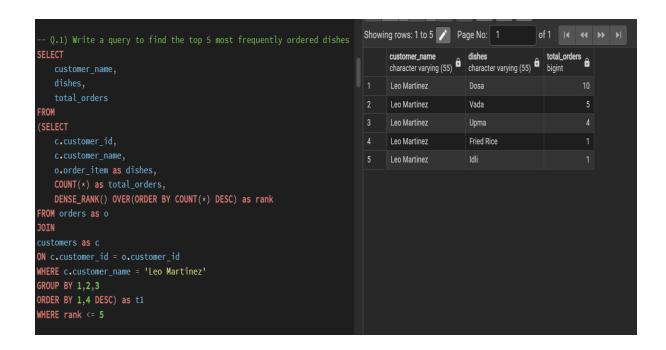
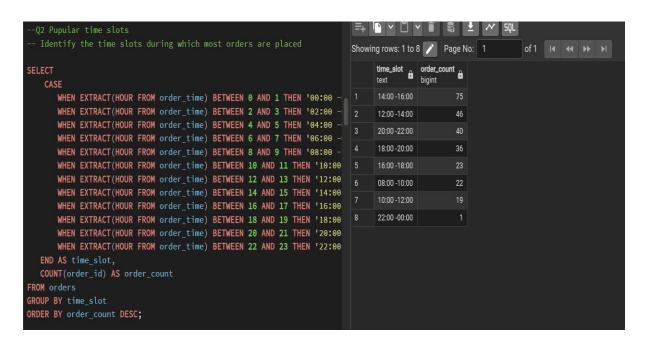
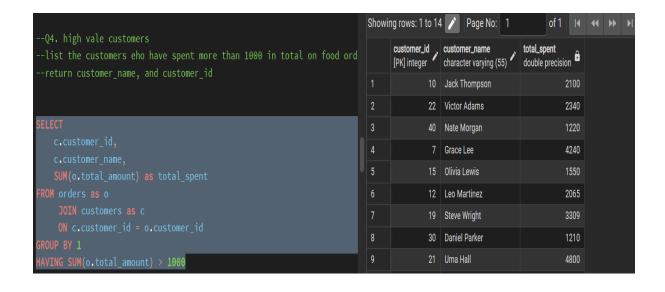
## **ZOMATO DATA ANALYSIS**

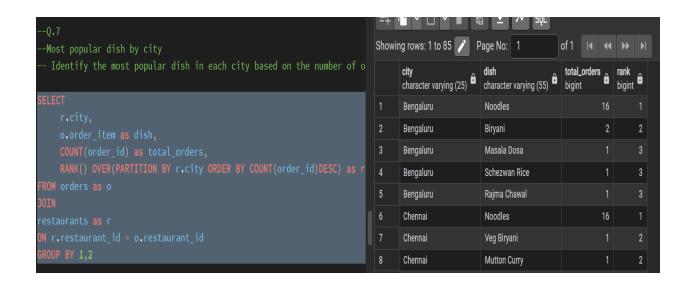


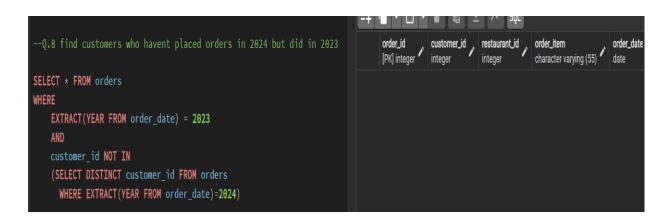


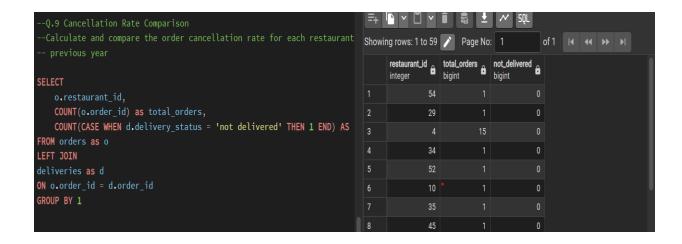
Q3. ORDER VALUE ANALYSIS			customer_name character varying (55)	aov double precision
Find the average order value per customer return customer_name and aov(average order value)		1	Brian Turner	160
		2	Zack Mitchell	70
SELECT		3	Steve Wright	174.1578947368421
c.customer_name,	l l	4	Jack Thompson	150
AVG(o.total_amount) as aov FROM orders as o		5	Felix Collins	320
JOIN customers as c		6	Rachel King	158.57142857142858
ON c.customer_id = o.customer_id		7	Isla Howard	250
GROUP BY 1		8	Lavanya Desai	100
		9	Pratik Shah	260

