

Batch A – Week 3

- **Impact of Store Size on Sales Volume**

Write a query to analyse whether larger stores (in terms of square meters) have higher sales volumes.

- **Customer Segmentation by Purchase Behavior and Demographics**

Write a query to segment customers into groups based on their purchase behaviours (e.g., total spend, number of orders) and demographics (e.g., state, gender).

- **Ranking Stores by Sales Volume**

Write a query to calculate the total sales volume for each store, then rank stores based on their sales volume.

- **Running Total of Sales Over Time**

Write a query to retrieve daily sales volumes, then calculate a running total of sales over time, ordered by date.

- **Lifetime value (LTV) of customers by country**

Write a query to calculate the lifetime value of each customer based on their country.

- **Customer Lifetime Value**

Write a query to calculate the lifetime value of each customer based on the total amount they've spent.