SQL CHALLENGE 3: CUSTOMER INSIGHTS

You are a customer insights analyst for ‘The General Store’. Can you analyse the following tables to find out crucial information about your customers to provide to your marketing team.

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customers

customer_id	first_shop	age	rewards	can_email
1	2022-03-20	23	yes	no
2	2022-03-25	26	no	no
3	2022-04-06	32	no	no
4	2022-04-13	25	yes	yes
5	2022-04-22	49	yes	yes
6	2022-06-18	28	yes	no
7	2022-06-30	36	no	no
8	2022-07-04	37	yes	yes

orders

order_id	customer_id	date_shop	sales_channel	country_id
1	1	2023-01-16	retail	1
2	4	2023-01-20	retail	1
3	2	2023-01-25	retail	2
4	3	2023-01-25	online	1
5	1	2023-01-28	retail	3
6	5	2023-02-02	online	1
7	6	2023-02-05	retail	1
8	3	2023-02-11	online	3

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baskets

order_id	product_id
1	1
1	2
1	5
2	4
3	3
4	2
4	1
5	3
5	5
6	4
6	3
6	1
7	2
7	1
8	3
8	3

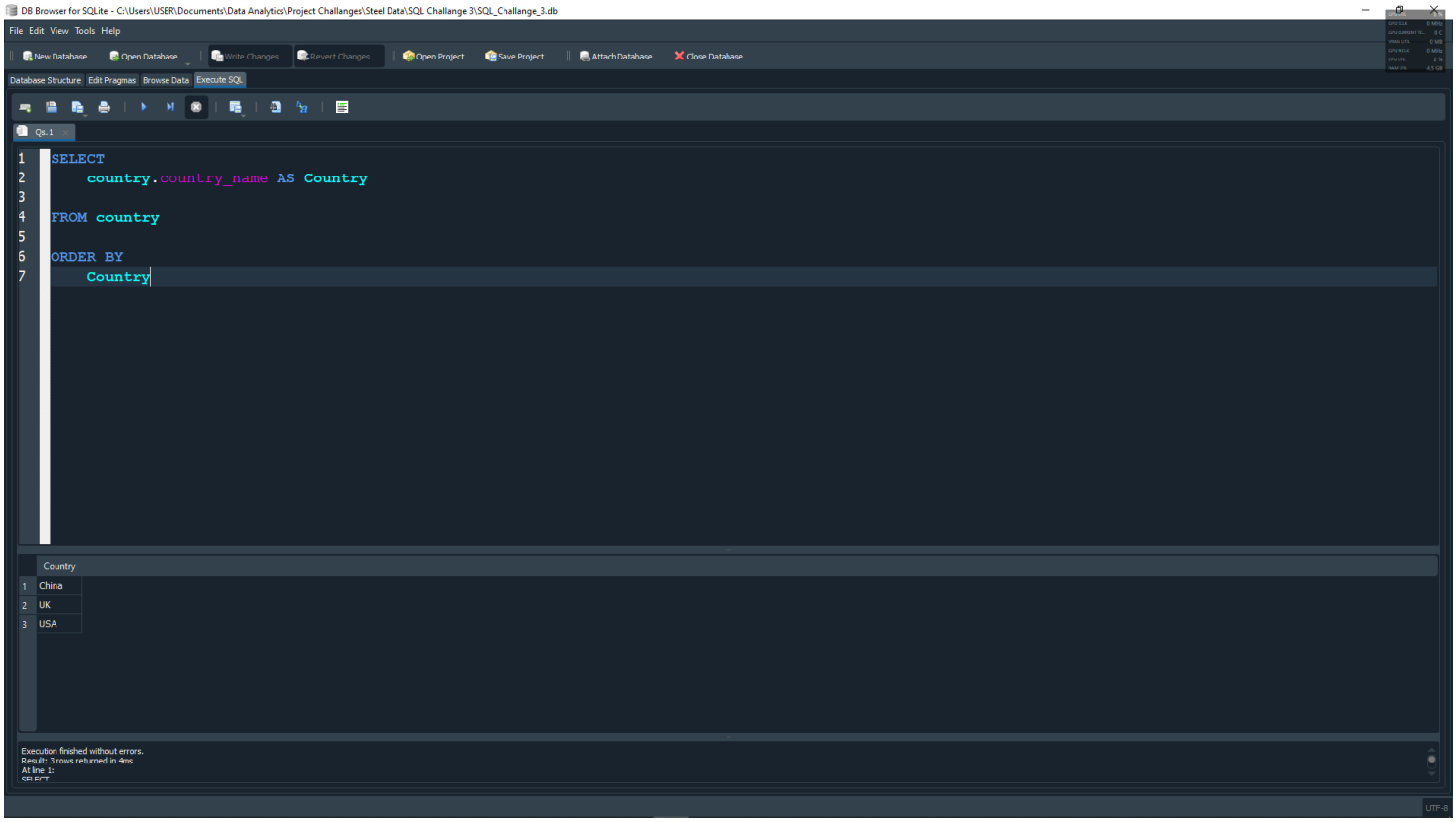
products

product_id	category	price
1	food	5.99
2	sports	12.49
3	vitamins	6.99
4	food	0.89
5	vitamins	15.99

