# **RFM Analysis Project Using SQL**

Introduction:

RFM Analysis is a marketing analytics tool used to identify a company’s most valuable customers by examining specific purchasing behaviours.

Objective:

By leveraging SQL queries and analysis techniques, we will examine three specific purchasing behaviours:

1. How recently a customer has made a purchase (Recency),
2. How often they make purchases (Frequency),
3. How much money they spend (Monetary value).

Data Description:

Data was downloaded from https://statso.io/rfm-analysis-case-study/

Data Preparation:

Primarily focus is on Customer ID, Purchase Date, and Transaction Amount for RFM analysis. It was ensured that these fields are correctly formatted:

1. Purchase Date should be in a date format,
2. Transaction Amount should be a numeric value.

The next step involved creating a table in SSMS SQL database that matches the structure of data and then importing the data.

Analysis using SQL:

Calculate RFM metrics:

Recency (R): Calculate how recently each customer made a purchase.

Frequency (F): Calculate how often each customer makes a purchase.

Monetary (M): Calculate the total money spent by each customer.

And then find Scores based on data fetched.

Skills used:

Joins, CTE's, Aggregate Functions, Date Functions