

# Lifecycle analysis

An owner of an ecommerce store wants to see a lifecycle analysis of their customer data so that they can optimize their marketing strategy.

They would like to see all their customers grouped into buckets of how many orders the customers made. Additionally, within each of those groups, how many years have passed since their last order and how much revenue each group of customers made. The owner of the store only cares about customers with 1, 2 and 3+ ( 3 or more ) orders. Also he only cares about this year ( year 0 ), last year ( year 1 ), 2 years ago and 3+ ( 3 or more ) years ago.

You need to write a SQL query that will return three columns:

- Number of orders for the given group
- Number of years since the last order for the above group of number of orders
- Total revenue made for the above specified number of orders and years since last order

## Example:

Let's say there are a total of 4 different customers and here are their orders:

customer_id	date	cost
4	2015-01-05 8:10:59	10
4	2015-01-05 12:35:28	10
3	2017-01-05 8:10:55	10
1	2018-01-05 1:10:37	10
2	2018-01-05 8:10:48	10
1	2019-01-05 2:10:33	10
2	2019-01-05 8:10:43	10
1	2020-01-05 2:10:24	10
1	2020-04-05 7:10:24	10

The **result** of the SQL query would be:

Number of orders	Years since last order	Total Revenue
3	0	40
2	3	20
2	1	20
1	3	10

The **schema** for the “**Orders**” table is:

Orders	Type	Description
id	Integer	Primary key
customer_id	Integer	Foreign key representing the customer
revenue	Decimal	Revenue made in the order
date_ordered	DateTime	Date when the order was made