country

country_id	country_name	head_office
1	UK	London
2	USA	New York
3	China	Beijing

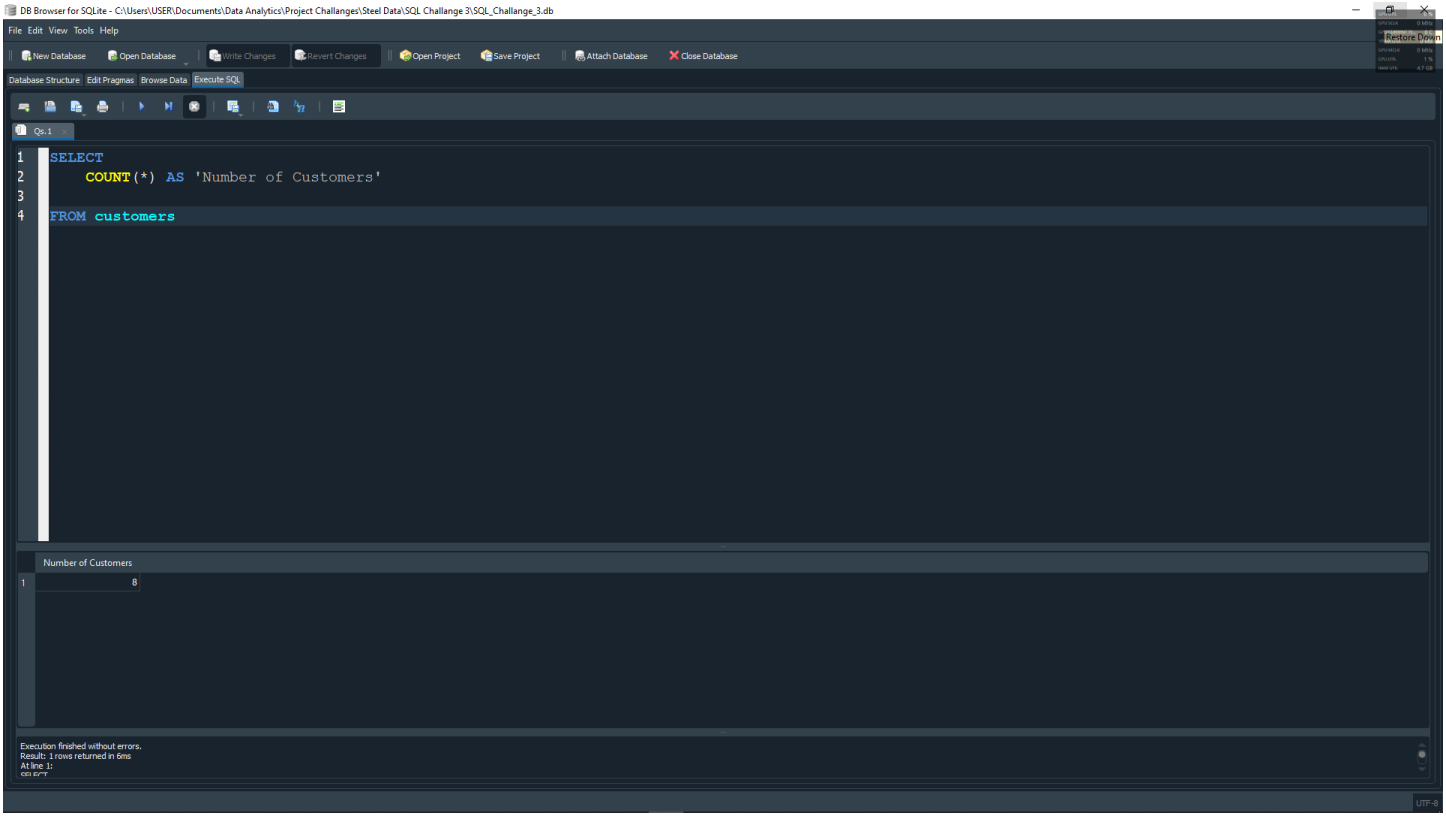
QUESTION 1: WHAT ARE THE NAMES OF ALL THE COUNTRIES IN THE COUNTRY TABLE?



The name of all the countries in the country table are:

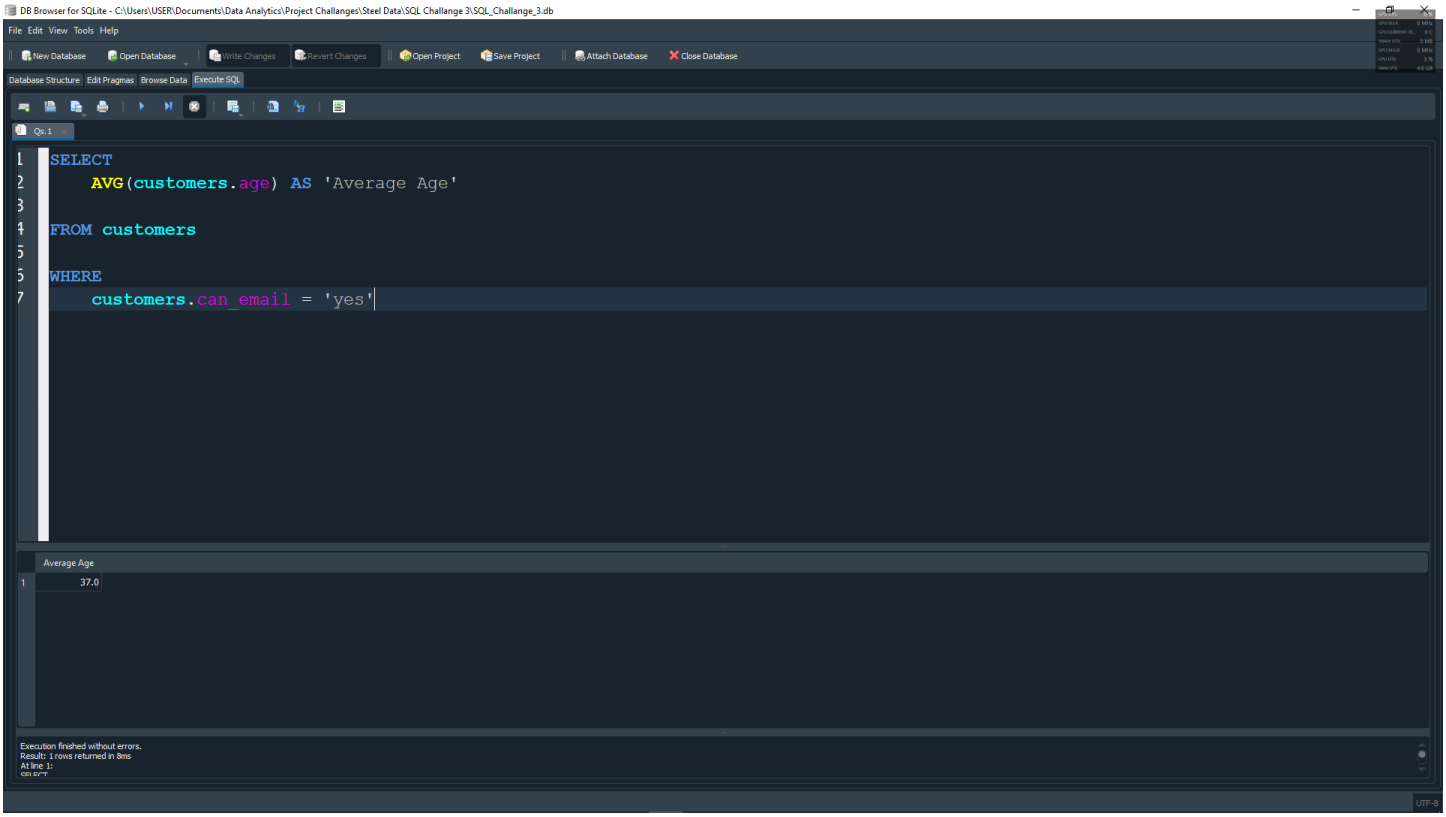
- **China**
- **United Kingdom**
- **United States of America**

QUESTION 2: WHAT IS THE TOTAL NUMBER OF CUSTOMERS IN THE CUSTOMER TABLE?



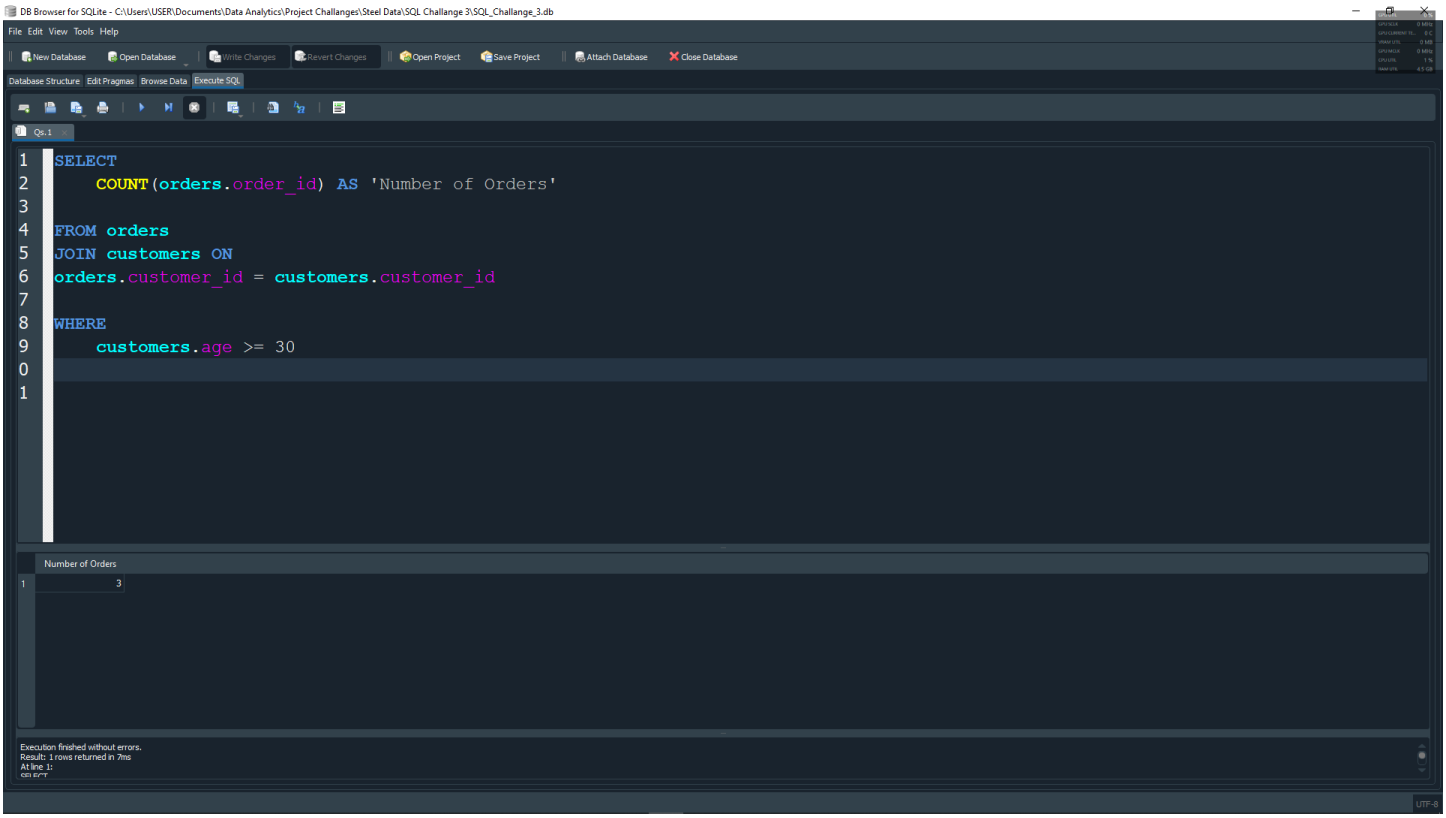
The number of customers in the customer table is **8**.

