**TASK 2: WORKING WITH DATA**

**SQL Server**

1. **Purchased products (purchase count and quantity purchased) per month**

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**Output**:

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1. **Average age of customer per product sold.**

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**A table of numbers with black text

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**3.Which products are purchased most by age group?**

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**4.Repeat customers?**

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**Based on the data set provide some other information that could be useful to the business.**

Popular Products: Identify the top-selling products to understand customer preferences and trends. This information can help in inventory management, marketing strategies, and product development.

Customer Segmentation: Analyze customer demographics and purchase behavior to segment customers based on age, location, or purchasing patterns. This segmentation can help tailor marketing campaigns, promotions, and product offerings to specific customer groups.

Average Purchase Amount: Calculate the average purchase amount per transaction to understand customer spending habits. This information can guide pricing strategies and help in setting sales targets.

Repeat Purchase Rate: Determine the percentage of repeat customers compared to one-time buyers. Repeat purchase rate indicates customer loyalty and satisfaction with the products and services offered.

Seasonal Trends: Identify seasonal trends in product purchases to anticipate demand fluctuations throughout the year. Understanding seasonal variations can aid in adjusting inventory levels, scheduling promotions, and optimizing marketing efforts.

Customer Lifetime Value (CLV): Calculate the CLV for each customer to estimate the potential revenue generated over the entire customer relationship. CLV helps prioritize customer acquisition and retention strategies, as well as identify high-value customer segments.

Customer Feedback Analysis: Collect and analyze customer feedback and reviews to gain insights into product satisfaction, identify areas for improvement, and address customer concerns promptly. Monitoring customer feedback helps maintain positive brand perception and customer loyalty.

Competitive Analysis: Monitor competitors' product offerings, pricing strategies, and promotional activities to stay informed about market trends and identify opportunities for differentiation and innovation.