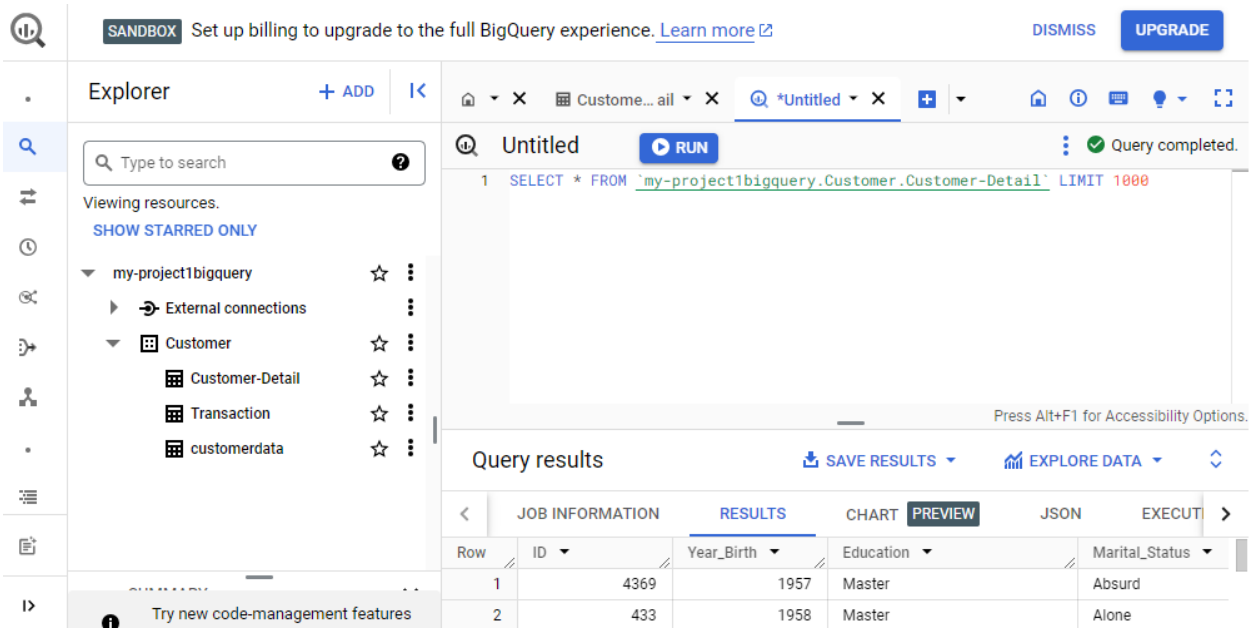
Customer Analyses with Big query

A. Go to google cloud then make project then use big query to add datasets

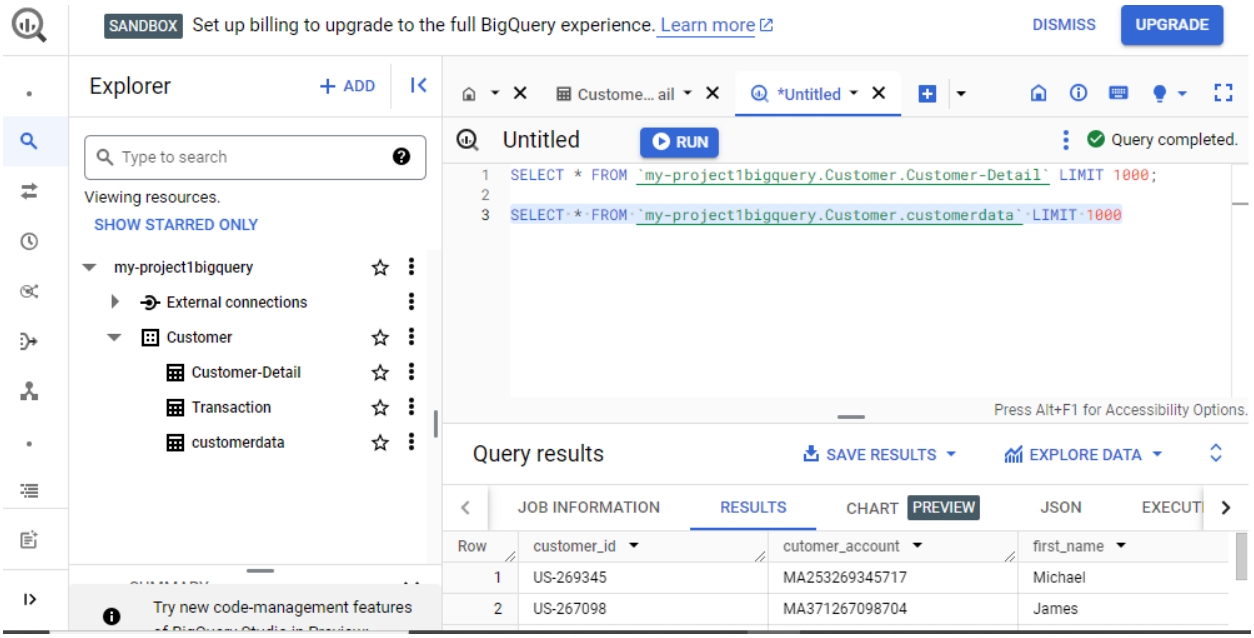
B.DML

1.Select from

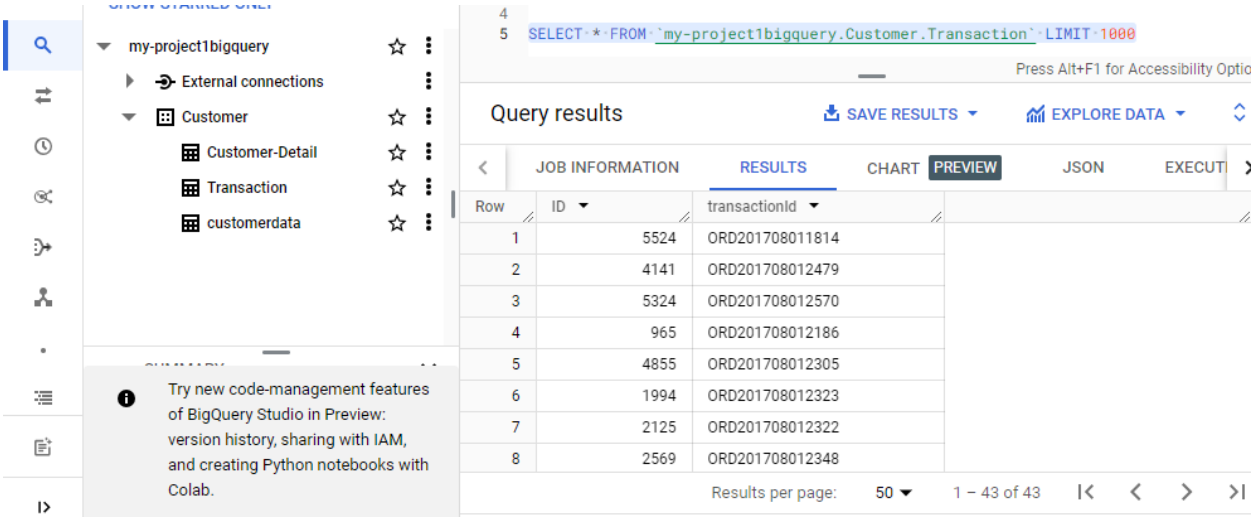