QUESTION 3: WHAT IS THE AVERAGE AGE OF CUSTOMERS WHO CAN RECEIVE MARKETING EMAIL (‘can_email’ is set to ‘yes’)?



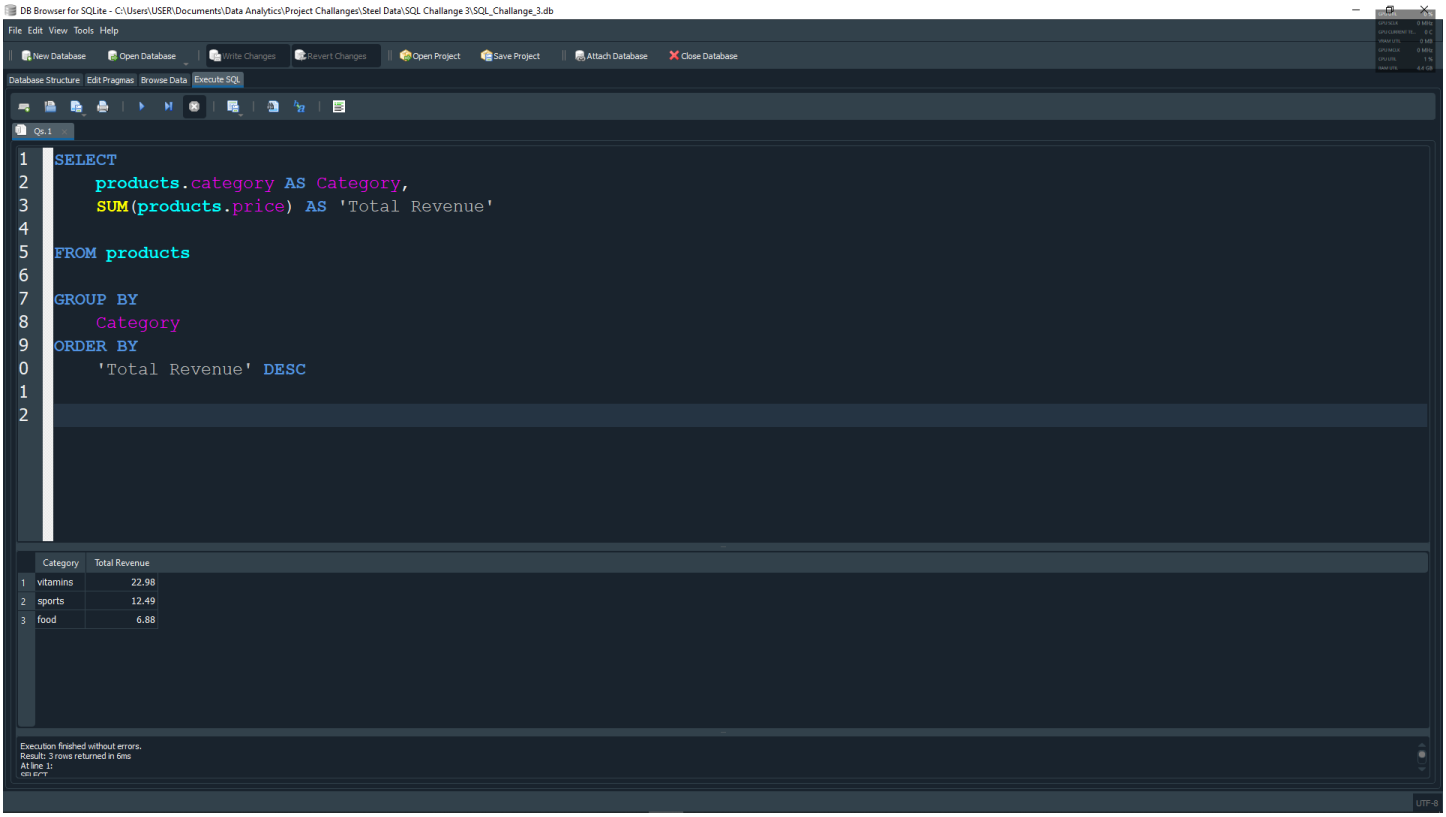
The average age of customers who can receive marketing email is **37 years old**.

