create database intern;

use intern;

-- response table

create table response(

customer\_id varchar(255) primary key,

response numeric

);

load data infile 'C:/ProgramData/MySQL/MySQL Server 8.0/Uploads/Retail\_Data\_Response.csv'

into table response

fields terminated by ','

lines terminated by '\n'

ignore 1 rows;

select \* from response where customer\_id='CS1763';

-- transaction table

create table transaction\_(

customer\_id varchar(255),

trans\_date varchar(255),

tran\_amount numeric

);

load data infile 'C:/ProgramData/MySQL/MySQL Server 8.0/Uploads/Retail\_Data\_Transactions.csv'

into table transaction\_

fields terminated by ','

ignore 1 rows;

**-- Response Distribution**

SELECT

SUM(CASE WHEN response = 1 THEN 1 ELSE 0 END) AS positive\_responses,

SUM(CASE WHEN response = 0 THEN 1 ELSE 0 END) AS negative\_responses,

COUNT(\*) AS total\_responses,

(SUM(CASE WHEN response = 1 THEN 1 ELSE 0 END) \* 100.0 / COUNT(\*)) AS percentage\_positive,

(SUM(CASE WHEN response = 0 THEN 1 ELSE 0 END) \* 100.0 / COUNT(\*)) AS percentage\_negative

FROM response;

-- Summary Statistics

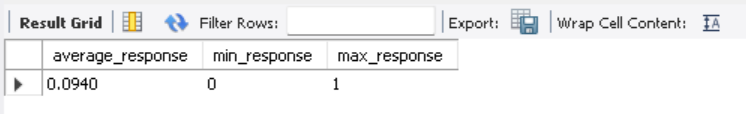
SELECT

AVG(response) AS average\_response,

MIN(response) AS min\_response,

MAX(response) AS max\_response

FROM response;



**Customer Response Distribution:**

SELECT

customer\_id,

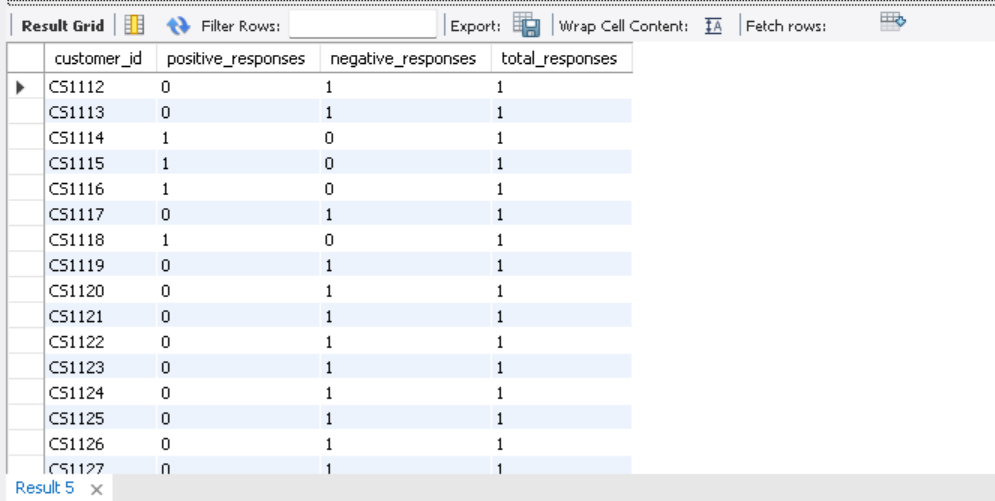
SUM(CASE WHEN response = 1 THEN 1 ELSE 0 END) AS positive\_responses,

SUM(CASE WHEN response = 0 THEN 1 ELSE 0 END) AS negative\_responses,

COUNT(\*) AS total\_responses

FROM response

GROUP BY customer\_id;



-- Total Transaction Amount per Customer --

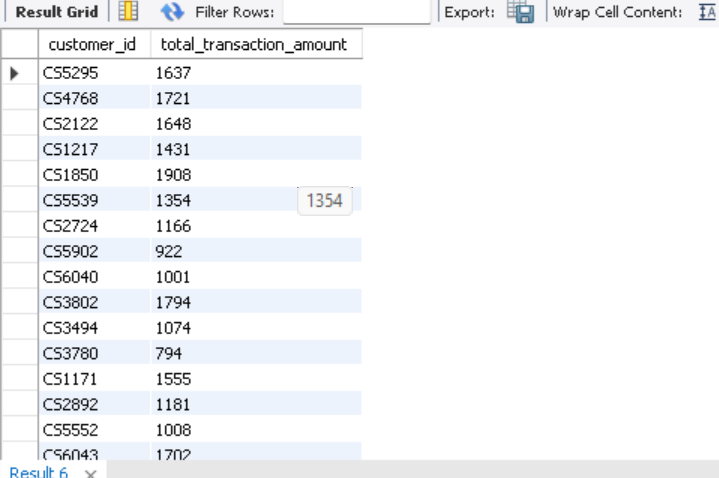
SELECT

customer\_id,

SUM(tran\_amount) AS total\_transaction\_amount

FROM transaction\_

GROUP BY customer\_id;



**-- Customer with the Highest Transaction Amount --**

SELECT

customer\_id,

SUM(tran\_amount) AS total\_transaction\_amount

FROM transaction\_

GROUP BY customer\_id

ORDER BY total\_transaction\_amount DESC

LIMIT 5;

