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Case Study Questions

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-- 1. What is the total amount each customer spent at the restaurant?

SELECT s.customer\_id,SUM(m.price) as "total spent"

from dannys\_diner.sales s

join dannys\_diner.menu m

on s.product\_id =m.product\_id

GROUP BY s.customer\_id;

-- 2. How many days has each customer visited the restaurant?

SELECT customer\_id, COUNT(distinct order\_date) as "Days Visited"

from dannys\_diner.sales

GROUP BY sales.customer\_id;

-- 3. What was the first item from the menu purchased by each customer?

SELECT customer\_id , product\_name, order\_date

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

WHERE order\_date = '2021-01-01'

GROUP BY customer\_id;

-- 4. What is the most purchased item on the menu and how many times was it purchased by all customers?

select m.product\_name,count(\*) as total\_purchased

from dannys\_diner.sales s

join dannys\_diner.menu m

on s.product\_id = m.product\_id

group by m.product\_name

order by total\_purchased desc limit 1

-- 5. Which item was the most popular for each customer?

SELECT customer\_id, product\_name, COUNT(product\_name) times\_purchased

FROM dannys\_diner.sales

LEFT JOIN dannys\_diner.menu

ON sales.product\_id = menu.product\_id

GROUP BY customer\_id, product\_name

ORDER BY times\_purchased DESC;

-- 6. Which item was purchased first by the customer after they became a member?

--CUSTOMER A

SELECT customer\_id, order\_date, product\_name

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

WHERE customer\_id = 'A' AND order\_date > '2021-01-07' -- date after membership

ORDER BY order\_date

LIMIT 1

--CUSTOMER B

SELECT customer\_id, order\_date, product\_name

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

WHERE customer\_id = 'B' AND order\_date > ' 2021-01-09' -- date after membership

ORDER BY order\_date

LIMIT 1;

-- 7. Which item was purchased just before the customer became a member?

--CUSTOMER A

SELECT customer\_id, order\_date, product\_name

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

WHERE customer\_id = 'A' AND order\_date < '2021-01-07' -- dates before membership

ORDER BY order\_date DESC

--CUSTOMER B

SELECT customer\_id, order\_date, product\_name

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

WHERE customer\_id = 'B' AND order\_date < '2021-01-09' -- get dates before membership

ORDER BY order\_date DESC -- to capture closest date before membership

LIMIT 1;

-- 8. What is the total items and amount spent for each member before they became a member?

--CUSTOMER A

SELECT customer\_id, order\_date, COUNT(product\_name) total\_items, SUM(price) amount\_spent

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

WHERE customer\_id = 'A' AND order\_date < '2021-01-07' -- get dates before membership

GROUP BY customer\_id

ORDER BY order\_date;

--CUSTOMER B  
SELECT customer\_id, order\_date, COUNT(product\_name) total\_items, SUM(price) amount\_spent

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

WHERE customer\_id = 'B' AND order\_date < '2021-01-09' -- dates before membership

GROUP BY customer\_id

ORDER BY order\_date;

-- 9. If each $1 spent equates to 10 points and sushi has a 2x points multiplier - how many points would each customer have?  
SELECT customer\_id,

SUM(CASE

WHEN product\_name = 'sushi' THEN 20 \* price

ELSE 10 \* price

END) total\_points

FROM sales

LEFT JOIN menu

ON sales.product\_id = menu.product\_id

GROUP BY customer\_id;