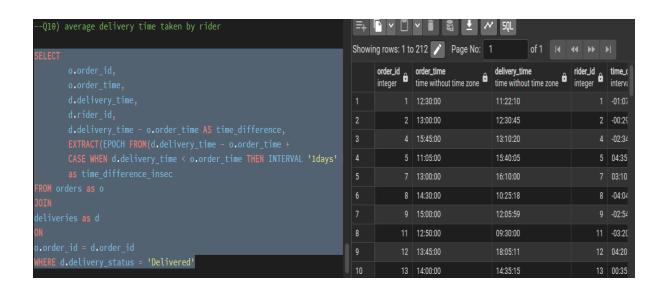


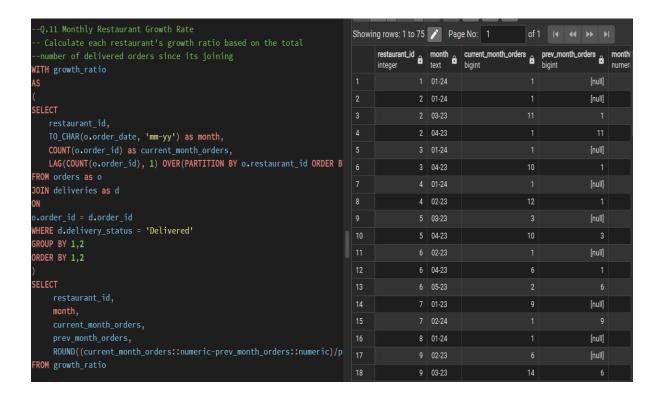




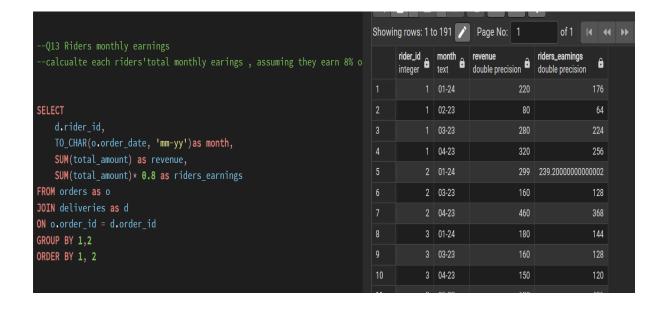




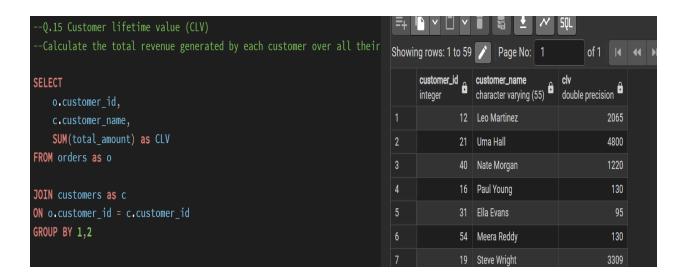




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     -Customer segmentarion into gold and siler groups based on their total
     -compared to the average order value (AOV). If a customers total spend Showing rows: 1 to 2 📝 Page No: 1
                                                                                                                                                                                                           cx_category a sum numeric a double precision
                                                                                                                                                                                                                                                                                     38263
                                                                                                                                                                                                            Silver
                                                                                                                                                                                                                                                                                     2845
  FROM
                     SUM(total_amount) as total_spent,
                    COUNT (order_id) as total_orders,
                     WHEN SUM(total_amount) > (SELECT AVG(total_amount) FROM orders)
                             ElSE 'Silver'
                    END as cx_category
 FROM orders
 group by 1
) as t1
GROUP BY 1
SELECT AVG(total_amount) FROM orders ---156
```







q.16 Monthly Sales Trends		year numeric	month numeric	total_sale double precision	previous_month_sale double precision
Identify sales trends by comparing each month's total sales to the pr		2023		520	[null]
SELECT  EXTRACT(YEAR FROM order_date) as year,  EXTRACT(MONTH FROM order_date) as month,  SUM(total_amount) as total_sale,  LAG(SUM(total_amount), 1) OVER(ORDER BY EXTRACT(YEAR FROM order_dat  FROM orders  GROUP BY 1,2	2	2023	2	8120	520
	3	2023	3	11010	8120
	4	2023	4	10430	11010
	5	2023	5	1860	10430
	6	2024		6193	1860
	7	2024	2	2975	6193
ORDER BY 1,2					