**Total orders placed per year across different states**

with cte as(

Select a.customer\_state,datepart(year,b.order\_delivered\_customer\_date) as year,count(\*) as total\_orders from customers a

Join orders b

On a.customer\_id = b.customer\_id

Group by a.customer\_state,datepart(year,b.order\_delivered\_customer\_date)

having datepart(year,b.order\_delivered\_customer\_date) = 2016 or datepart(year,b.order\_delivered\_customer\_date) = 2017 or datepart(year,b.order\_delivered\_customer\_date) = 2018

)

select customer\_state,

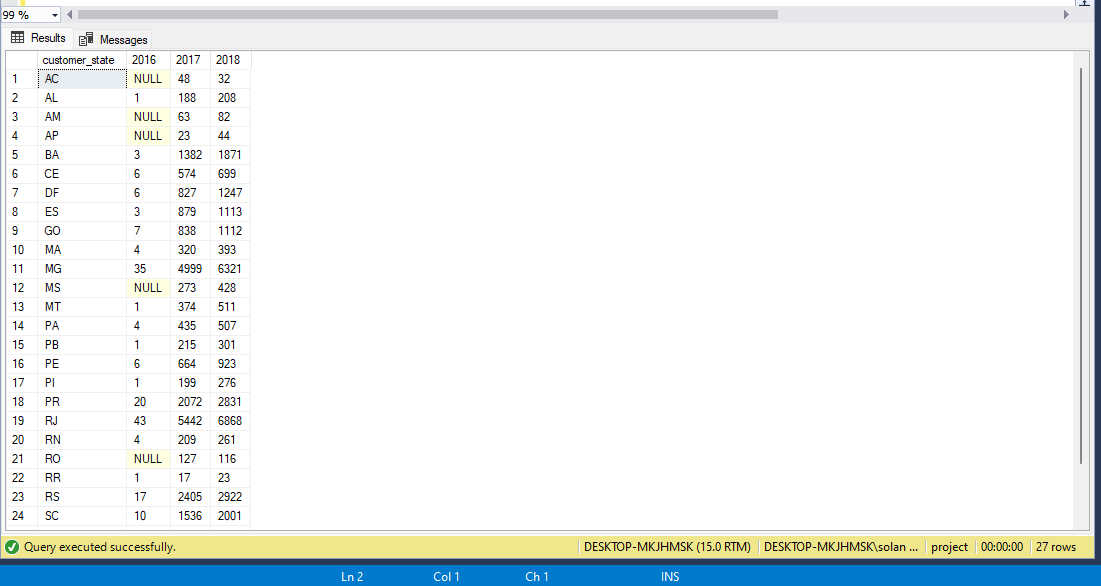
sum(case when year = 2016 then total\_orders end) as '2016',

sum(case when year = 2017 then total\_orders end) as '2017',

sum(case when year = 2018 then total\_orders end) as '2018'

from cte

group by customer\_state;



**Customer acquisition per year across different states**

with cte as

(select b.customer\_state,datepart(year, a.order\_estimated\_delivery\_date) as year, count(distinct a.customer\_id) as Customer\_acq from orders a

join customers b

on a.customer\_id = b.customer\_id

group by b.customer\_state,datepart(year, a.order\_estimated\_delivery\_date)

)

select customer\_state,

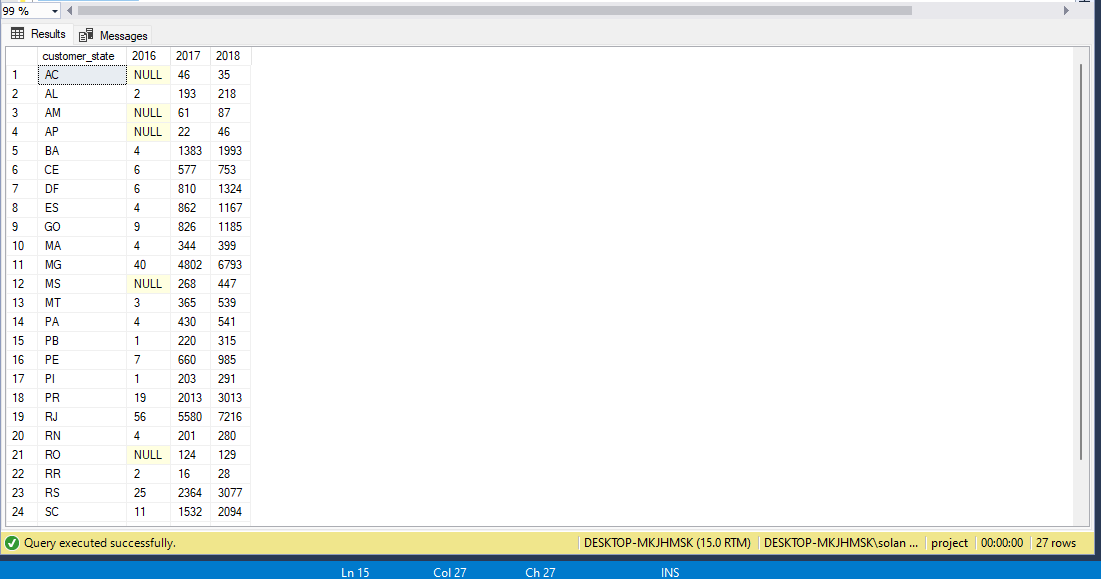
sum(case when year = 2016 then Customer\_acq end) as '2016',

