MARKETING CAMPAIGN DATA ANALYSIS

1. Total Customers

```sql
-- 1. Total Customers

SELECT COUNT(DISTINCT ID) AS Total_Customers FROM Marketing_Data
```

100 %

Results | Messages

	Total_Customers
1	2240

2. Total Countries

```sql
-- 2. Total Countries

SELECT COUNT(DISTINCT Country) AS Total_Coutnry FROM Marketing_Data
```

100 %

Results | Messages

	Total_Coutnry
1	8

3. Total Website Views

```sql
-- 3. Total Website Views

SELECT SUM(NumWebVisitsMonth) AS Total_WebsiteViews FROM Marketing_Data
```

100 %

Results | Messages

	Total_WebsiteViews
1	11909

4. Total Complains

```sql
-- 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

```sql
-- 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 %

Results | Messages

	Birth_Year	Num_of_Web_Purchases
1	1893-1902	7
2	1933-1942	10
3	1943-1952	1061
4	1953-1962	2090
5	1963-1972	2627
6	1973-1982	2363
7	1983-1992	937
8	1993-2002	55

6. Web Purchases by Education Type

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

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

100 %

Results | 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

```sql
-- 7. Web Purchases by Marital Status

SELECT Marital_Status , SUM(NumWebPurchases) AS Num_of_Web_Purchases
FROM Marketing_Data
GROUP BY Marital_Status
```

100 %

Results | Messages

	Marital_Status	Num_of_Web_Purchases
1	Single	1859
2	Divorced	1000
3	Together	2367
4	Married	3532
5	YOLO	14
6	Widow	356
7	Alone	15
8	Absurd	7

8. Web Purchases by Country

```sql
-- 8. Web Purchases by Coutry

SELECT Country , SUM(NumWebPurchases) AS Num_of_Web_Purchases
FROM Marketing_Data
GROUP BY Country
```

100 %

Results | Messages

	Country	Num_of_Web_Purchases
1	USA	484
2	Germany	477
3	Saudi Arabia	1397
4	Australia	654
5	Mexico	18
6	India	584
7	Canada	1154
8	Spain	4382

9. Which Marketing Campaign was most Successful

```sql
-- 9. Which Marketing Campaign was most Successful

SELECT
(SELECT SUM(AcceptedCmp1) FROM Marketing_Data) AS AcceptedCmp1,
(SELECT SUM(AcceptedCmp2) FROM Marketing_Data) AS AcceptedCmp2,
(SELECT SUM(AcceptedCmp3) FROM Marketing_Data) AS AcceptedCmp3,
(SELECT SUM(AcceptedCmp4) FROM Marketing_Data) AS AcceptedCmp4,
(SELECT SUM(AcceptedCmp5) FROM Marketing_Data) AS AcceptedCmp5,
(SELECT SUM(Response) FROM Marketing_Data) AS LastCampaign
```

100 %

Results | Messages

	AcceptedCmp1	AcceptedCmp2	AcceptedCmp3	AcceptedCmp4	AcceptedCmp5	LastCampaign
1	144	30	163	167	163	334

10. Customer Count by Birth Year

```sql
-- 10. Customer Count 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,
        ID
FROM Marketing_Data
)
SELECT Birth_Year, COUNT(ID) AS Num_of_Customer
FROM table1
GROUP BY Birth_Year
ORDER BY Birth_Year
```

100 %

Results | Messages

	Birth_Year	Num_of_Customer
1	1893-1902	3
2	1933-1942	2
3	1943-1952	229
4	1953-1962	465
5	1963-1972	620
6	1973-1982	620
7	1983-1992	286
8	1993-2002	15

11. Customer Count by Education Type

```sql
-- 11. Customer Count by Education Type

SELECT Education AS EducationType, COUNT(ID) AS Num_of_Customer
FROM Marketing_Data
GROUP BY Education
```

100 %

Results | Messages

	EducationType	Num_of_Customer
1	Graduation	1127
2	PhD	486
3	Master	370
4	2n Cycle	203
5	Basic	54

12. Customer Count by Marital Status

```sql
-- 12. Customer Count by Marital Status

SELECT Marital_Status, COUNT(ID) AS Num_of_Customer
FROM Marketing_Data
GROUP BY Marital_Status
```

100 %

Results | Messages

	Marital_Status	Num_of_Customer
1	Single	480
2	Divorced	232
3	Together	580
4	Married	864
5	YOLO	2
6	Widow	77
7	Alone	3
8	Absurd	2

13. Customer Count by Country

```sql
-- 13. Customer Count by Country

SELECT Country, COUNT(ID) AS Num_of_Customer
FROM Marketing_Data
GROUP BY Country
```

100 %

Results | Messages

	Country	Num_of_Customer
1	USA	109
2	Germany	120
3	Saudi Arabia	337
4	Australia	160
5	Mexico	3
6	India	148
7	Canada	268
8	Spain	1095

14. Sales by Product

```sql
-- 14. Sales by Product

SELECT
(SELECT SUM(MntWines) FROM Marketing_Data) AS Wines_Sales,
(SELECT SUM(MntFruits) FROM Marketing_Data) AS Fruits_Sales,
(SELECT SUM(MntMeatProducts) FROM Marketing_Data) 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 %

Results | Messages

	Wines_Sales	Fruits_Sales	MeatProducts_Sales	FishProducts_Sales	SweetProducts_Sales	GoldProducts_Sales
1	680816	58917	373968	84057	60621	98609

15. Purchase by Channel

```sql
-- 15. Purchases by Channel

SELECT
(SELECT SUM(NumDealsPurchases) FROM Marketing_Data) AS DealPurchases,
(SELECT SUM(NumWebPurchases) FROM Marketing_Data) AS WebPurchases,
(SELECT SUM(NumCatalogPurchases) FROM Marketing_Data) AS CatalogPurchases,
(SELECT SUM(NumStorePurchases) FROM Marketing_Data) AS StorePurchases
```

100 %

Results | Messages

	DealPurchases	WebPurchases	CatalogPurchases	StorePurchases
1	5208	9150	5963	12970