

zomato

Customer Analysis

USING SQL



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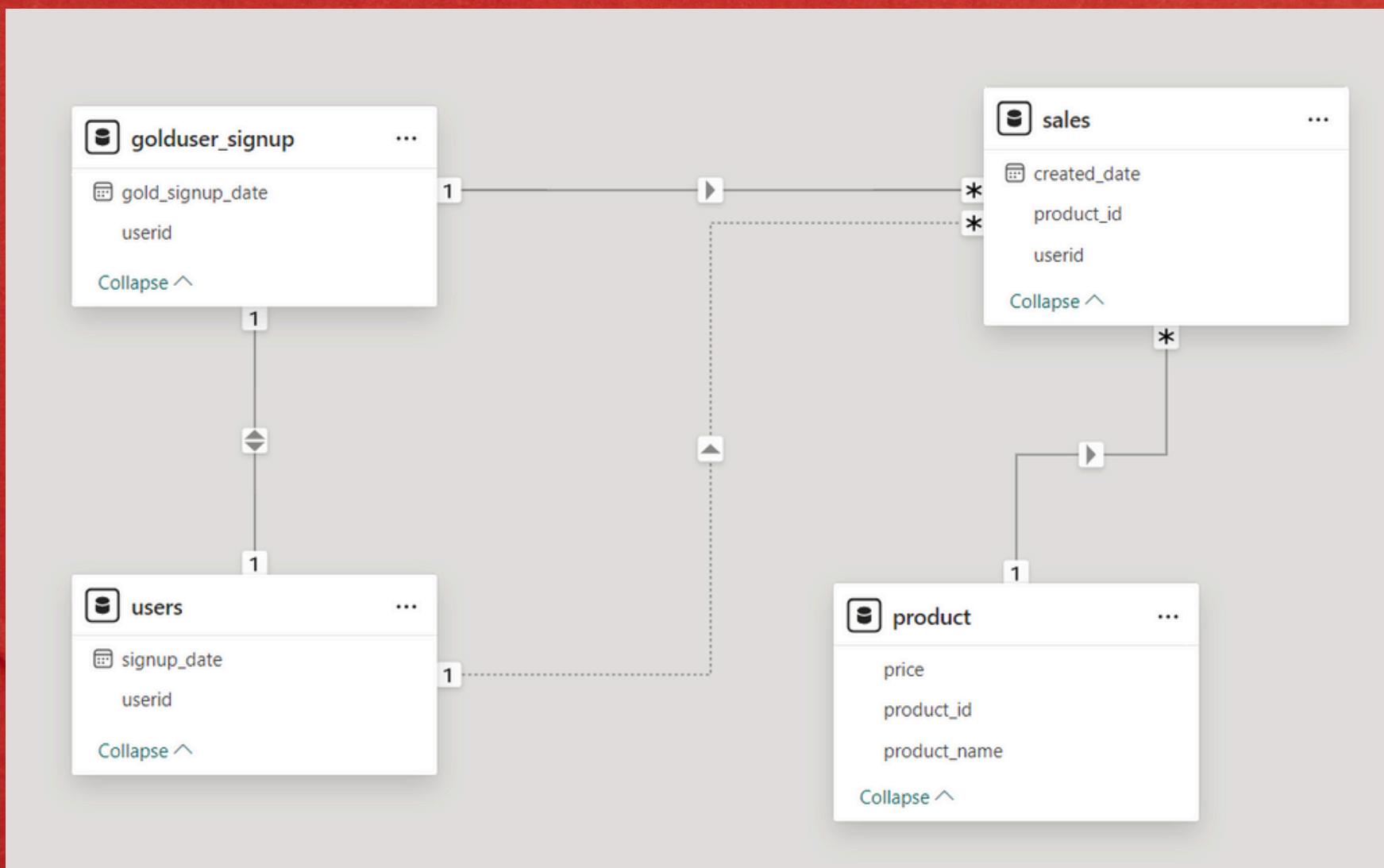
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DATA SCHEMA



