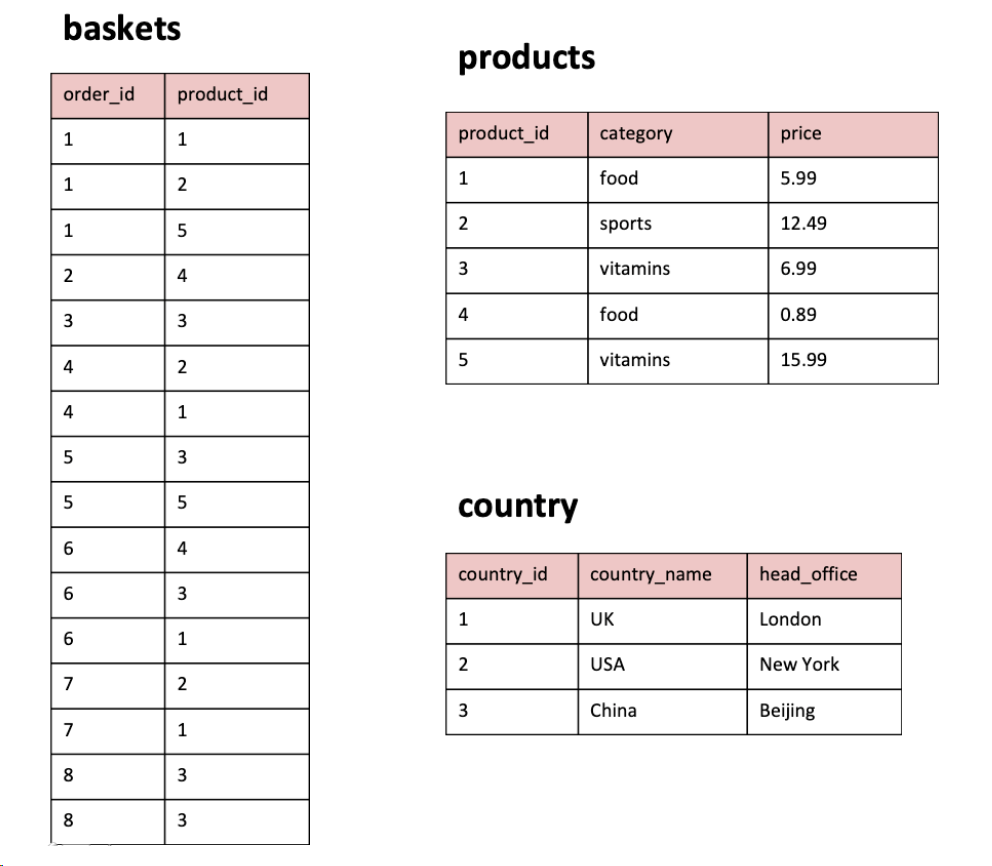
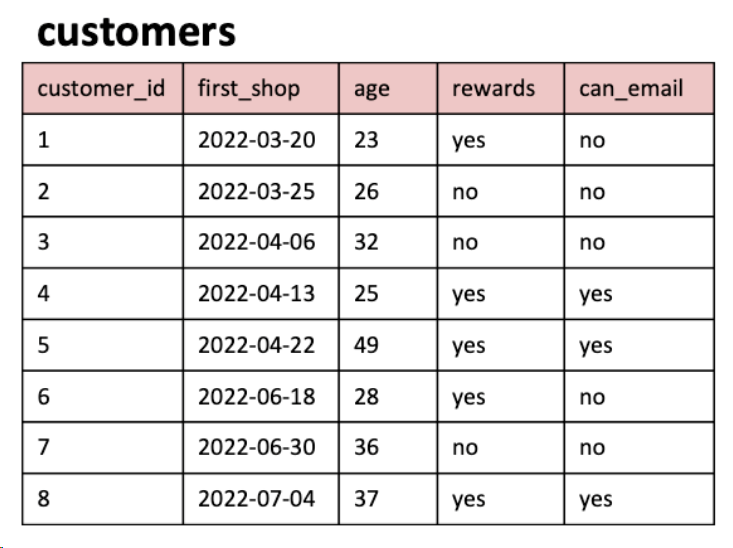
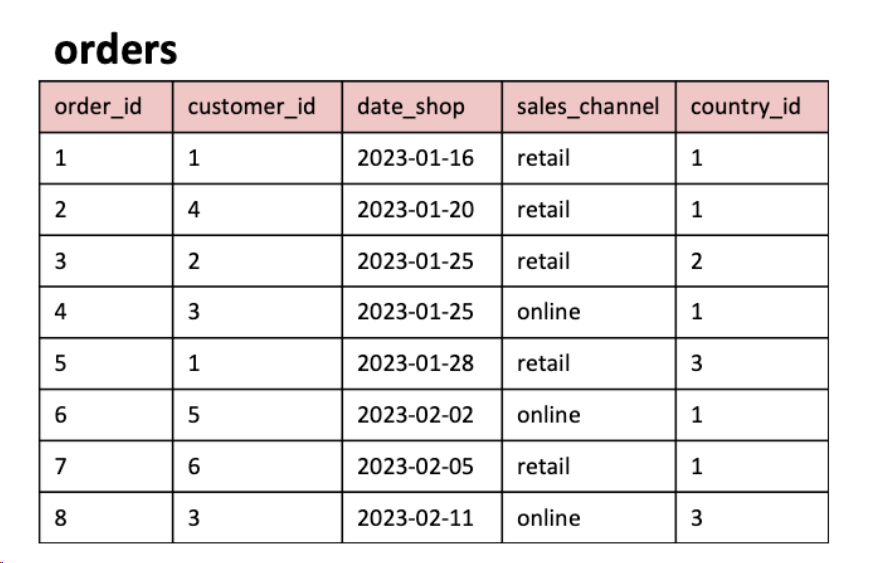
**Challenge 3 - Customer Insights**