customer DETAIL



CUSTOMER DATA

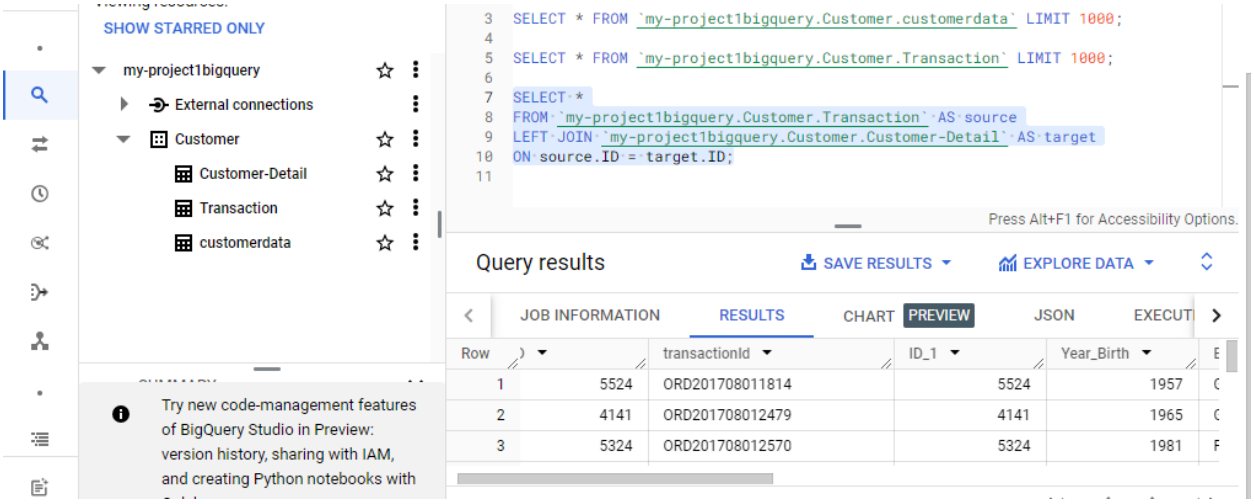


Transactions



2LEFTJOIN BETWEEN CUSTOMER DETAIL, TRANSACTION

The SQL query you've provided is used to retrieve all records from the **Transaction** table (**source**) that do not have a corresponding match in the **Customer-Detail** table (**target**). The **LEFT JOIN** is employed to include all records from the left (source) table

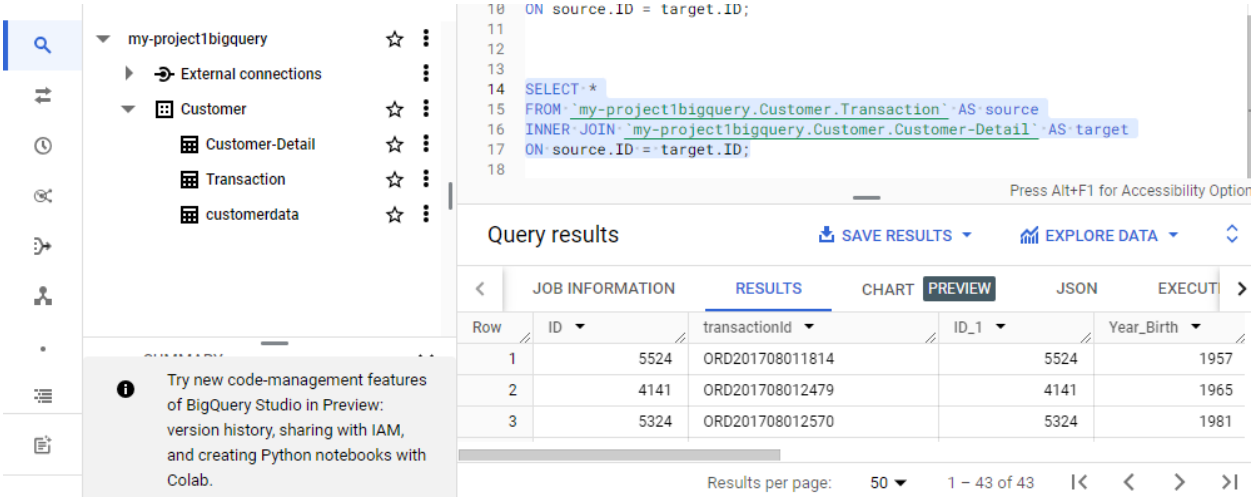


3.INNERJOIN

In this query:

