DAB 203 - BUSINESS ANALYTICS & DECISION MAKING

ASSIGNMENT

1.

SELECT recency, COUNT(\*) as numofcustrecpurch

FROM (SELECT HouseholdId, DATEDIFF(day, MAX(OrderDate), '2016-01-01') as recency

FROM Orders o JOIN Customers c ON o.CustomerId = c.CustomerId

WHERE OrderDate < '2016-01-01'

GROUP BY HouseholdId) h

GROUP BY recency

ORDER BY recency

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2.

SELECT frequency,

COUNT(\*) numofcustfrepurch

FROM (SELECT HouseholdId, DATEDIFF(day, MIN(OrderDate), '2016-01-01')/COUNT(\*) as frequency

FROM Orders o JOIN Customers c ON o.CustomerId = c.CustomerId

WHERE OrderDate < '2016-01-01'

GROUP BY HouseholdId) h

GROUP BY frequency

ORDER BY frequency

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3.

SELECT floor(money) as dollars, count(\*) as numofcustspenddollars

FROM (SELECT HouseholdId, SUM(TotalPrice)/count(\*) as money

FROM Orders o JOIN Customers c ON o.CustomerId = c.CustomerId

WHERE OrderDate < '2016-01-01'

GROUP BY HouseholdId) a

GROUP BY floor(money)

ORDER BY dollars

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