

Customer Analysis

Analysis

- Give insights about the customer purchasing pattern.
- Find the sales contribution by customers on the overall year
- Find the sales contribution by the territory

Give insights about the customer purchasing pattern.

```
select yearlyincome, sum(totalpurchaseytd) sales_value  
from customer_demo  
group by yearlyincome;
```

Result:

yearlyincome	sales_value
0-25000	74761.34
25001-50000	185787.66
50001-75000	318655.79
75001-100000	228258.45
greater than 100000	186455.34

Find the sales contribution by customers on the overall year

```
select customerid, (sum(totalpurchaseytd) over (partition  
by customerid) / sum(totalpurchaseytd) over ())  
percentage from customer_demo cd  
order by percentage desc;
```

Find the sales contribution by the territory

```
select TerritoryID, sum(SalesYTD) t_sales from  
        store_details  
group by TerritoryID order by t_sales desc;
```