# Customer Analytics Visualizations

**Total Orders X Total Customers View**

SELECT

`olist.CustomerLifeTimeOrderCount\_View`.`TotalOrders` AS `TotalOrders`,

`olist.CustomerLifeTimeOrderCount\_View`.`CustomersCount` AS `CustomersCount`

FROM

`olist.CustomerLifeTimeOrderCount\_View`

A graph with a line

Description automatically generated with medium confidence

**Orders Count grouped by Purchase Dates**

SELECT

TIMESTAMP\_TRUNC(

`olist.customersandorders`.`orderPurchasedDate`,

day

) AS `orderPurchasedDate`,

COUNT(\*) AS `count`

FROM

`olist.customersandorders`

GROUP BY

`orderPurchasedDate`

ORDER BY

`orderPurchasedDate` ASC

A graph showing a line

Description automatically generated with medium confidence

**Customer LTV Ranges**

select sum(case when ctv.sum <= 500 then 1 else 0 end) as `LessThan500`,

sum(case when ctv.sum > 501 and ctv.sum <= 1000 then 1 else 0 end) as `500To1000`,

sum(case when ctv.sum > 1001 and ctv.sum <= 10000 then 1 else 0 end) as `1KTo10K`,

sum(case when ctv.sum > 10001 then 1 else 0 end) as `GT10K`

from `olist.CustomersTotalPaymentsValue` ctv;

A screenshot of a cellphone

Description automatically generated

**OList Store Distribution**

A screenshot of a map

Description automatically generated