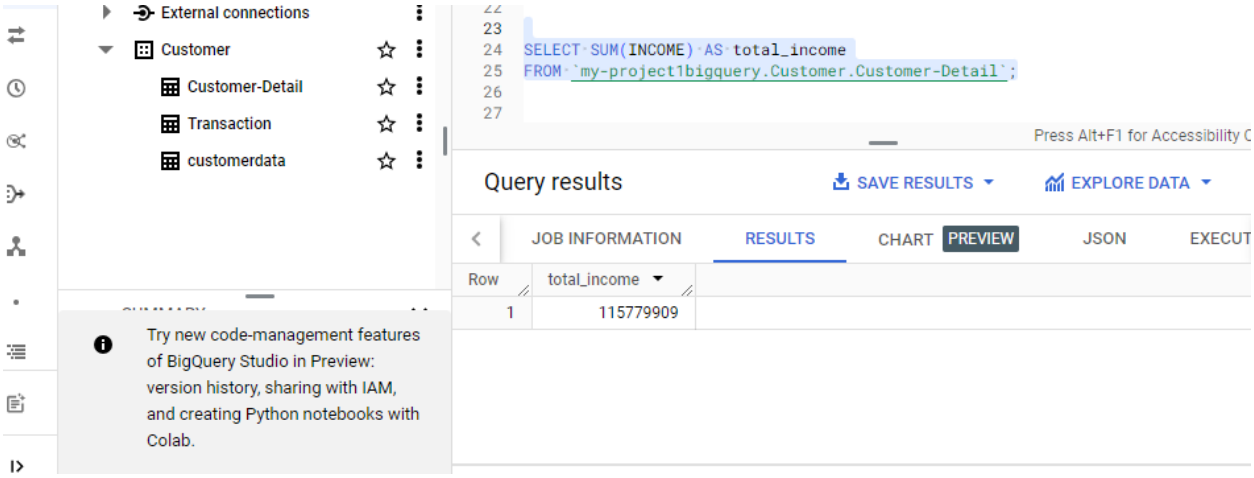
- **INNER JOIN**: This type of join returns only the rows where there is a match between the **ID** column in the **Transaction** table (**source**) and the **Customer-Detail** table (**target**).
- **SELECT ***: Retrieves all columns from the result set.
- **FROM** my-project1bigquery.Customer. Transaction **AS source**: Specifies the source table as **Transaction** and aliases it as **source**.
- **INNER JOIN** my-project1bigquery.Customer. Customer-Detail **AS target ON source.ID = target.ID**: Performs an inner join based on the common **ID** column.

This query will return rows where there is a match between the **ID** columns in both tables. If there is no match, those rows won't be included in the result set. If you want to include all rows from the left table (**Transaction**) regardless of whether there is a match in the right table (**Customer-Detail**), you would use a **LEFT JOIN** instead, as shown in your original query.



4.SUM OF INCOME

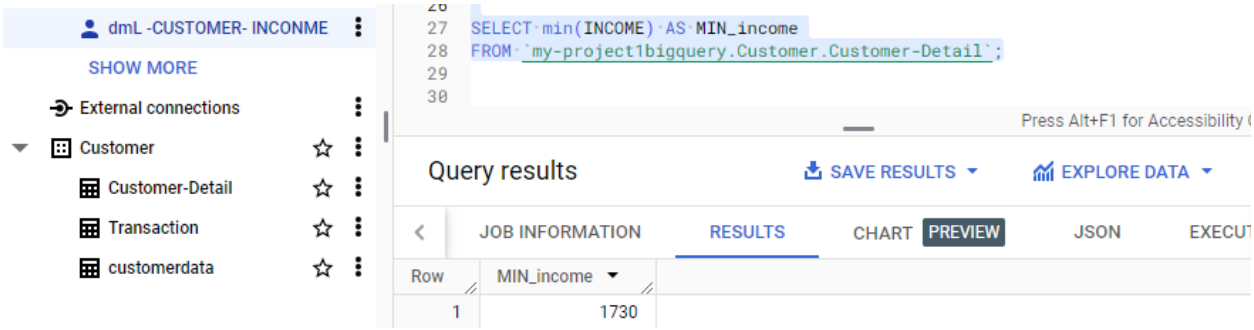
```
SELECT SUM(INCOME) AS total income
FROM `my-project1bigquery.Customer.Customer-Detail`;
```



