```
select * from customer limit 20;


--Q1. What is the total revenue generated by male vs. female customers?

select gender, sum(purchase_amount) as revenue

from customer

group by gender;


--Q2. Which customers used a discount but still spent more than the average purchase amount?

select customer_id, purchase_amount

from customer

where discount_applied = 'Yes' and purchase_amount >= (select avg(purchase_amount) from customer);


-- Q3. Which are the top 5 products with the highest average review rating?

select  item_purchased, avg(review_rating) as avg_rating

from customer

group by item_purchased

order by avg_rating desc

limit 5;


--Q4. Compare the average Purchase Amounts between Standard and Express Shipping.

select shipping_type, avg(purchase_amount) as avg_purchase_amount

from customer

where shipping_type in ('Standard', 'Express')

group by shipping_type;
```

```
--Q5. Do subscribed customers spend more? Compare average spend and total revenue

--between subscribers and non-subscribers.

select subscription_status,

 count(customer_id) as Total_customer,

 round(avg(purchase_amount),2) as avg_spend,

 round(sum(purchase_amount),2) as total_revenue

from customer

group by subscription_status

order by total_revenue, avg_spend desc;


--Q6. Which 5 products have the highest percentage of purchases with discounts applied?

SELECT

  item_purchased,

  ROUND(

    100.0 * SUM(CASE WHEN discount_applied = 'Yes' THEN 1 ELSE 0 END) / COUNT(*),

    2

  ) AS discount_rate

FROM customer

GROUP BY item_purchased

ORDER BY discount_rate DESC

LIMIT 5;
```

```
--Q7. Segment customers into New, Returning, and Loyal based on their total
-- number of previous purchases, and show the count of each segment.
with customer_type as (
Select customer_id, previous_purchases,
Case
   when previous_purchases = 1 then 'New'
   when previous_purchases between 2 and 10 then 'Returning'
   else 'Loyal'
   end as customer_segment
from customer)

select customer_segment, count(*) as "Number of customers"
from customer_type
group by customer_segment;

--Q8. What are the top 3 most purchased products within each category?
with item_count as (
   select category,
   item_purchased,
   count(customer_id) as total_orders,
   Row_number() over (partition by category order by count(customer_id) desc) as
item_rank
   from customer
   group by category, item_purchased
)
select item_rank,category,item_purchased,total_orders
from item_count
where item_rank <= 3;
```

--Q9. Are customers who are repeat buyers (more than 5 previous purchases) also likely to subscribe?

```
select subscription_status,
    count(customer_id) as repeat_buyers
from customer
where previous_purchases > 5
group by subscription_status;
```

--Q10. What is the revenue contribution of each age group?

```
select age_group, sum("purchase_amount") as total_revenue
from customer
group by age_group
order by total_revenue desc;
```