

## E-Commerce Data and Customer Retention Analysis with SQL

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An e-commerce organization demands some analysis of sales and shipping processes. Thus, the organization hopes to be able to predict more easily the opportunities and threats for the future.

According to this scenario, You are asked to make the following analyzes consistent with following the instructions given.

### Introduction

- You have to create a database and import into the given csv file. (You should research how to import a .csv file)
- During the import process, you will need to adjust the date columns. You need to carefully observe the data types and how they should be.
- The data are not very clean and fully normalized. However, they don't prevent you from performing the given tasks.
- Manually verify the accuracy of your analysis.

### Analyze the data by finding the answers to the questions below:

1. Find the top 3 customers who have the maximum count of orders.
2. Find the customer whose order took the maximum time to get shipping.
3. Count the total number of unique customers in January and how many of them came back again in the each one months of 2011.
4. Write a query to return for each user the time elapsed between the first purchasing and the third purchasing, in ascending order by Customer ID.
5. Write a query that returns customers who purchased both product 11 and product 14, as well as the ratio of these products to the total number of products purchased by the customer.

## Customer Segmentation

**Categorize customers based on their frequency of visits. The following steps will guide you. If you want, you can track your own way.**

1. Create a “view” that keeps visit logs of customers on a monthly basis. (For each log, three field is kept: Cust\_id, Year, Month)
2. Create a “view” that keeps the number of monthly visits by users. (Show separately all months from the beginning business)
3. For each visit of customers, create the previous or next month of the visit as a separate column.
4. Calculate the monthly time gap between two consecutive visits by each customer.
5. Categorise customers using average time gaps. Choose the most fitted labeling model for you.

For example:

- Labeled as *churn* if the customer hasn't made another purchase in the months since they made their first purchase.
  - Labeled as *regular* if the customer has made a purchase every month.
- Etc.

## Month-Wise Retention Rate

**Find month-by-month customer retention rate<sup>1</sup> since the start of the business.**

There are many different variations in the calculation of Retention Rate. But we will try to calculate the month-wise retention rate in this project.

So, we will be interested in how many of the customers in the previous month could be retained in the next month.

Proceed step by step by creating “views”. You can use the view you got at the end of the Customer Segmentation section as a source.

1. Find the number of customers retained month-wise. (You can use time gaps)
2. Calculate the month-wise retention rate.

*Month-Wise Retention Rate = 1.0 \* Number of Customers Retained in The Current Month / Total Number of Customers in the Previous Month*

**If you want, you can track your own way.**

Good luck!

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- **Customer retention refers to the ability of a company or product to retain its customers over some specified period.**

[https://en.wikipedia.org/wiki/Customer\\_retention](https://en.wikipedia.org/wiki/Customer_retention)

<https://www.shopify.com/blog/customer-retention-strategies>

<https://ecommercefastlane.com/importance-ecommerce-customer-retention-strategies-keep-customers-coming-back/>