КОД ДЛЯ RFM-Аналізу

WITH CTE as (

SELECT

customer\_id,

Max(order\_date) as last\_order,

SUM(sales) as total\_price,

DATEDIFF(DAY,'2024-07-06', MAX(order\_date)) as days,

COUNT(DISTINCT order\_id) as total\_orders,

CASE

WHEN DATEDIFF(DAY,'2024-07-06', MAX(order\_date)) < -300 THEN 3

WHEN DATEDIFF(DAY,'2024-07-06', MAX(order\_date)) BETWEEN -300 AND -900 THEN 2

ELSE 1

END AS recency,

CASE

WHEN COUNT(DISTINCT order\_id) < 3 THEN 1

WHEN COUNT(DISTINCT order\_id) BETWEEN 3 AND 7 THEN 2

ELSE 3

END AS frequency,

CASE

WHEN SUM(sales) < 700 THEN 1

WHEN SUM(sales) BETWEEN 700 AND 1500 THEN 2

ELSE 3

END AS monetary

FROM Dataset

WHERE customer\_id IS NOT NULL

GROUP BY customer\_id

)

SELECT customer\_id,

recency,

frequency,

monetary,

CONCAT(recency, frequency, monetary) as RFM

FROM CTE