MARKETING CAMPAIGN DATA ANALYSIS

1. Total Customers

```
-- 1. Total Customers

SELECT COUNT(DISTINCT ID) AS Total_Customers FROM Marketing_Data

100 %

Results Messages

Total_Customers

1 2240
```

2. Total Countries



3. Total Website Views

```
-- 3. Total Website Views

SELECT SUM(NumWebVisitsMonth) AS Total_WebsiteViews FROM Marketing_Data

100 % 

Results Messages

Total_WebsiteViews
1 11909
```

4. Total Complains

```
-- 4. Total Complains

SELECT SUM(Complain) AS Toatal_Complains FROM Marketing_Data

100 %

Results Messages

Toatal_Complains
1 21
```

5. Web Purchases by Birth Year

```
-- 5. Web Purchases by Birth Year
    WITH table1 AS
   ☐(SELECT CASE
               WHEN Year_Birth BETWEEN 1893 AND 1902 THEN '1893-1902'
               WHEN Year_Birth BETWEEN 1933 AND 1942 THEN '1933-1942'
               WHEN Year_Birth BETWEEN 1943 AND 1952 THEN '1943-1952'
               WHEN Year_Birth BETWEEN 1953 AND 1962 THEN '1953-1962'
               WHEN Year_Birth BETWEEN 1963 AND 1972 THEN '1963-1972'
               WHEN Year_Birth BETWEEN 1973 AND 1982 THEN '1973-1982'
               WHEN Year_Birth BETWEEN 1983 AND 1992 THEN '1983-1992'
               WHEN Year_Birth BETWEEN 1993 AND 2002 THEN '1993-2002'
            END AS Birth_Year,
            NumWebPurchases
    FROM Marketing_Data
   □SELECT Birth Year, SUM(NumWebPurchases) AS Num_of_Web_Purchases
    FROM table1
    GROUP BY Birth Year
    ORDER BY Birth Year
100 % ▼ ◀
Birth_Year Num_of_Web_Purchases
   1893-1902 7
2
   1933-1942 10
   1943-1952 1061
3
    1953-1962 2090
4
5
    1963-1972 2627
    1973-1982 2363
6
    1983-1992
             937
    1993-2002 55
```

6. Web Purchases by Education Type

```
-- 6. Web Purchases by Education Type

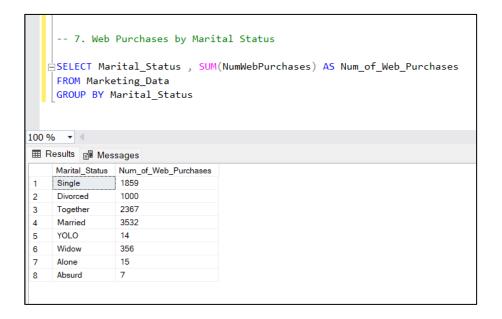
SELECT Education AS EducationType, SUM(NumWebPurchases) AS Num_of_Web_Purchases
FROM Marketing_Data
GROUP BY Education

100 %

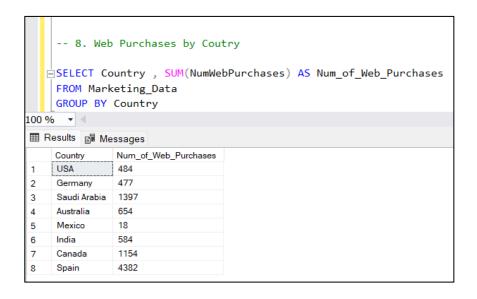
Besults Messages

EducationType Num_of_Web_Purchases
1 Graduation 4649
2 PhD 2150
3 Master 1492
4 2n Cycle 757
5 Basic 102
```