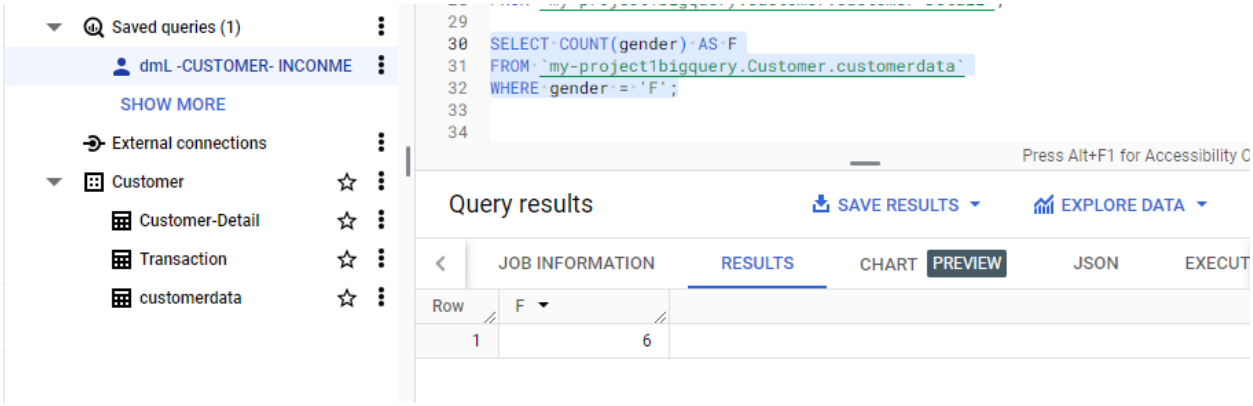
5.mIN-INCOME

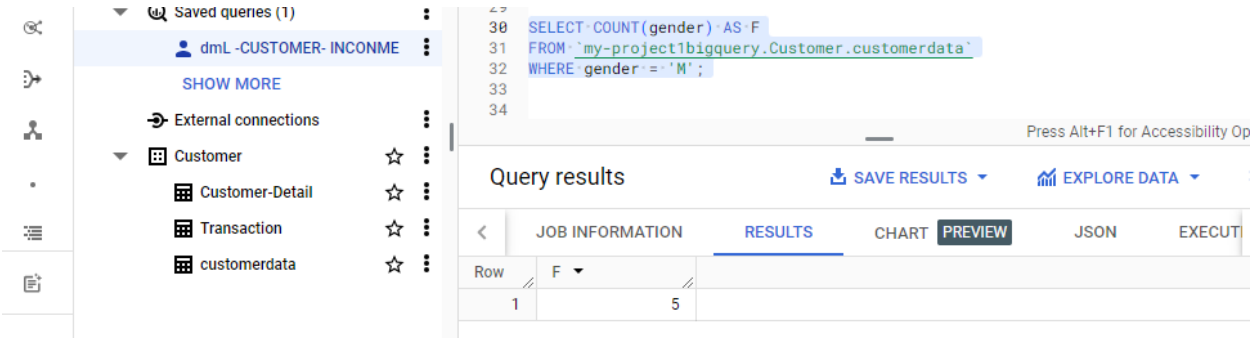
SELECT mIN(INCOME) AS MIN_income

FROM `my-project1bigquery.Customer.Customer-Detail`;