QUESTION 4: HOW MANY ORDERS WERE MADE BY CUSTOMERS AGED 30 OR OLDER?



The number of orders that were made by customers aged 30 or older are **3**

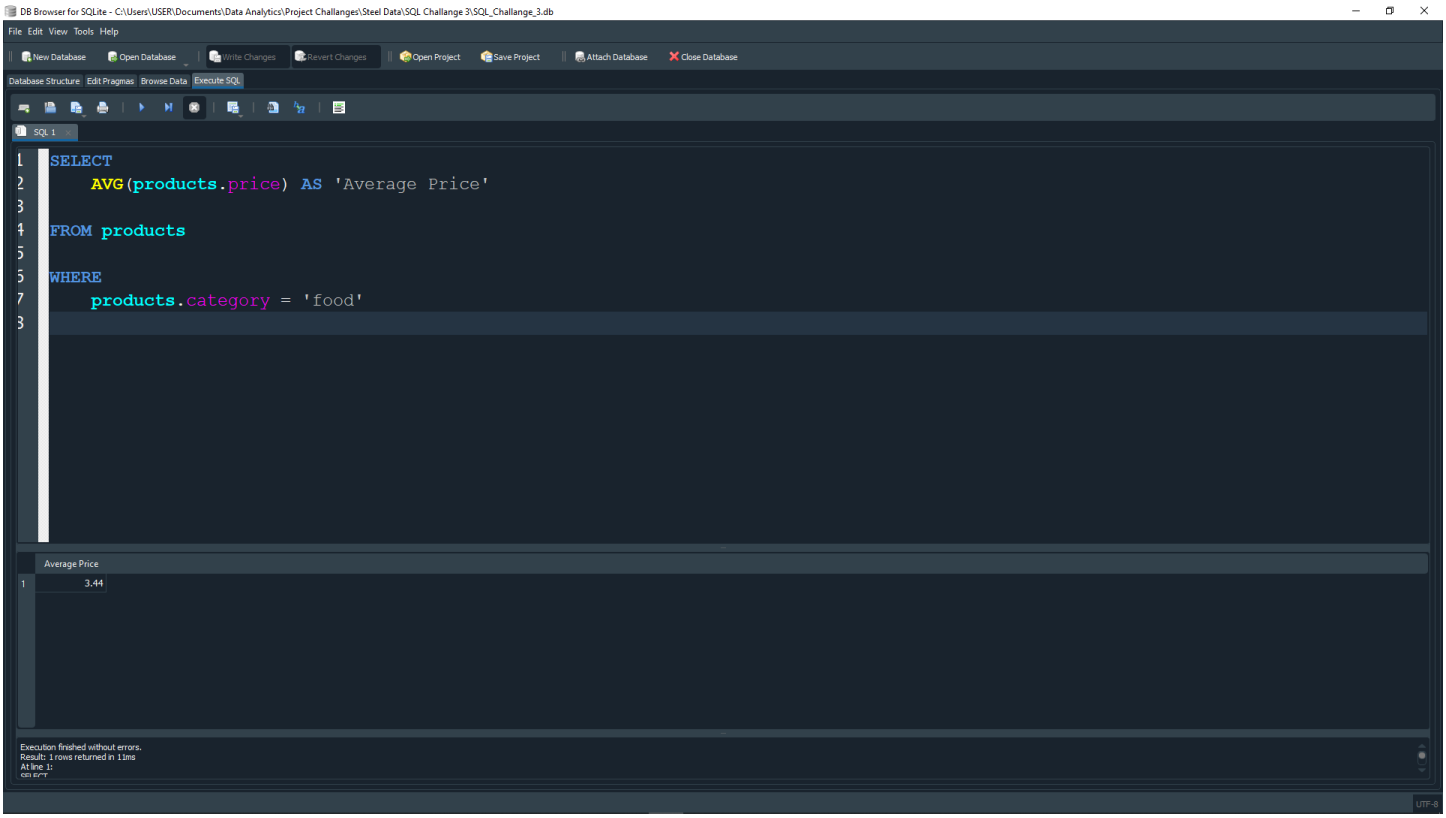
QUESTION 5: WHAT IS THE TOTAL REVENUE GENERATED BY EACH PRODUCT CATEGORY?



The total revenue generated by each product category are:

