314	Zeeshan Lal	4/17/2025	213
C491	Charvi Chander	4/17/2025	213
C301	Vedika Barad	4/18/2025	212
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C402	Yakshit Bali	4/24/2025	206
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C088	Shlok Thakur	4/26/2025	204
C375	Jivika Master	4/27/2025	203
C422	Hazel Balasubramanian	4/27/2025	203
C297	Oorja Buch	4/28/2025	202
C201	Azad Bora	4/29/2025	201
C448	Damini Borra	4/29/2025	201
C083	Hunar Sharma	5/3/2025	197
C198	Rasha Dugal	5/3/2025	197
C066	Chirag Venkataraman	5/4/2025	196
C378	Anvi Grewal	5/5/2025	195
C084	Piya Sura	5/6/2025	194
C188	Kiara Sani	5/8/2025	192
C143	Lakshit Buch	5/9/2025	191
C262	Vaibhav Gupta	5/9/2025	191
C272	Myra Kulkarni	5/9/2025	191
C394	Ishita Borde	5/11/2025	189
C086	Kanav Randhawa	5/13/2025	187

C116	Advika Saini	5/13/2025	187
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C463	Prisha Kapur	5/14/2025	186
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C354	Darshit Mani	5/16/2025	184
C438	Devansh Karan	5/17/2025	183
C072	Jhanvi Choudhary	5/19/2025	181
C002	Saksham Iyer	NULL	NULL
C010	Mannat Andra	NULL	NULL
C017	Armaan Taneja	NULL	NULL
C038	Divij Mallick	NULL	NULL
C058	Adira Jaggi	NULL	NULL
C069	Aarav Kala	NULL	NULL
C163	Aarav Kar	NULL	NULL
C205	Gokul Hayre	NULL	NULL
C236	Bhamini Gade	NULL	NULL
C482	Shalv Seshadri	NULL	NULL