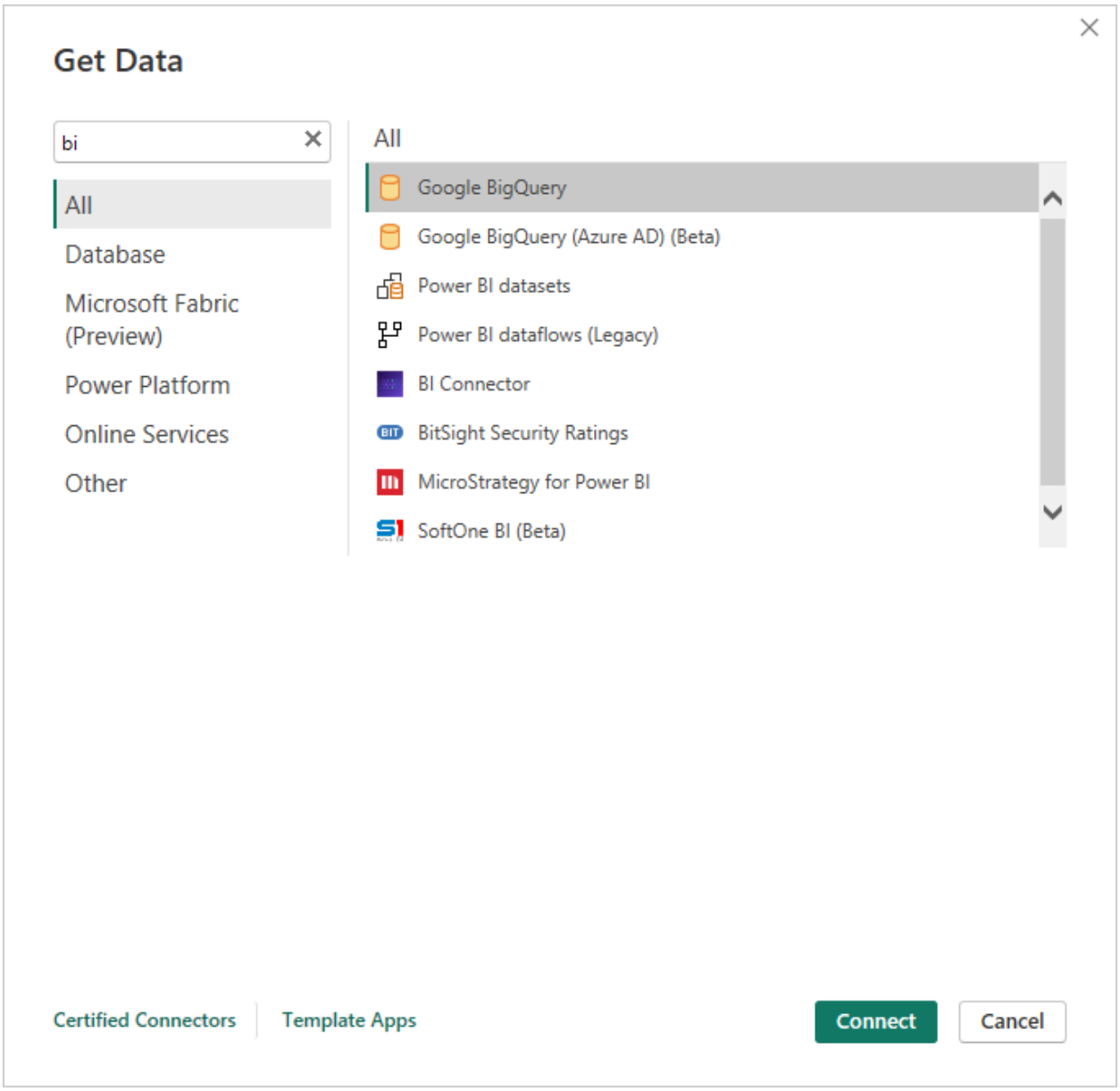


6.count of female & males





Go to powerbi to analyses more and make active dashboard



REFERENCES

https://towardsdatascience.com/merging-tables-using-sql-a2e60ff687e9