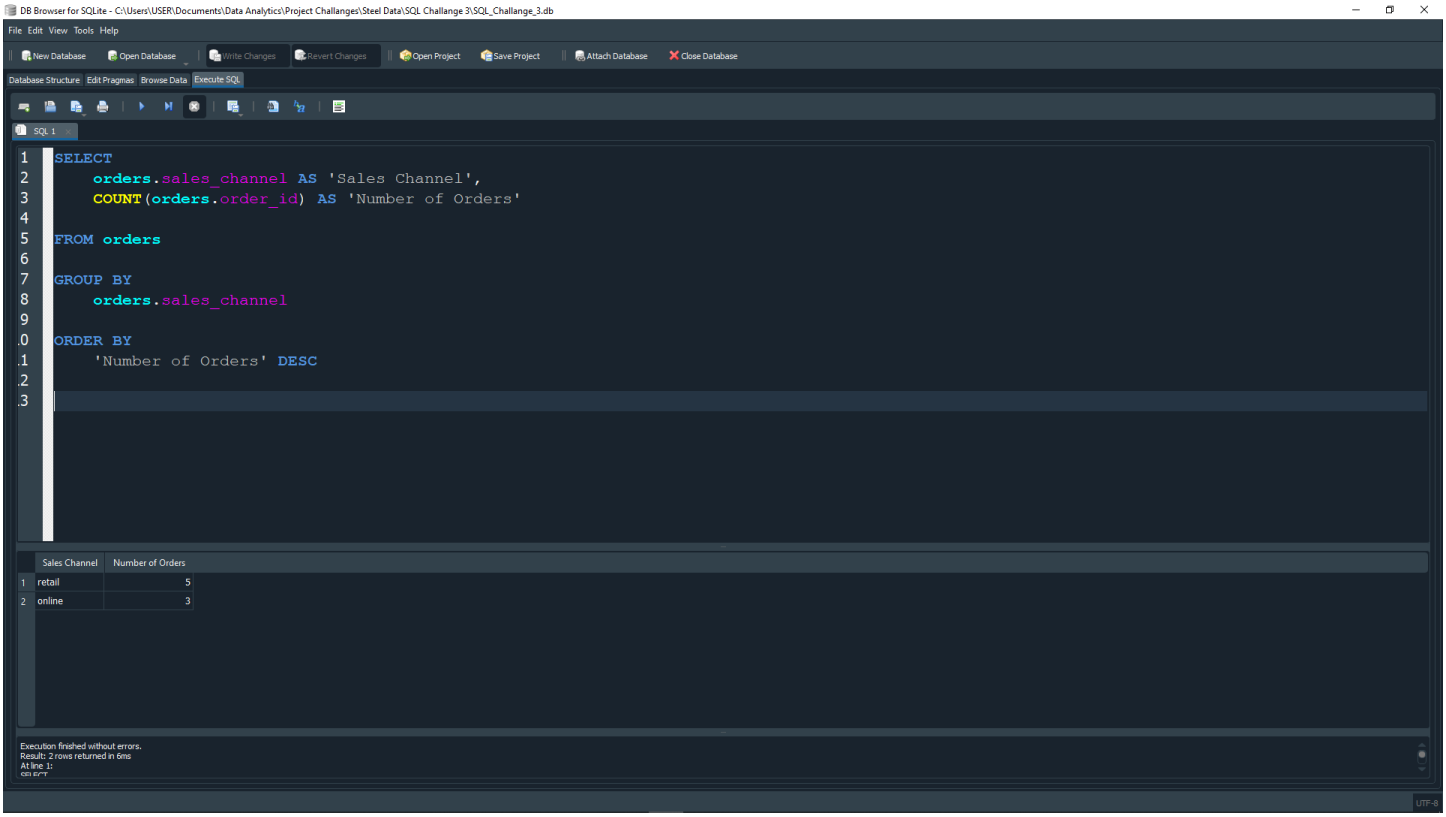
- **Vitamins: $22.98**
- **Sports: $12.49**
- **Food: $6.88**

QUESTION 6: WHAT IS THE AVERAGE OF PRODUCTS IN THE ‘FOOD’ CATEGORY?



