Zomato Analytics

1. What is the total amount each customer spent on zomato?

Select a.user\_id, sum(b.price) as total amount

From sales a

Join product b

On a.product\_id=b.product\_id

Group by a.user\_id;

1. How many days has each customer visited zomato?

Select user\_id, count(distinct created\_date) as distinct\_days

From sales

Group by user\_id;

1. What was the first product purchased by each customer?

Select \*

From (

Select \*, rank() over(partition by user\_id order by created\_date) as rank

From sales) a

Where rank=1;

1. What is the most purchased item on the menu and how many times it was purchased?

Select user\_id, count(product\_id) cnt

From sales

Where product\_id=

(Select product\_id

From sales

Group by product\_id

Order by count(product\_id) desc

Limit 1)

Group by user\_id;

1. Which of the item was most popular for each of the customers?

Select \*, rank() over(partition by user\_id order by

(Select user\_id, product\_id, count(product\_id) as cnt

From sales

Group by user\_id, product\_id)

1. Which item was first purchased by a customer after they became a member?

Select \*

from

(Select c.\*, rank() over(partition by user\_id order by created\_date) as rank

from

(Select a.signup\_date,b.user\_id,b.created\_date,b.product\_id

From gold a

Join sales b

On a.user\_id=b.user\_id

Where a.signup\_date<=b.created\_date) c)

Where rank=1;

1. Which item was purchased just before the customer became a member?

Select \*

from

(Select c.\*, rank() over(partition by user\_id order by created\_date desc) as rank

from

(Select a.signup\_date,b.user\_id,b.created\_date,b.product\_id

From gold a

Join sales b

On a.user\_id=b.user\_id

Where a.signup\_date>=b.created\_date) c)

Where rank=1;

1. What is the total orders and amount spent for each member before they became a member?

Select e.user\_id, count(e.created\_date),sum(e.price)

from

(Select c.\*, d.price

from

(Select a.user\_id, a.created\_date,a.product\_id,b.signup\_date

From sales a

Join gold b

On a.user\_id=b.user\_id

Where a.created\_date<=b.signup\_date) c

Join product d

On c.product\_id=d.product\_id) e

Group by e.user\_id;

1. If buying each product generates points for eg 5rs=2 zomato points and each product has different purchasing points. For eg p1 5rs=1 zomato point, p2 10rs=5 zomato points, p3 5rs=1 zomato points.

Calculate points collected by each customer and for which product most points have been given till now.

Select \*

from

(Select \*, rank() over(order by g.total\_points \_earned desc) as rank

from

(Select f.user\_id, sum(f.points) as total\_points\_earned

from

(Select e.\*, e.total\_amount/e.points as total\_points

from

(Select d.\*, case when d.product\_id=’1’ then 5

When d.product\_id=’2’ then 2

When d.product\_id=’3’ then 5

Else 0 end as points

from

(Select c.user\_id, c.product\_id, sum(c.price) as total\_amount

from

(Select a.user\_id, a.created\_date, a.product\_id, b.price

From sales a

Join product b

On a.product\_id=b.product\_id) c

Group by c.user\_id, c.product\_id) d) e) f

Group by f.user\_id) g)

Where rank=1;

Select \*

from

(Select \*, rank() over(order by g.total\_points \_earned desc) as rank

from

(Select f.product\_id, sum(f.points) as total\_points\_earned

from

(Select e.\*, e.total\_amount/e.points as total\_points

from

(Select d.\*, case when d.product\_id=’1’ then 5

When d.product\_id=’2’ then 2

When d.product\_id=’3’ then 5

Else 0 end as points

from

(Select c.user\_id, c.product\_id, sum(c.price) as total\_amount

from

(Select a.user\_id, a.created\_date, a.product\_id, b.price

From sales a

Join product b

On a.product\_id=b.product\_id) c

Group by c.user\_id, c.product\_id) d) e) f

Group by f.product\_id) g)

Where rank=1;

1. In the first one year after a customer becomes a gold member (including the join date) irrespective of what the customer has purchased they earn 5 zomato points for every 10rs spent. Who earned more 1 or 3 and what was their points in their first year?

0.5 zomato points=1re

Select c.\*, d.price\*0.5 as total\_points\_earned

from

(Select a.gold\_users, a.signup\_date, b.created\_date, b.product\_id

From gold a

Join sales b

On a.user\_id=b.user\_id

Where a.signup\_date<=b.created\_date and

Date(b.created\_date)<=date\_add(date(a.signup\_date), interval 1 year)) c

Join product d

On c.product\_id=d.product\_id;

1. Rank all the transactions of the customers.

Select \*, rank() over(partition by user\_id order by created\_date) as rank

From sales;

1. Rank all the transactions for each of the member, whenever they are a zomato gold member for every non gold member transaction mark as na.

Select c.\*, case when c.signup\_date is null then ‘na’ else cast(rank() over(partition by c.user\_id order by c.signup\_date desc) as string) end as rank

from

(Select a.user\_id, a.created\_date, a.product\_id, b.signup\_date

From sales a

Join gold b

On a.user\_id=b.user\_id and a.created\_date>=b.signup\_date) c;