SELECT \*

FROM `fleet-tensor-412105.CustomerData.New Project`

LIMIT 5;

-- Get information about the dataset

SELECT

  COUNT(\*) AS total\_rows,

  COUNTIF(BALANCE IS NULL) AS missing\_balance

FROM `fleet-tensor-412105.CustomerData.New Project`;

-- Summary statistics

SELECT

  AVG(BALANCE) AS avg\_balance,

  MAX(BALANCE) AS max\_balance,

  MIN(BALANCE) AS min\_balance,

  STDDEV(BALANCE) AS std\_dev\_balance

FROM `fleet-tensor-412105.CustomerData.New Project`;

-- Feature engineering: Create a new feature for total transactions

SELECT

  \*,

  PURCHASES + CASH\_ADVANCE AS total\_transactions

FROM

  `fleet-tensor-412105.CustomerData.New Project`;

CREATE OR REPLACE MODEL `fleet-tensor-412105.CustomerData.customer\_segments`

OPTIONS(model\_type='kmeans', num\_clusters=3) AS

SELECT

  BALANCE,

  PURCHASES,

  CASH\_ADVANCE

FROM

  `fleet-tensor-412105.CustomerData.New Project`;