



CUSTOMER INSIGHTS

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Introduction :

A general store is like a one-stop shop where you can find a variety of everyday items. From groceries and clothing to household essentials and tools, it offers a convenient way for people to get everything they need in one place. Some general stores even have medicines and small appliances available for purchase, making them a handy resource for local communities.

Tables :

customers

customer_id	first_shop	age	rewards	can_email
1	2022-03-20	23	yes	no
2	2022-03-25	26	no	no
3	2022-04-06	32	no	no
4	2022-04-13	25	yes	yes
5	2022-04-22	49	yes	yes
6	2022-06-18	28	yes	no
7	2022-06-30	36	no	no
8	2022-07-04	37	yes	yes

orders

order_id	customer_id	date_shop	sales_channel	country_id
1	1	2023-01-16	retail	1
2	4	2023-01-20	retail	1
3	2	2023-01-25	retail	2
4	3	2023-01-25	online	1
5	1	2023-01-28	retail	3
6	5	2023-02-02	online	1
7	6	2023-02-05	retail	1
8	3	2023-02-11	online	3

baskets

order_id	product_id
1	1
1	2
1	5
2	4
3	3
4	2
4	1
5	3
5	5
6	4
6	3
6	1
7	2
7	1
8	3
8	3

products

product_id	category	price
1	food	5.99
2	sports	12.49
3	vitamins	6.99
4	food	0.89
5	vitamins	15.99

country

country_id	country_name	head_office
1	UK	London
2	USA	New York
3	China	Beijing

I. What are the names of all the countries in the country table?



```
SELECT country_name  
FROM country ;
```

Output

	country_name
▶	UK
	USA
	China

2.What is the total number of customers in the customers table?



```
SELECT count(distinct customer_id) as Totalcustomer  
FROM customers ;
```

Output

	Totalcustomer
▶	8

3. What is the average age of customers who can receive marketing emails (can_email is set to 'yes')?



```
SELECT round(avg(age)) as Average_age  
FROM customers  
WHERE can_email = 'yes' ;
```

Output

	Average_age
▶	37

4. How many orders were made by customers aged 30 or older?



```
SELECT  count(orders.order_id) as Totalorders
FROM    orders
JOIN    customers on customers.customer_id = orders.customer_id
WHERE   customers.age ≥ 30 ;
```

Output

	Totalorders
▶	3

5. What is the total revenue generated by each product category?



```
SELECT p.category, SUM(p.price) AS total_revenue
FROM products p
INNER JOIN baskets b ON p.product_id = b.product_id
INNER JOIN orders o ON b.order_id = o.order_id
GROUP BY p.category
ORDER BY total_revenue DESC;
```

Output

	category	total_revenue
▶	vitamins	66.93
	sports	37.47
	food	25.74

6.What is the average price of products in the 'food' category?

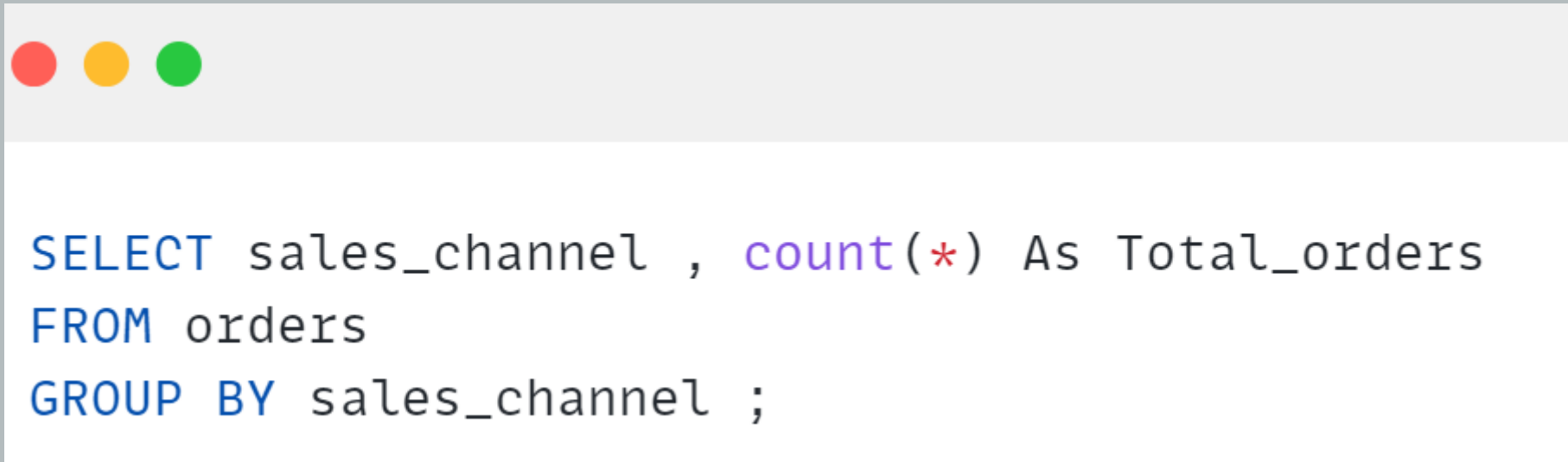


```
SELECT round(avg(price),2) as Average_price  
FROM products  
WHERE category = "food" ;
```

Output

	Average_price
▶	3.44

7.How many orders were made in each sales channel (sales_channel column) in the orders table?



```
SELECT sales_channel , count(*) As Total_orders
FROM orders
GROUP BY sales_channel ;
```

Output

	sales_channel	Total_orders
▶	retail	5
	online	3

8.What is the date of the latest order made by a customer who can receive marketing emails?



```
SELECT o.date_shop
FROM customers c
INNER JOIN orders o using (customer_id)
WHERE c.can_email = 'Yes'
order by o.date_shop desc limit 1;
```

Output

	date_shop
▶	2023-02-02

9. What is the name of the country with the highest number of orders?

```
SELECT c.country_name
FROM country c
JOIN (
    SELECT country_id, COUNT(*) AS order_count
    FROM orders
    GROUP BY country_id
    ORDER BY order_count DESC
    LIMIT 1
) AS max_orders ON c.country_id = max_orders.country_id;
```

Output

	country_name
▶	UK

10. What is the average age of customers who made orders in the 'vitamins' product category?

```
SELECT round(AVG(c.age)) AS average_age
FROM customers c
INNER JOIN orders o ON c.customer_id = o.customer_id
INNER JOIN baskets b ON o.order_id = b.order_id
INNER JOIN products p ON b.product_id = p.product_id
WHERE p.category = 'vitamins';
```

Output

	average_age
▶	30

THANK YOU