sum(case when year = 2017 then Customer\_acq end) as '2017',

sum(case when year = 2018 then Customer\_acq end) as '2018'

from cte

group by customer\_state;



**The top 2 states with declining trends are:**

**AC and RO**

**The top 2 states with increasing trends are:**

**RJ and SP**

**Average review per year for the 4 states mentioned**

with cte as

(select c.customer\_state,avg(a.review\_score) as avg\_review,datepart(year,b.order\_delivered\_customer\_date) as year

from reviews a

Join orders b

On a.order\_id = b.order\_id

Join customers c

On b.customer\_id = c.customer\_id

Group by c.customer\_state,datepart(year,b.order\_delivered\_customer\_date)

)

select customer\_state,

avg(case when year = 2016 then avg\_review end) as '2016',

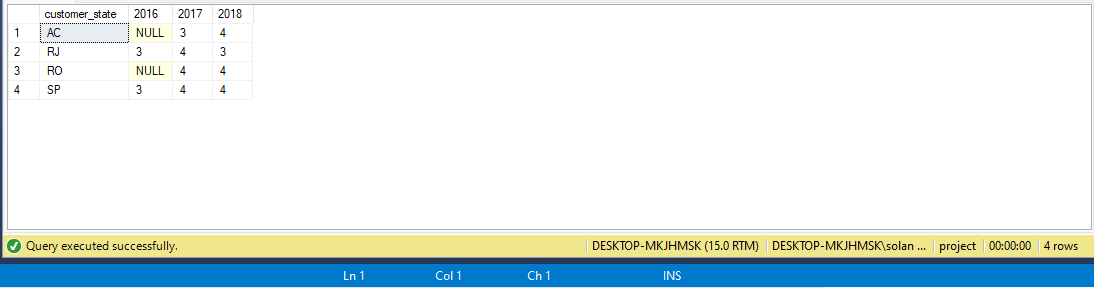
avg(case when year = 2017 then avg\_review end) as '2017',

avg(case when year = 2018 then avg\_review end) as '2018'

from cte

group by customer\_state

having customer\_state = 'AC' or customer\_state = 'RO' or customer\_state = 'SP' or customer\_state = 'RJ';



**Analysis of orders received and not received for the 4 mentioned state:**

select count(\*) as delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

where order\_status = 'delivered' and b.customer\_state like 'AC';

select count(\*) as delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

where order\_status = 'delivered' and b.customer\_state like 'RO';

select count(\*) as delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

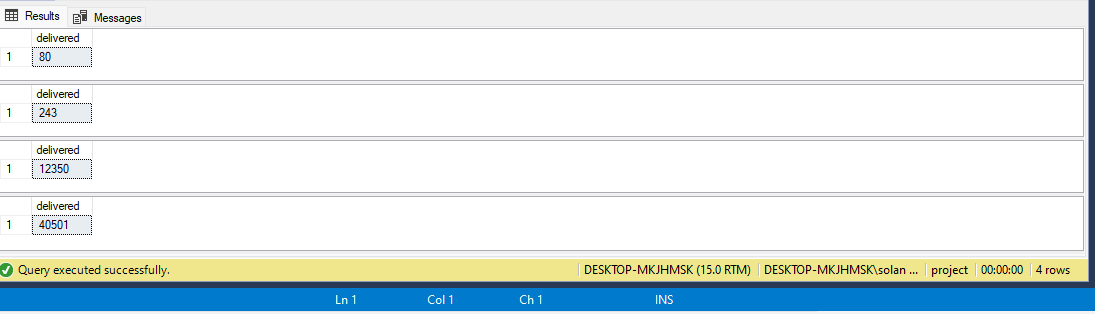
where order\_status = 'delivered' and b.customer\_state like 'RJ';

select count(\*) as delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

where order\_status = 'delivered' and b.customer\_state like 'SP';



select count(\*) as not\_delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

where order\_status <> 'delivered' and b.customer\_state like 'AC';

select count(\*) as not\_delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

where order\_status <> 'delivered' and b.customer\_state like 'RO';

select count(\*) as not\_delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

where order\_status <> 'delivered' and b.customer\_state like 'RJ';

select count(\*) as not\_delivered from orders a

join customers b

On a.customer\_id = b.customer\_id

where order\_status <> 'delivered' and b.customer\_state like 'SP';