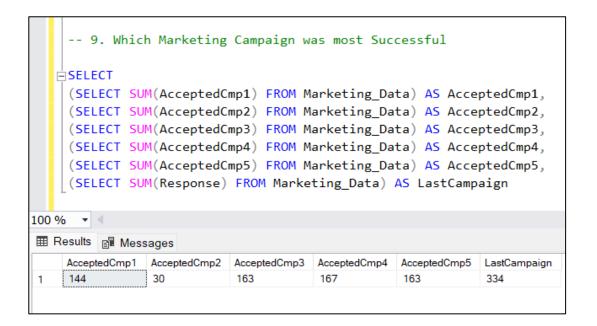
7. Web Purchases by Marital Status



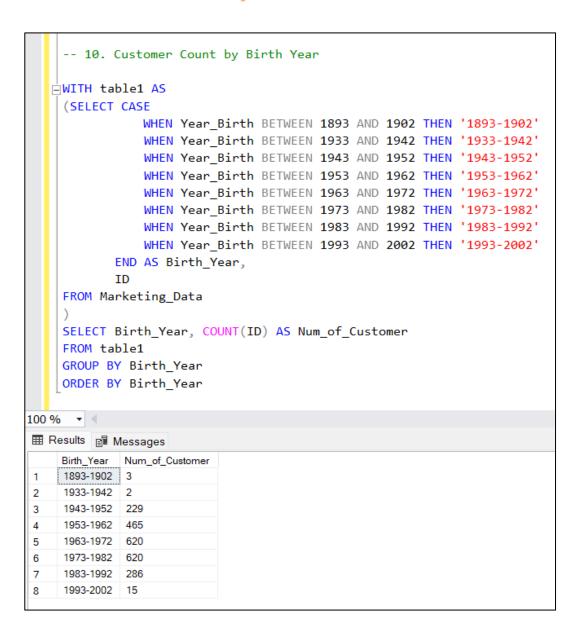
8. Web Purchases by Country



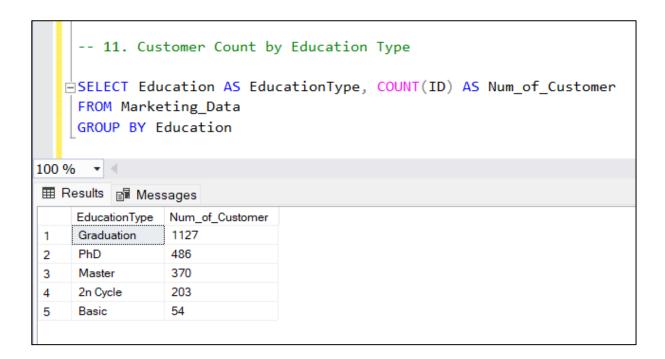
9. Which Marketing Campaign was most Successful



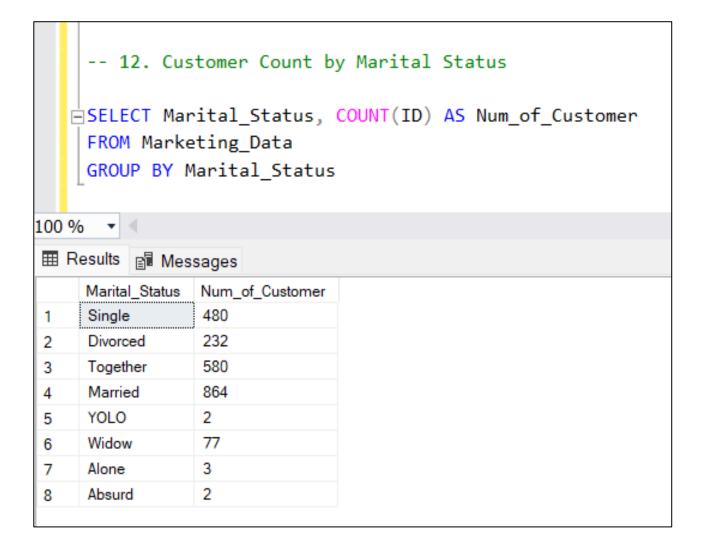
10. Customer Count by Birth Year



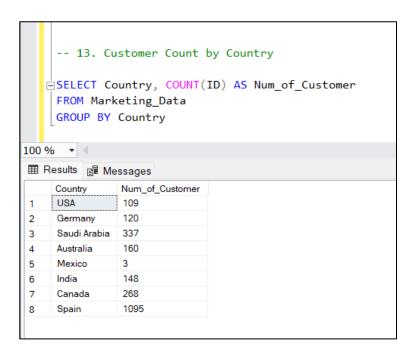
11. Customer Count by Education Type



12. Customer Count by Marital Status



13. Customer Count by Country



14. Sales by Product

```
-- 14. Sales by Product
     (SELECT SUM(MntWines) FROM Marketing_Data) AS Wines_Sales,
     (SELECT SUM(MntFruits) FROM Marketing_Data) AS Fruits_Sales,
     ({\tt SELECT\ SUM}({\tt MntMeatProducts})\ {\tt FROM\ Marketing\_Data})\ {\tt AS\ MeatProducts\_Sales},
     (SELECT SUM(MntFishProducts) FROM Marketing_Data) AS FishProducts_Sales,
     (SELECT SUM(MntSweetProducts) FROM Marketing_Data) AS SweetProducts_Sales,
    (SELECT SUM(MntGoldProds) FROM Marketing_Data) AS GoldProducts_Sales
100 % ▼ ◀
Wines_Sales Fruits_Sales MeatProducts_Sales FishProducts_Sales SweetProducts_Sales GoldProducts_Sales
    680816
              58917
                         373968
                                         84057
                                                        60621
                                                                        98609
```

15. Purchase by Channel

