



Customer Insights Analysis

THE GENERAL STORE

About Us

A general store is a retail establishment that offers a wide range of merchandise and products to meet the diverse needs of the local community. It is characterized by its broad selection of goods, including household items, groceries, clothing, personal care products, hardware, stationery, and sometimes even medicines and small appliances.



Objective



As an **analyst**, we are here to analyze the data to find some crucial information about the **customers**.



By **leveraging insights**, the **marketing team** can develop effective strategies and tactics that drive business growth and meet customer needs.



The challenge is organized by **Steel Data** and the dataset can be accessed through the following link: <https://steeldata.org.uk/sql3.html>



Datasets

customers

customer_id	first_shop	age	rewards	can_email
1	2022-03-20	23	yes	no
2	2022-03-25	26	no	no
3	2022-04-06	32	no	no
4	2022-04-13	25	yes	yes
5	2022-04-22	49	yes	yes
6	2022-06-18	28	yes	no
7	2022-06-30	36	no	no
8	2022-07-04	37	yes	yes

orders

order_id	customer_id	date_shop	sales_channel	country_id
1	1	2023-01-16	retail	1
2	4	2023-01-20	retail	1
3	2	2023-01-25	retail	2
4	3	2023-01-25	online	1
5	1	2023-01-28	retail	3
6	5	2023-02-02	online	1
7	6	2023-02-05	retail	1
8	3	2023-02-11	online	3

baskets

order_id	product_id
1	1
1	2
1	5
2	4
3	3
4	2
4	1
5	3
5	5
6	4
6	3
6	1
7	2
7	1
8	3
8	3

country

country_id	country_name	head_office
1	UK	London
2	USA	New York
3	China	Beijing

products

product_id	category	price
1	food	5.99
2	sports	12.49
3	vitamins	6.99
4	food	0.89
5	vitamins	15.99

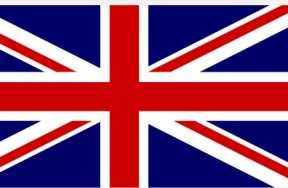


Finding Insights

by using MySQL Database Server

1. What are the names of all the countries in the country table?

```
select country_name  
from country;
```

country_name
UK 
USA 
China 

2. What is the total number of customers at the customer's table?

```
select count(*) as total_customers  
from customers;
```

total_customers
8

3. What is the average age of customers who can receive marketing emails (can_email is set to 'yes')?

```
select round(avg(age)) as average_age  
from customers  
where can_email = "yes";
```

average_age
37

4. How many orders were made by customers aged 30 or older?

```
select count(*) as total_orders  
from orders o  
inner join customers c using(customer_id)  
where c.age >= 30;
```

total_orders
3

5. What is the total revenue generated by each product category?

```
select p.category, concat("$ ",sum(p.price)) as total_revenue  
from baskets b  
left join products p using(product_id)  
group by 1;
```

category	total_revenue
food	\$ 25.74
sports	\$ 37.47
vitamins	\$ 66.93

6. What is the average price of products in the 'food' category?

```
select round(avg(price),2) as avg_price  
from products  
where category = "food";
```

avg_price
3.44

7. How many orders were made in each sales channel (sales_channel column) in the orders table?

```
select sales_channel, count(*) as total_orders  
from orders  
group by 1;
```

sales_channel	total_orders
retail	5
online	3

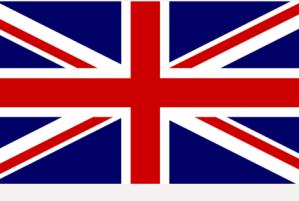
8. What is the date of the latest order made by a customer who can receive marketing emails?

```
select o.date_shop  
from customers c  
inner join orders o using(customer_id)  
where c.can_email = "yes"  
order by o.date_shop desc limit 1;
```

date_shop
2023-02-02

9. What is the name of the country with the highest number of orders?

```
with country_details as (
    select c.country_name, count(*) as total_orders
    from orders o
    inner join country c using(country_id)
    group by 1)
select country_name
from country_details
where total_orders = (select max(total_orders)
from country_details);
```

