**Project PRDA-05 Customer Segmentation Analysis**

**PTID-CDA-NOV-24-248**

use project\_customer\_segmentation;

select \* from customer;

**#1.How is the shopping distribution according to gender ?**

SELECT Gender, COUNT(\*) AS Shopping\_Distribution

FROM customer

GROUP BY Gender;

**#2.Which gender did we sell more products to ?**

select gender, sum(quantity) as total\_product\_sold

from customer

group by gender

order by total\_product\_sold desc;

**#3.Which gender generated more revenue ?**

select gender, sum(price) as total\_revenue

from customer

group by gender

order by total\_revenue desc;

**#4.Distribution of purchase categories relative to other columns ?**

select category,gender,age,

count(\*)as purchase\_count

from customer

group by category,gender,age

order by category,purchase\_count desc;

**#5.How is the shopping distribution according to age ?**

select age, count(\*) as shopping\_distribution

from customer

group by age

order by shopping\_distribution desc;

**#6.Which age cat did we sell more products to?**

select age,

sum(quantity) as totalquantity

from customer

group by age

order by totalquantity desc;

# method of query 2

SELECT

age,

case

WHEN Age < 18 THEN 'Under 18'

WHEN Age BETWEEN 18 AND 25 THEN '18-25'

WHEN Age BETWEEN 26 AND 35 THEN '26-35'

WHEN Age BETWEEN 36 AND 50 THEN '36-50'

ELSE '51+'

END AS AgeCategory,

SUM(Quantity) AS TotalQuantity

FROM

customer

GROUP BY

age,

case

WHEN Age < 18 THEN 'Under 18'

WHEN Age BETWEEN 18 AND 25 THEN '18-25'

WHEN Age BETWEEN 26 AND 35 THEN '26-35'

WHEN Age BETWEEN 36 AND 50 THEN '36-50'

ELSE '51+'

END

ORDER BY

TotalQuantity DESC;

**#7.Which age cat generated more revenue?**

select age, sum(quantity\* price) as total\_revenue

from

customer

group by age

order by total\_revenue desc;

**#8.Distribution of purchase categories relative to other columns?**

select category,gender,age,

count(\*)as purchase\_count

from customer

group by category,gender,age

order by category,purchase\_count desc;

**#9.Does the payment method have a relation with other columns?**

SELECT

gender,

age,

category,

payment\_method,

COUNT(\*) AS purchase\_count

FROM customer

GROUP BY gender, age, category, payment\_method

order by payment\_method,purchase\_count desc;

**#10.How is the distribution of the payment method?**

select payment\_method,

count(\*) as payment\_distribution

from customer

group by payment\_method

order by payment\_distribution;