SELECT\*FROM shopping\_trends.sales.transactions

LIMIT 5;

SELECT DISTINCT LOCATION

FROM shopping\_trends.sales.transactions;

SELECT DISTINCT CATEGORY

FROM shopping\_trends.sales.transactions;

SELECT DISTINCT ITEM\_PURCHASED

FROM shopping\_trends.sales.transactions;

SELECT MAX(Age)

FROM shopping\_trends.sales.transactions;

SELECT MIN(Age)

FROM shopping\_trends.sales.transactions;

SELECT MAX("Purchase Amount (USD)")

FROM shopping\_trends.sales.transactions;

SELECT MIN("Purchase Amount (USD)")

FROM shopping\_trends.sales.transactions;

SELECT MAX(Review\_rating)

FROM shopping\_trends.sales.transactions;

SELECT MIN(Review\_rating)

FROM shopping\_trends.sales.transactions;

SELECT MAX(PREVIOUS\_PURCHASES)

FROM shopping\_trends.sales.transactions;

SELECT MIN(PREVIOUS\_PURCHASES)

FROM shopping\_trends.sales.transactions;

SELECT to\_date(processdate) AS purchase\_date,

dayname(to\_date(processdate)) AS day\_name,

monthname(to\_date(processdate)) AS month\_name,

dayofmonth(to\_date(processdate)) AS day\_of\_the\_month,

to\_char(processdate,'YYYY MM') As month\_id,

SUM("Purchase Amount (USD)") AS revenue,

COUNT(DISTINCT customer\_id) AS number\_of\_customers,

SUBSCRIPTION\_STATUS,

SHIPPING\_TYPE,

DISCOUNT\_APPLIED,

PROMO\_CODE\_USED,

PAYMENT\_METHOD,

FREQUENCY\_OF\_PURCHASES,

SEASON,

LOCATION,

CATEGORY,

LOCATION,

ITEM\_PURCHASED,

COLOR,

CASE

WHEN age BETWEEN 18 AND 30 THEN 'Youth'

WHEN age BETWEEN 31 AND 40 THEN 'Adult'

WHEN age BETWEEN 41 AND 50 THEN 'Senior'

ELSE 'Elder'

END AS age\_buckets,

CASE

WHEN previous\_purchases BETWEEN 1 AND 15 THEN '01. Low buy'

WHEN previous\_purchases BETWEEN 15 AND 35 THEN '02. Medium buy'

ELSE '03. Good buy'

END AS Previous\_purchase\_buckets,

CASE

WHEN Review\_rating BETWEEN 2.5 AND 3.0 THEN '01. Bad'

WHEN Review\_rating BETWEEN 3.1 AND 4.0 THEN '02. Almost good'

ELSE '03. Good'

END AS Review\_buckets,

CASE

WHEN "Purchase Amount (USD)" BETWEEN 20 AND 30 THEN '01. Low spend'

WHEN "Purchase Amount (USD)" BETWEEN 31 AND 40 THEN '02. Medium spend'

WHEN "Purchase Amount (USD)" BETWEEN 41 AND 50 THEN '03. High spend'

ELSE '04. Very high spend'

END AS Spend\_buckets

FROM shopping\_trends.sales.transactions

GROUP BY ALL;