

# Total Revenue Generated by Male and Female

```
select gender, SUM(purchase_amount) as revenue  
from customer  
group by gender
```

	gender text	revenue numeric
1	Female	75191
2	Male	157890

# Customer used a discount but still spent more than AVG

```
select customer_id, purchase_amount  
from customer  
where discount_applied = 'Yes' and purchase_amount >= (select AVG(purchase_amount) from customer)
```

	customer_id bigint	purchase_amount bigint
1	2	64
2	3	73
3	4	90
4	7	85
5	9	97
6	10	69

# Top 5 items with highest AVG Rating

```
select item_purchased, ROUND(AVG(review_rating::numeric),2) as "Average Product Rating"  
from customer  
group by item_purchased  
order by avg(review_rating) desc  
limit 5;
```

	item_purchased text	Average Product Rating numeric
1	Gloves	3.86
2	Sandals	3.84
3	Boots	3.82
4	Hat	3.80
5	Skirt	3.78

# AVG Purchase Amounts Between Standard and Express Shipping

```
select shipping_type,  
ROUND(AVG(purchase_amount),2)  
from customer  
where shipping_type in ('Standard','Express')  
group by shipping_type
```

	shipping_type text	round numeric
1	Standard	58.46
2	Express	60.48

# AVG Spend and Total Revenue Between Subscribers and Non Subscribers

```
select subscription_status,  
COUNT(customer_id) as total_customers,  
ROUND(AVG(purchase_amount),2) as avg_spend,  
ROUND(SUM(purchase_amount),2) as total_revenue  
from customer  
group by subscription_status  
order by total_revenue, avg_spend desc;
```

	subscription_status text	total_customers bigint	avg_spend numeric	total_revenue numeric
1	Yes	1053	59.49	62645.00
2	No	2847	59.87	170436.00

# 5 Products with the highest percentages of purchases with discount applied

```
select item_purchased,  
ROUND(100 * SUM(CASE WHEN discount_applied = 'Yes' THEN 1 ELSE 0 END)/COUNT(*),2) as discount_rate  
from customer  
group by item_purchased  
order by discount_rate desc  
limit 5;
```

	item_purchased text	discount_rate numeric
1	Hat	50.00
2	Sneakers	49.00
3	Coat	49.00
4	Sweater	48.00
5	Pants	47.00

# Loyal, New, Returning Customers

```
with customer_type as (
  select customer_id, previous_purchases,
CASE
    WHEN previous_purchases = 1 THEN 'New'
    WHEN previous_purchases BETWEEN 2 AND 10 THEN 'Returning'
    ELSE 'Loyal'
  END AS customer_segment
  from customer
)

select customer_segment, count(*) as "Number of Customers"
```

	customer_segment text	Number of Customers bigint
1	Loyal	3116
2	New	83
3	Returning	701

# Top 3 Most Purchased Products within each category

```
with item_counts as (
  select category,
  item_purchased,
  COUNT(customer_id) as total_orders
  ROW_NUMBER() over(partition by category order by count(customer_id) DESC) as item_rank
  from customer
  group by category, item_purchased
)

select item_rank, category, item_purchased, total_orders
from item_counts
where item rank <= 3;
```

	item_rank bigint 	category text 	item_purchased text 	total_orders bigint 
1	1	Accessories	Jewelry	171
2	2	Accessories	Sunglasses	161
3	3	Accessories	Belt	161
4	1	Clothing	Blouse	171
5	2	Clothing	Pants	171
6	3	Clothing	Shirt	169
7	1	Footwear	Sandals	160

# Are Customer who are repeat buyers also likely to Subscribe

```
select subscription_status,  
count(customer_id) as repeat_buyers  
from customer  
where previous_purchases > 5  
group by subscription_status
```

	subscription_status text	repeat_buyers bigint
1	No	2518
2	Yes	958

# Revenue Contribution of Each Group

```
select age_group,  
SUM(purchase_amount) as total_revenue  
from customer  
group by age_group  
order by total_revenue desc;
```

	age_group text	total_revenue numeric
1	Young Adult	62143
2	Middle-aged	59197
3	Adult	55978
4	Senior	55763