Customer Segmentation MySQL Queries

```
SELECT * FROM `customer segmentation`.shopping_trends_dataset;
```

#1-Find the total number of customers?

```
SELECT COUNT(DISTINCT `CustomerID`) AS total_customers
FROM shopping_trends_dataset;
```

#2-Calculate the total sales amount?

```
SELECT
 SUM(`PurchaseAmountUSD`) AS total_sales_amount
FROM shopping_trends_dataset;
```

#3-Find the average order value?

```
SELECT
 ROUND(AVG(`PurchaseAmountUSD`), 2) AS average_order_value
FROM shopping_trends_dataset;
```

#4-Count total transaction made using each payment method?

```
SELECT
 PaymentMethod,
COUNT(*) AS total_transactions
FROM shopping_trends_dataset
GROUP BY PaymentMethod
ORDER BY total_transactions DESC;
```

#5-Show total sales per product category?

```
SELECT
 Category AS product_category,
ROUND(SUM(`PurchaseAmountUSD`), 2) AS total_sales
FROM shopping_trends_dataset
GROUP BY Category
ORDER BY total_sales DESC;
```

#6-Identyfy top 5 locations by total sales?

```
SELECT
 Location,
 ROUND(SUM(`PurchaseAmountUSD`), 2) AS total_sales
FROM shopping_trends_dataset
GROUP BY Location
ORDER BY total_sales DESC
LIMIT 5;
```

#7-Which age group generates the highest sales?

```
SELECT
 age_group,
   ROUND(SUM(`PurchaseAmountUSD`), 2) AS total_sales
FROM (
   SELECT
      CASE
         WHEN Age < 25 THEN 'Under 25'
         WHEN Age BETWEEN 25 AND 34 THEN '25-34'
         WHEN Age BETWEEN 35 AND 44 THEN '35-44'
         WHEN Age BETWEEN 45 AND 54 THEN '45-54'
         ELSE '55+'
```

```
        END AS age_group,
        `PurchaseAmountUSD`
    FROM shopping_trends_dataset
) t
GROUP BY age_group
ORDER BY total_sales DESC
LIMIT 1;
```

#8-Calculate the average spending by age group?

```
SELECT
    age_group,
    ROUND(AVG(`PurchaseAmountUSD`), 2) AS avg_spend
FROM (
    SELECT
        CASE
            WHEN Age < 25 THEN 'Under 25'
            WHEN Age BETWEEN 25 AND 34 THEN '25-34'
            WHEN Age BETWEEN 35 AND 44 THEN '35-44'
            WHEN Age BETWEEN 45 AND 54 THEN '45-54'
            ELSE '55+'
        END AS age_group,
        `PurchaseAmountUSD`
    FROM shopping_trends_dataset
) t
GROUP BY age_group
ORDER BY avg_spend DESC
LIMIT 1;
```