Database Creation

create database amazon\_survey;

use amazon\_survey;

-- Total number of Surveys

select count(\*) from customer\_behavior\_survey;



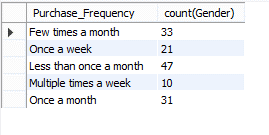
-- Purchase freequency based on gender, age

select Purchase\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "Male"

group by Purchase\_Frequency;

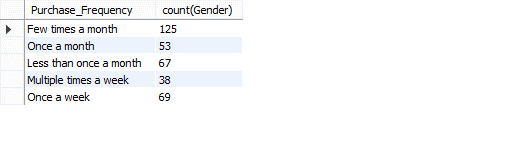


select Purchase\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "Female"

group by Purchase\_Frequency;

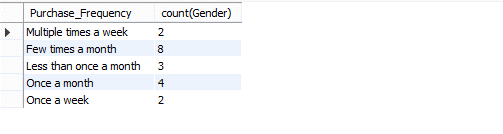


select Purchase\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "others"

group by Purchase\_Frequency;

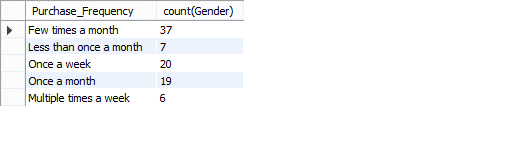


select Purchase\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "Prefer Not to say"

group by Purchase\_Frequency;



select Purchase\_Frequency,

case

WHEN age BETWEEN 0 AND 15 THEN '0 - 15'

WHEN age BETWEEN 16 AND 30 THEN '16 - 30'

WHEN age BETWEEN 31 AND 45 THEN '31 - 45'

WHEN age BETWEEN 45 AND 60 THEN '45 - 60'

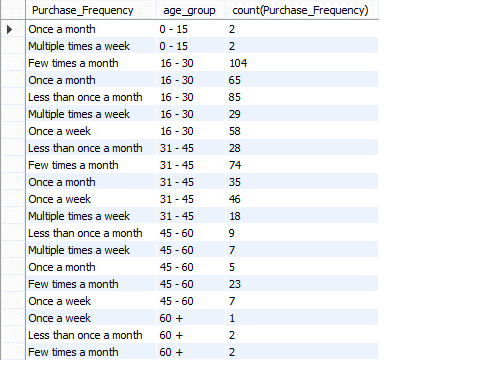
WHEN age > 60 THEN '60 +'

end as age\_group, count(Purchase\_Frequency)

from customer\_behavior\_survey

group by Purchase\_Frequency, age\_group

order by age\_group;



-- Product Puchase (Based on gender, age)

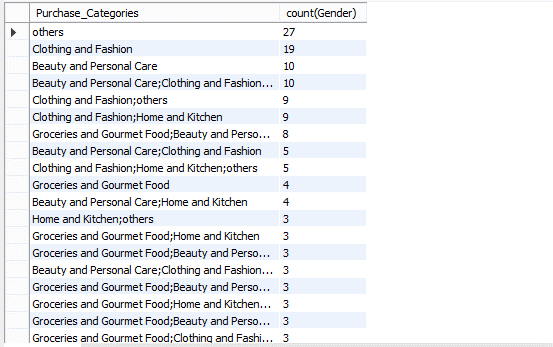
select Purchase\_Categories, count(Gender)

from customer\_behavior\_survey

where Gender = "Male"

group by Purchase\_Categories

order by count(Gender) desc;



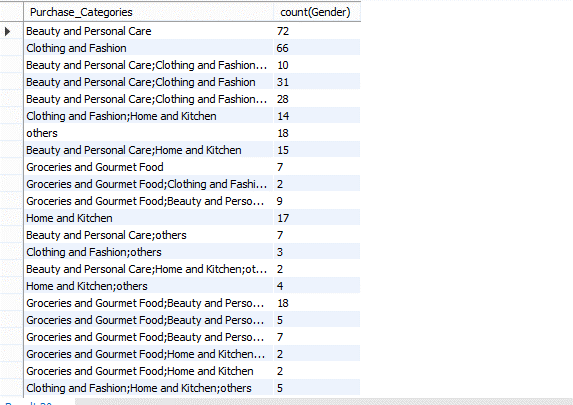
select Purchase\_Categories, count(Gender)

from customer\_behavior\_survey

where Gender = "Female"

group by Purchase\_Categories

order by count(Gender) desc;



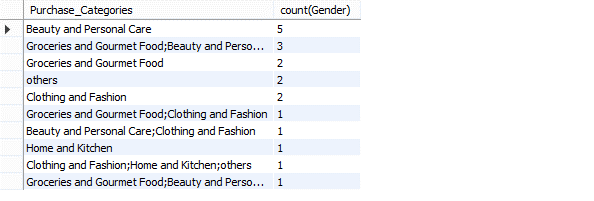
select Purchase\_Categories, count(Gender)

from customer\_behavior\_survey

where Gender = "others"

group by Purchase\_Categories

order by count(Gender) desc;



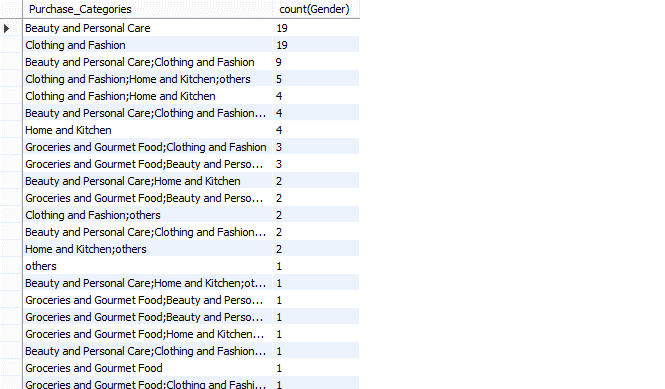
select Purchase\_Categories, count(Gender)

from customer\_behavior\_survey

where Gender = "Prefer not to say"

group by Purchase\_Categories

order by count(Gender) desc;



select Purchase\_Categories,

case

WHEN age BETWEEN 0 AND 15 THEN '0 - 15'

