

## Assignment:

1. SQL
2. Python Pandas

## QUESTIONS SHEET:

### [EASY Questions]

1. First and Last Purchase Date for Each Customer
2. Select All Products in Our Catalog
3. Find Specific Products with a Sales Price Greater Than \$50
4. Count of Orders for Each Customer
5. Total Number of Unique Customers That Have Purchased from Us
6. Total Number of Unique Customers by Product
7. Summarize Sales by Product
8. Summarize Sales by Month
9. Find Orders Within a Date Range
10. Customers with No Orders
11. Total Sales Per Customer
12. Average Sales Price of Products in Each Category
13. Find the Top 5 Products with the Highest Total Sales
14. Find the Total Number of Returns Made by Each Customer
15. Total Clicks Grouped by Month
16. Total Clicks by Device Type
17. Total Clicks from Campaigns
18. Conversion Rate by Device Type (Clicks and Orders)

### [MEDIUM QUESTIONS]

1. Highest Total Sale for an Order & Total Orders at Highest Price
2. Customers Who Have Ordered Every Product
3. Total Lifetime Sales, Order Count, and Average Order Value for Every Customer
4. Highest Number of Orders Placed by a Customer & Who Was It
5. What Did This Customer Purchase? (Follow-up to Previous Question)
6. Highest Total Returns Made by a Customer
7. Top 5 Reasons for Returning a Package
8. Total Amount of Sales Price Returned from Orders

9. Breakout Amount of Returned Orders by Product (Including Product Name)
10. Percent of Total Orders Returned
11. Percent of Total Orders Returned by Product
12. Highest Returned Product by Percent
13. Conversion Rate Calculation (Clicks to Orders)
14. Campaign Analysis: Total Orders, Clicks, Sales, Units for Each Campaign
15. Campaign with the Highest Conversion Rate
16. Discount/Promo That Generated the Most Sales

## [HARD QUESTIONS]

1. Most Sold Product in the Best Performing Campaign (By Unit and Sale Price)
2. State with the Highest Total Sales
3. Highest Selling Products by State (Ranking)
4. List Customers Who Have Never Used a Discount
5. Update the Query to Count Total Distinct Customers Who Never Used a Discount
6. Average Frequency of Customer Repurchasing (Bucketed into Timeframes)