**CASE 2: CUSTOMER ANALYSIS**

**Question 1:** Which cities have customers who shop more? Analyze the Top 15.

**Query:**

SELECT c.customer\_city,

COUNT (DISTINCT o.order\_id) AS total\_order

FROM customers AS c

JOIN orders AS o ON c.customer\_id=o.customer\_id

GROUP BY 1

ORDER BY 2 DESC

LIMIT 15;

**Comment:** The highest number of orders has been in Sao Paulo. From this graph, we can suggest that the socio-economic situation of the people living in Sao Paulo is much better compared to others. It can be found which category customers from Sao Paulo shop the most, and high-priced new products can be tried in that category. The total number of orders from Sao Paulo has exceeded twice the total number of orders from Rio, which indicates a significant difference, suggesting that the population in Sao Paulo is considerably larger than in Rio. Moreover, to increase our sales in Rio, market research can be conducted to identify consumer needs and preferences in that area. Special discounts, advertising campaigns, and the development of sales channels can be implemented to increase our reach and focus on brand awareness.