How many days did a user visit Zomato?

```
1 • | SELECT
2     userid,
3     COUNT(DISTINCT created_date) AS number_of_times_user_visit_zomato
4   FROM
5     sales
6 GROUP BY userid;
```

	userid	number_of_times_user_visit_zomato
▶	1	7
	2	4
	3	5

What was the first product purchased by each user on Zomato?

```
1 • Ⓜ WITH test AS ( SELECT
2   userid,
3   product_id,
4   created_date,
5   ROW_NUMBER() OVER (PARTITION BY userid ORDER BY created_date) AS rn
6   FROM sales )
7
8   SELECT
9     userid,
10    created_date,
11    product_id
12   FROM test
13   WHERE rn = 1;
```

Result Grid | Filter Rows:

	userid	created_date	product_id
▶	1	2016-03-11	101
	2	2017-09-24	101
	3	2016-11-10	101

What is the most purchased item on the menu and How many times have all customers ordered it?

```
1 •   SELECT userid, COUNT(product_id)
2     FROM sales
3     WHERE product_id = (SELECT
4                           product_id
5                           FROM
6                           sales
7                           GROUP BY product_id
8                           ORDER BY COUNT(product_id) DESC
9                           LIMIT 1)
10    GROUP BY userid
11    ORDER BY userid;
```

	userid	count(product_id)
▶	1	3
	2	1
	3	3

What are the most popular items for each customer?

```
1 •  SELECT *
2   ⏺ FROM (SELECT *,
3                  RANK() OVER (PARTITION BY userid ORDER BY cnt DESC) AS rnk
4   ⏺   FROM (SELECT
5                 userid,
6                 product_id,
7                 COUNT(product_id) AS cnt
8             FROM sales
9             GROUP BY
10                userid,
11                product_id) x ) a
12 WHERE rnk = 1;
13
```

Result Grid Filter Rows:

	userid	product_id	cnt	rnk
▶	1	102	3	1
	2	103	2	1
	3	102	3	1

How many days take for the user to convert from the signup date?

```
1 •  SELECT
2      g.userid,
3      u.signup_date AS normal_signup_date,
4      g.gold_signup_date AS golden_signup_date,
5      DATEDIFF(g.gold_signup_date, u.signup_date) AS days_taken
6  FROM
7      goldusers_signup g
8  JOIN
9      users u
10 ON
11     g.userid = u.userid;
```

Result Grid				
	userid	normal_signup_date	golden_signup_date	days_taken
▶	1	2014-09-02	2017-09-22	1116
	3	2014-04-11	2017-04-21	1106

How many days take each user to place the first order?

```
1 •  SELECT
2      u.userid, DATEDIFF(MIN(s.created_date), u.signup_date) as days_taken_to_place_first_order
3  FROM
4      users u
5      JOIN
6          sales s ON u.userid = s.userid
7  GROUP BY u.userid , u.signup_date order by u.userid;
```

Result Grid | Filter Rows:

	userid	days_taken_to_place_first_order
▶	1	556
	2	983
	3	944

Calculate the total spent by each user

```
1 •   SELECT
2           s.userid,
3               SUM(p.price) AS total_revenue
4     FROM sales s
5       JOIN product p
6         ON s.product_id = p.product_id
7   GROUP BY
8           s.userid
```

Result Grid | Filter

	userid	total_revenue
▶	1	4200
	3	4200
	2	1700

Calculate average order value (AOV).

```
1 • ① WITH RevenueAndOrders AS (
2     SELECT
3         SUM(p.price) AS total_revenue,
4         COUNT(s.created_date) AS total_orders
5     FROM sales s
6     JOIN product p
7     ON s.product_id = p.product_id)
8     SELECT
9         round(total_revenue / total_orders,2) AS average_order_value
10    FROM
11        RevenueAndOrders;
```

Result Grid | Filter Row

	average_order_value
▶	841.67