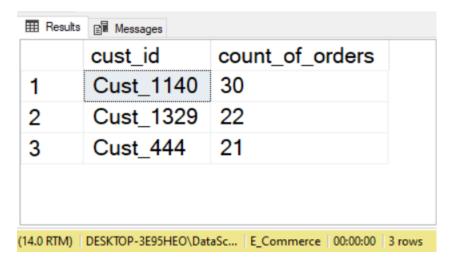Result of Q-2:

Result of Q-3:

```sql
ALTER TABLE combined_table
ADD DaysTakenForDelivery INT;


UPDATE combined_table
SET DaysTakenForDelivery= DATEDIFF(DAY, Order_Date, Ship_Date)


SELECT TOP 100 *
FROM combined_table
```

Result of Q-4:

Result of Q-5:

	MONTH	MONTHLY_NUM_OF_CUST
1	1	99
2	2	10
3	3	8
4	4	3
5	5	4
6	6	5
7	7	5
8	8	4
9	9	4
10	10	11
11	11	9
12	12	7

(local) (14.0 RTM) | DESKTOP-3E95HEO\DataSc... | E_Commerce | 00:00:00 | 12 rows

Result of Q-6:

	cust_id	order_date	dense_number	FIRST_ORDER_DATE	DAYS_ELAPSED
1	Cust_100	2010-05-07	3	2009-06-21	320
2	Cust_1000	2012-02-06	3	2010-10-06	488
3	Cust_1001	2011-10-24	3	2009-01-08	1019
4	Cust_1002	2010-12-14	3	2010-01-05	343
5	Cust_1003	2010-12-07	3	2010-02-27	283
6	Cust_1005	2011-12-22	3	2010-03-25	637
7	Cust_1006	2010-03-07	3	2009-01-16	415
8	Cust_1007	2010-08-24	3	2009-07-21	399
9	Cust_1008	2010-10-15	3	2009-02-02	620

Query executed successfully. | (local) (14.0 RTM) | DESKTOP-3E95HEO\DataSc... | E_Commerce | 00:00:00 | 917 rows

Result of Q-7:

	Cust_id	P11	P14	TOTAL_PROD	RATIO_P11	RATIO_P14
1	Cust_1538	6	46	120	0.05	0.38
2	Cust_138	23	43	341	0.07	0.13
3	Cust_428	17	5	204	0.08	0.02
4	Cust_595	26	25	463	0.06	0.05
5	Cust_1309	10	3	109	0.09	0.03
6	Cust_1194	46	10	411	0.11	0.02
7	Cust_1401	30	38	418	0.07	0.09
8	Cust_1371	25	30	98	0.26	0.31
9	Cust_1497	21	3	187	0.11	0.02
10	Cust_1244	13	33	129	0.10	0.26

Query executed successfully. (local) (14.0 RTM) DESKTOP-3E95HEO\DataSc... E_Commerce 00:00:00 19 rows

Customer Retention Analysis Phase:

Result of Q-1:

	cust_id	YEAR	MONTH
1	Cust_1	2010	10
2	Cust_10	2012	8
3	Cust_100	2009	6
4	Cust_100	2009	11
5	Cust_100	2010	5
6	Cust_100	2010	5
7	Cust_100	2010	6
8	Cust_100	2011	9
9	Cust_1...	2010	10
10	Cust_1...	2011	8
11	Cust_1...	2011	8
12	Cust_1...	2011	8

RTM) | DESKTOP-3E95HEO\DataSc... | E_Commerce | 00:00:00 | 8.399 rows

Result of Q-2:

	Cust_id	YEAR	MONTH	NUM_OF_LOG
1	Cust_1	2010	10	1
2	Cust_10	2012	8	1
3	Cust_100	2009	6	1
4	Cust_100	2009	11	1
5	Cust_100	2010	5	2
6	Cust_100	2010	6	1
7	Cust_100	2011	9	1
8	Cust_1...	2010	10	1
9	Cust_1...	2011	8	3

Query exe... | (local) (14.0 RTM) | DESKTOP-3E95HEO\DataSc... | E_Commerce | 00:00:00 | 5.592 rows

Result of Q-3:

	Cust_id	YEAR	MONTH	NUM_OF_LOG	CURRENT_MONTH	NEXT_VISIT_MONTH
1	Cust_1	2010	10	1	22	NULL
2	Cust_10	2012	8	1	44	NULL
3	Cust_100	2009	6	1	6	11
4	Cust_100	2009	11	1	11	17
5	Cust_100	2010	5	2	17	18
6	Cust_100	2010	6	1	18	33
7	Cust_100	2011	9	1	33	NULL
8	Cust_1000	2010	10	1	22	32
9	Cust_1000	2011	8	3	32	38

Query executed successfully. (local) (14.0 RTM) DESKTOP-3E95HEO\DataSc... E_Commerce 00:00:00 5.592 rows

Result of Q-4:

	cust_id	AVG_TIME_GAP	CUST_LABELS
1	Cust_1	NULL	Churn
2	Cust_10	NULL	Churn
3	Cust_100	6	irregular
4	Cust_1000	6	irregular
5	Cust_1001	8	irregular
6	Cust_1002	6	irregular
7	Cust_1003	5	irregular
8	Cust_1004	NULL	Churn
9	Cust_1005	10	irregular
10	Cust_1006	7	irregular
11	Cust_1007	5	irregular

Query executed s... (local) (14.0 RTM) DESKTOP-3E95HEO\DataSc... E_Commerce 00:00:00 1.832 rows

Result of Q-5:

	Cust_id	YEAR	MONTH	NUM_OF_LOG	CURRENT_MONTH	NEXT_VISIT_MONTH	TIME_GAPS
1	Cust_1	2010	10	1	22	NULL	NULL
2	Cust_10	2012	8	1	44	NULL	NULL
3	Cust_100	2009	6	1	6	11	5
4	Cust_100	2009	11	1	11	17	6
5	Cust_100	2010	5	2	17	18	1
6	Cust_100	2010	6	1	18	33	15
7	Cust_100	2011	9	1	33	NULL	NULL
8	Cust_1000	2010	10	1	22	32	10
9	Cust_1000	2011	8	3	32	38	6

Month Wise Retention Rate:

Result of Q-1:

	cust_id	YEAR	MONTH	CURRENT_MONTH	NEXT_VISIT_MONTH	TIME_GAPS	RETENTITON_MONTH_WISE
1	Cust_100	2010	5	17	18	1	9
2	Cust_1001	2012	1	37	38	1	5
3	Cust_1002	2011	9	33	34	1	11
4	Cust_1007	2012	3	39	40	1	12
5	Cust_1008	2011	7	31	32	1	6
6	Cust_1010	2012	1	37	38	1	5
7	Cust_1015	2009	5	5	6	1	9
8	Cust_1015	2009	6	6	7	1	12

Result of Q-2:

	YEAR	MONTH	RETENTION_RATE
1	2009	2	0.13
2	2009	3	0.10
3	2009	4	0.11
4	2009	5	0.07
5	2009	6	0.11
6	2009	7	0.06
7	2009	8	0.09
8	2009	9	0.07
9	2009	10	0.05