country_name	
UK	

10. What is the average age of customers who made orders in the 'vitamins' product category?

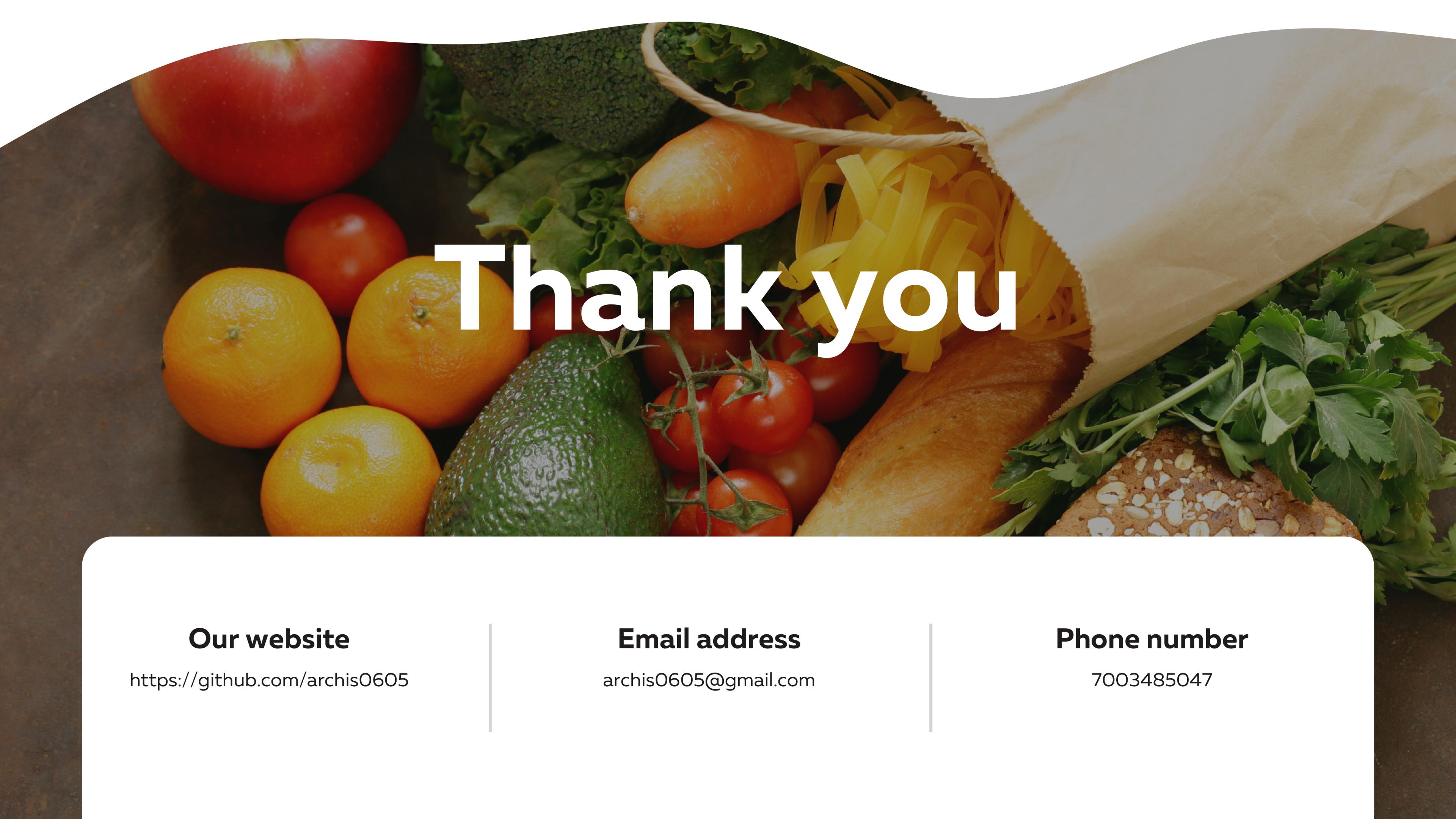
```
select round(avg(age)) as average_age  
from orders o  
inner join customers c using(customer_id)  
inner join baskets b using(order_id)  
inner join products p using(product_id)  
where p.category = "vitamins";
```

average_age
30



Important Insights

- We analyze the customers on the basis of these countries such as the **UK, USA, and China**.
- There is a total of **eight** customers at the customer's table.
- On average, **37 years** of age of customers can receive marketing emails.
- **Three** orders were made by customers aged 30 or older.
- Highest revenue generated by the product of **vitamins**.
- The average price of the **food** product is **\$ 3.44**.
- The **highest** orders were made by the **retail** sales channel.
- On average, **30 years** of age of customers who made orders in the **vitamins** category.



Thank you

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