

Introduction:

This document provides an overview of SQL queries applied to the **customers** table in a bank's database. These queries aim to extract key customer information such as phone numbers, identify customers based on name patterns, and count customers residing on specific streets. The analysis emphasizes how these queries contribute to enhanced customer management and outreach strategies.

01.Retrieving All Customer Phone Numbers

Query:

```
SELECT phone_number  
FROM customers;
```

Output:

A screenshot of a database application window titled "Result Grid". It displays a table with one column labeled "phone_number". The table contains five rows of data: "555-1212", "555-3434", "555-5656", "555-7878", and "555-9090". The second, third, and fourth rows are highlighted with a light blue background. The window has a standard toolbar with icons for grid view, print, and refresh.

	phone_number
▶	555-1212
	555-3434
	555-5656
	555-7878
	555-9090

02.Identifying Customers with Names Starting with 'D' or 'M'

Query:

```
SELECT customer_name  
FROM customers  
WHERE customer_name LIKE 'D%' OR customer_name LIKE 'M%';
```

Output:

Result Grid	
	customer_name
▶	David Lee

03. Counting Customers Residing on "Main St."

Query:

```
SELECT COUNT(*)  
FROM customers  
WHERE address LIKE '%Main St%';
```

Output:

Result Grid	
	count(*)
▶	1

Discussion:

The SQL queries presented above demonstrate the capability of database management systems to extract, filter, and analyze data efficiently:

- Retrieving phone numbers ensures quick access to customer contact information, improving communication workflows.
- Filtering names based on specific patterns supports targeted marketing strategies by identifying relevant customer groups.

- Counting addresses provides data-driven insights into geographic trends, aiding in location-based decision-making.
- Together, these queries exemplify SQL's effectiveness in supporting operational efficiency and customer relationship management.

Conclusion:

The queries analyzed in this report highlight the critical role of SQL in utilizing customer data for business insights. From improving communication through contact lists to enhancing segmentation and geographic analysis, SQL empowers businesses to make informed, data-driven decisions.

References:

[1] "W3Schools.com." (provide same report in different word)

