**Zomato Case Study SQL Queries**

1. **Total amount spent by each customer**

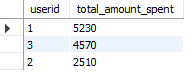
select s.userid, sum(p.price) as total\_amount\_spent

from sales s

inner join product p

on s.product\_id = p.product\_id

group by s.userid;

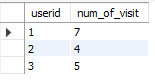


1. **Number of visits to the website by each customer**

select userid, count(distinct created\_date) as num\_of\_visit

from sales

group by userid;



1. **First product purchased by each customer**

with cte as

(select \*,

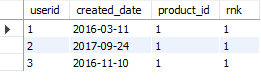
rank() over(partition by userid order by created\_date) as rnk

from sales)

select \*

from cte

where rnk = 1;



**4a. Most purchased product on the menu**

select product\_id

from sales

group by product\_id

order by count(product\_id) desc

limit 1;



**4b. Number of times was it purchased by each customer**

select userid, count(product\_id) as count\_of\_purchase

from sales

where product\_id = (

select product\_id

from sales

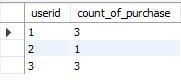
group by product\_id

order by count(product\_id) desc

limit 1)

group by userid

order by 1;



**5. Most popular item for each customer**

with cte1 as

(select userid, product\_id, count(product\_id) as purchase\_count

from sales

group by userid, product\_id),

cte2 as

(select \*,

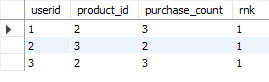
rank() over(partition by userid order by purchase\_count desc) as rnk

from cte1)

select \*

from cte2

where rnk = 1;



**6. First product purchased by each customer after becoming a member**

with cte1 as

(select s.\*, g.gold\_signup\_date

from sales s

inner join goldusers\_signup g

on s.userid = g.userid

and s.created\_date >= g.gold\_signup\_date),

cte2 as

(select \*,

rank() over(partition by userid order by created\_date) as rnk

from cte1)

select userid, product\_id

from cte2

where rnk = 1;



**7. Last product purchased by each customer before becoming a member**

with cte1 as

(select s.\*, g.gold\_signup\_date

from sales s

inner join goldusers\_signup g

on s.userid = g.userid

and s.created\_date <= g.gold\_signup\_date),

cte2 as

(select \*,

rank() over(partition by userid order by created\_date desc) as rnk

from cte1)

select userid, product\_id

from cte2

where rnk = 1;



**8. Total number of orders and amount spent by each customer before becoming member**

with cte1 as

(select s.\*, g.gold\_signup\_date

from sales s

inner join goldusers\_signup g

on s.userid = g.userid

and s.created\_date <= g.gold\_signup\_date),

cte2 as

(select c1.\*, p.price

from cte1 as c1

inner join product p

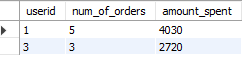
on c1.product\_id = p.product\_id)

select userid, count(created\_date) as num\_of\_orders, sum(price) as amount\_spent

from cte2

group by userid

order by 1;



**9. Suppose, buying each product generates purchasing points (5 Rs = 2 Zomato points) e.g. 5 Rs spent on p1 generates 1 Zomato point, for p2 10 Rs = 5 Zomato points and for p3 5 Rs = 1 Zomato point**

**a. Calculate points collected by each customer**

with cte1 as

(select s.\*, p.price

from sales s

inner join product p

on s.product\_id = p.product\_id),

cte2 as

(select c1.userid, c1.product\_id, sum(price) as amount\_spent

from cte1 c1

group by c1.userid, c1.product\_id

order by 1),

cte3 as

(select \*,

case when product\_id = 1 then 5

when product\_id = 2 then 2

when product\_id = 3 then 5 else 0 end as points

from cte2 as c2),

cte4 as

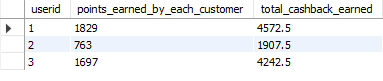
(select \*, round(amount\_spent/points, 0) as points\_earned

from cte3)

select userid, sum(points\_earned) as points\_earned\_by\_each\_customer, sum(points\_earned)\*2.5 as total\_cashback\_earned

from cte4

group by userid;

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**b. For which product most points have been given till now**

with cte1 as

(select s.\*, p.price

from sales s

inner join product p

on s.product\_id = p.product\_id),

cte2 as

(select c1.userid, c1.product\_id, sum(price) as amount\_spent

from cte1 c1

group by c1.userid, c1.product\_id

order by 1),

cte3 as

(select \*,

case when product\_id = 1 then 5

when product\_id = 2 then 2

when product\_id = 3 then 5 else 0 end as points

from cte2 as c2),

cte4 as

(select \*, round(amount\_spent/points, 0) as points\_earned

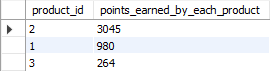
from cte3)

select product\_id, sum(points\_earned) as points\_earned\_by\_each\_product

from cte4

group by product\_id

order by 2 desc;

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**10. In the first year after a customer joins the Gold program (including their join date), irrespective of what product the customer has purchased, they earn 5 zomato points for every 10 Rs spent**

**Who earned more between 1 and 3 and how much points had they earned in the first year**

with cte as

(select s.\*, g.gold\_signup\_date

from sales s

inner join goldusers\_signup g

on s.userid = g.userid

and s.created\_date >= g.gold\_signup\_date

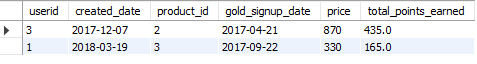
and s.created\_date <= adddate(g.gold\_signup\_date, 365))

select c.\*, p.price, p.price\*0.5 as total\_points\_earned

from cte c

inner join product p

on c.product\_id = p.product\_id;

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**11. Rank all the transactions of the customers**

select \*,

rank() over(partition by userid order by created\_date) as rnk

from sales;

**12. Rank all the transactions for each Gold member and for each non-gold member transactions display N/A**

with cte as

(select s.\*, g.gold\_signup\_date

from sales s

left join goldusers\_signup g

on s.userid = g.userid

and s.created\_date >= g.gold\_signup\_date)

select \*,

case when gold\_signup\_date is null then 'N/A' else rank() over(partition by userid order by created\_date desc) end as rnk

from cte;