WHEN age BETWEEN 16 AND 30 THEN '16 - 30'

WHEN age BETWEEN 31 AND 45 THEN '31 - 45'

WHEN age BETWEEN 45 AND 60 THEN '45 - 60'

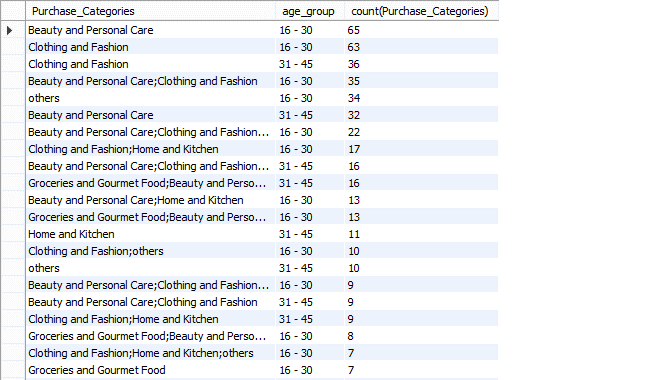
WHEN age > 60 THEN '60 +'

end as age\_group, count(Purchase\_Categories)

from customer\_behavior\_survey

group by Purchase\_categories, age\_group

order by count(Purchase\_Categories) desc;



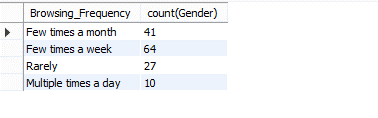
-- Browsing Frequency (Based on gender, age)

select Browsing\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "Male"

group by Browsing\_Frequency;

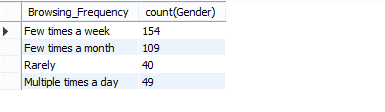


select Browsing\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "Female"

group by Browsing\_Frequency;

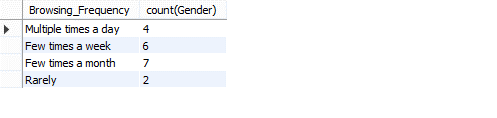


select Browsing\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "others"

group by Browsing\_Frequency;

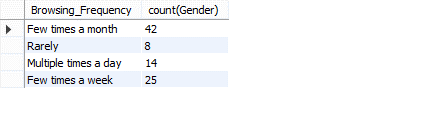


select Browsing\_Frequency, count(Gender)

from customer\_behavior\_survey

where Gender = "Prefer Not to say"

group by Browsing\_Frequency;



select Browsing\_Frequency,

case

WHEN age BETWEEN 0 AND 15 THEN '0 - 15'

WHEN age BETWEEN 16 AND 30 THEN '16 - 30'

WHEN age BETWEEN 31 AND 45 THEN '31 - 45'

WHEN age BETWEEN 45 AND 60 THEN '45 - 60'

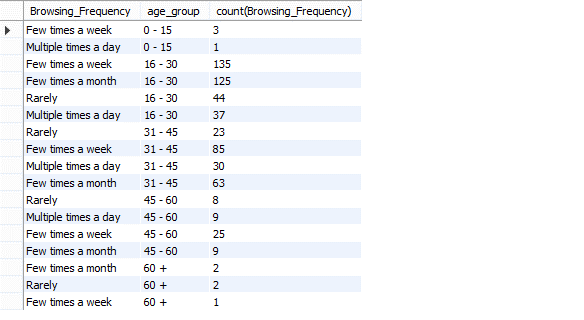
WHEN age > 60 THEN '60 +'

end as age\_group, count(Browsing\_Frequency)

from customer\_behavior\_survey

group by Browsing\_Frequency, age\_group

order by age\_group;



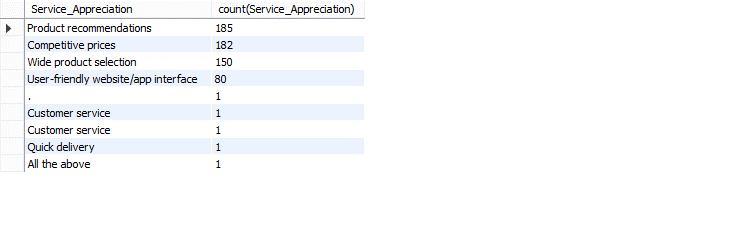
-- Resaons of service appreciation

select Service\_Appreciation, count(Service\_Appreciation)

from customer\_behavior\_survey

group by Service\_Appreciation

order by count(Service\_Appreciation) desc;

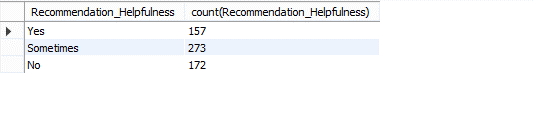


-- If reccomendations were helpful

select Recommendation\_Helpfulness, count(Recommendation\_Helpfulness)

from customer\_behavior\_survey

group by Recommendation\_Helpfulness;



-- Recommmendation for improvement

select Improvement\_Areas, count(Improvement\_Areas)

from customer\_behavior\_survey

group by Improvement\_Areas

order by count(Improvement\_Areas) desc;