The average price of products in the ‘food’ category group is **$3.44.**

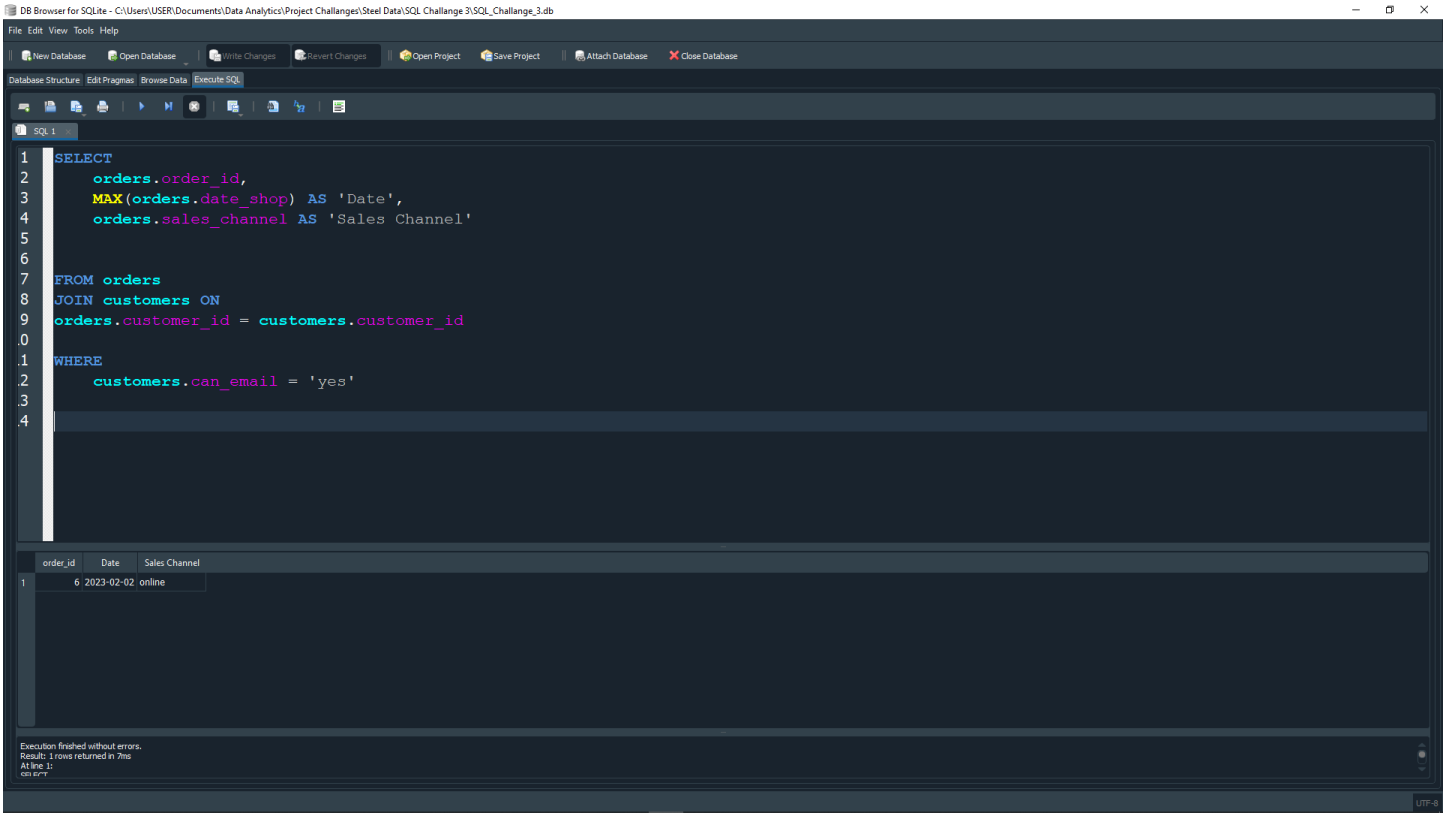
QUESTION 7: HOW MANY ORDERS WERE MADE IN EACH SALES CHANNEL (sales_channel COLUMN) IN THE ORDERS TABLE?



Number of orders made in each sales channel are:

