-- Mô hình phân tập khách hàng RFM

WITH R AS(

SELECT

CustomerID,

CASE

WHEN Percent\_Rank2 <= 0.25 THEN 1

WHEN Percent\_Rank2 <= 0.5 THEN 2

WHEN Percent\_Rank2 <= 0.75 THEN 3

ELSE 4

END Requency\_Score

FROM (SELECT CustomerID,

DATEDIFF(DAY, MAX(OrderDate), '2014-06-30') AS Requency,

PERCENT\_RANK() OVER(ORDER BY DATEDIFF(DAY, MAX(OrderDate), '2014-06-30')) AS Percent\_Rank2

FROM Sales.SalesOrderHeader

GROUP BY CustomerID) AS InnerCTE

),

M AS(

SELECT

CustomerID,

CASE

WHEN Percent\_Rank1 <= 0.25 THEN 1

WHEN Percent\_Rank1 <= 0.5 THEN 2

WHEN Percent\_Rank1 <= 0.75 THEN 3

ELSE 4

END Monetary\_Score

FROM (SELECT

CustomerID,

SUM(Subtotal) TotalRev,

PERCENT\_RANK() OVER(ORDER BY SUM(Subtotal) ASC) AS Percent\_Rank1

FROM Sales.SalesOrderHeader

GROUP BY CustomerID) AS InnerCTE

),

----F

F AS (

SELECT

CustomerID,

CASE

WHEN Percent\_Rank3 <= 0.25 THEN 1

WHEN Percent\_Rank3 <= 0.5 THEN 2

WHEN Percent\_Rank3 <= 0.75 THEN 3

ELSE 4

END Frequency\_Score

FROM(SELECT CustomerID,

COUNT(DISTINCT SalesOrderNumber) AS TotalPurchase,

PERCENT\_RANK() OVER (ORDER BY COUNT(DISTINCT SalesOrderNumber) ASC) AS Percent\_Rank3

FROM Sales.SalesOrderHeader

GROUP BY CustomerID) AS InnerCTE

)

SELECT

M.CustomerID,

CASE

WHEN (Monetary\_Score = '4' AND Frequency\_Score = '4' AND Requency\_Score = '4') THEN 'BestCustomer'

WHEN (Monetary\_Score = '1' AND Requency\_Score ='1') THEN 'LostCheapCustomer'

WHEN (Monetary\_Score = '4' AND Requency\_Score ='1') THEN 'LostBigSpendCustomer'

WHEN (Monetary\_Score = '4' AND Requency\_Score ='2') THEN 'AlmostLostBigSpendCustomer'

WHEN (Requency\_Score ='2') THEN 'AlmostLost'

WHEN (Frequency\_Score ='4') THEN 'Loyal'

WHEN (Monetary\_Score ='4') THEN 'BigSpender'

END AS CustomerClarify

FROM M AS M

LEFT JOIN F AS F ON F.CustomerID = M.CustomerID

LEFT JOIN R AS R ON R.CustomerID = M.CustomerID