## SQL Challenge

Introduction

In this case study, we are asking you to work with a publicly available dataset, and create the reports listed below and answer the questions.

Database: Dell DVD Store Database (<http://linux.dell.com/dvdstore/>)

Please see the link below for more information about the database: (<https://dataedo.com/samples/html/Dell_DVD_Store/doc/Dell_DVD_Store_12/modules/Dell_DVD_Store_database_diagram_107/module.html>)

Assignment

1. Create a report that provides the following columns:

|  |  |
| --- | --- |
| orderid |  |
| orderdate |  |
| customerid |  |
| totalamount |  |
| order quantity |  |
| category name |  |
| title |  |
| city |  |
| state |  |
| country |  |
| age |  |
| income |  |
| gender |  |
| customer type | “new” if this is the first order of the customer. “existing” if the customer placed at least one order before the current order |
| # of previous orders | Count of previous orders placed by the customer |
| Total $ amount of previous orders | Total amount of previous orders placed by the customer |

1. By using the report created above, please create summary tables to answer the following questions?
   1. What percent of the sales come from new vs. existing customers?
   2. What is the distribution of sales by category?
   3. What is the monthly revenue and what is the cumulative revenue as of each month within a year (cumulative revenue resets at the beginning of each year)?
   4. What is the distribution of sales by customer age buckets?

Deliverables:

Please provide the SQL code as well as the results for each question. If the report for #1 is large, a subset of the report is acceptable. Use window functions where applicable.

Wrap Up

We wish you the best of luck with this case study. If you have any questions, please do not hesitate to reach out.