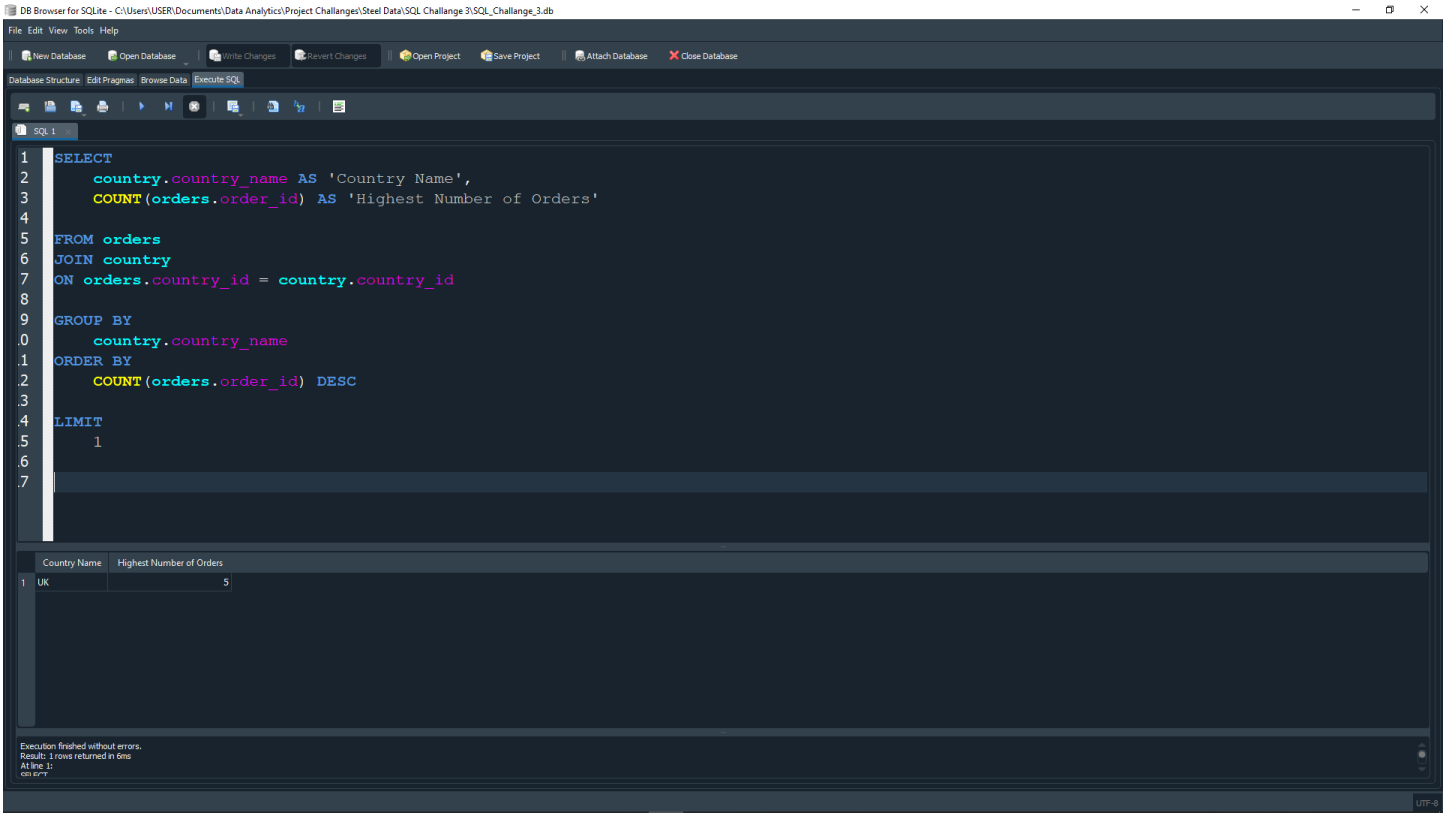
- **Retail: 5**
- **Online: 3**

QUESTION 8: WHAT IS THE DATE OF THE LATEST ORDER MADE BY A CUSTOMER WHO CAN RECEIVE MARKETING EMAILS?



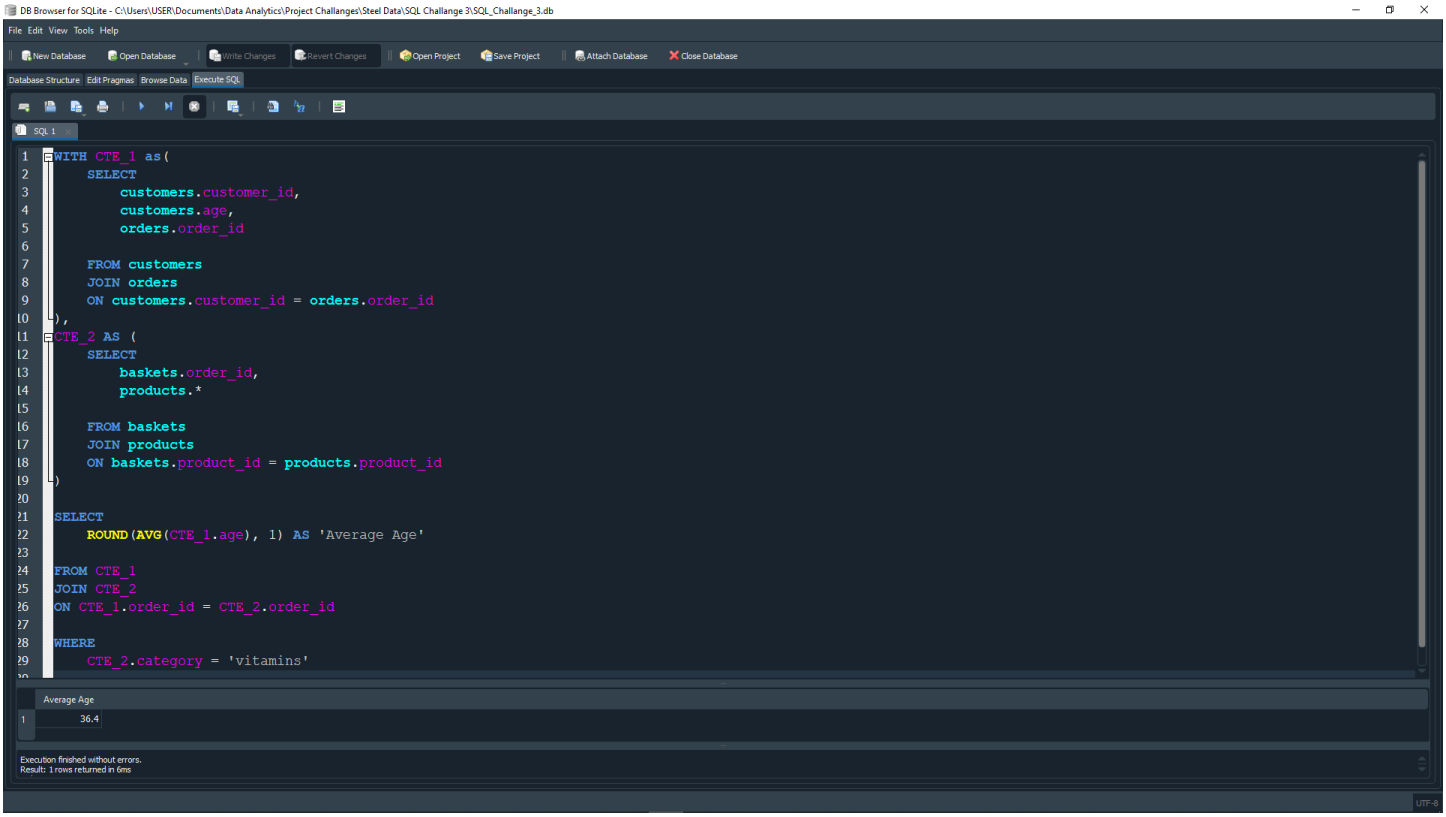
The date of the latest order made by a customer who can receive marketing emails are **2nd February, 2023**

QUESTION 9: WHAT IS THE NAME OF THE COUNTRY WITH THE HIGHEST NUMBER OF ORDERS?



The name of the country with the highest number of orders is **United Kingdom**.

QUESTION 10: WHAT IS THE AVERAGE AGE OF CUSTOMERS WHO MADE ORDERS IN THE ‘vitamins’ PRODUCT CATEGORY?



The average age of customers who made orders in the ‘vitamins’ product category is **36 years old**.