**Introduction**

You are a Customer Insights Analyst for 'The General Store'

Can you analyse the following tables to find out crucial information about your customers to provide to your marketing team?





**Answer the following questions**

1. What are the names of all the countries in the country table?

2. What is the total number of customers in the customers table?

3. What is the average age of customers who can receive marketing emails (can\_email is set to 'yes')?

4. How many orders were made by customers aged 30 or older?

5. What is the total revenue generated by each product category?

6. What is the average price of products in the 'food' category?

7. How many orders were made in each sales channel (sales\_channel column) in the orders table?

8.What is the date of the latest order made by a customer who can receive marketing emails?

9. What is the name of the country with the highest number of orders?

10. What is the average age of customers who made orders in the 'vitamins' product category?

**DDL Commands**

CREATE TABLE country (

country\_id INT PRIMARY KEY,

country\_name VARCHAR(50),

head\_office VARCHAR(50)

);

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INSERT INTO country (country\_id, country\_name, head\_office)

VALUES (1, 'UK', 'London'),

(2, 'USA', 'New York'),

(3, 'China', 'Beijing');

--------------------

CREATE TABLE customers (

customer\_id INT PRIMARY KEY,

first\_shop DATE,

age INT,

rewards VARCHAR(50),

can\_email VARCHAR(50)

);

--------------------

INSERT INTO customers (customer\_id, first\_shop, age, rewards, can\_email)

VALUES (1, '2022-03-20', 23, 'yes', 'no'),

(2, '2022-03-25', 26, 'no', 'no'),

(3, '2022-04-06', 32, 'no', 'no'),

(4, '2022-04-13', 25, 'yes', 'yes'),

(5, '2022-04-22', 49, 'yes', 'yes'),

(6, '2022-06-18', 28, 'yes', 'no'),

(7, '2022-06-30', 36, 'no', 'no'),

(8, '2022-07-04', 37, 'yes', 'yes');

--------------------

CREATE TABLE orders (

order\_id INT PRIMARY KEY,

customer\_id INT,

date\_shop DATE,

sales\_channel VARCHAR(50),

country\_id INT,

FOREIGN KEY (customer\_id) REFERENCES customers(customer\_id),

FOREIGN KEY (country\_id) REFERENCES country(country\_id)

);

--------------------

INSERT INTO orders (order\_id, customer\_id, date\_shop, sales\_channel, country\_id)

VALUES (1, 1, '2023-01-16', 'retail', 1),

(2, 4, '2023-01-20', 'retail', 1),

(3, 2, '2023-01-25', 'retail', 2),

(4, 3, '2023-01-25', 'online', 1),

(5, 1, '2023-01-28', 'retail', 3),

(6, 5, '2023-02-02', 'online', 1),

(7, 6, '2023-02-05', 'retail', 1),

(8, 3, '2023-02-11', 'online', 3);

--------------------

CREATE TABLE products (

product\_id INT PRIMARY KEY,

category VARCHAR(50),

price NUMERIC(5,2)

);

--------------------

INSERT INTO products (product\_id, category, price)

VALUES (1, 'food', 5.99),

(2, 'sports', 12.49),

(3, 'vitamins', 6.99),

(4, 'food', 0.89),

(5, 'vitamins', 15.99);

--------------------

CREATE TABLE baskets (

order\_id INT,

product\_id INT,

FOREIGN KEY (order\_id) REFERENCES orders(order\_id),

FOREIGN KEY (product\_id) REFERENCES products(product\_id)

);

--------------------

INSERT INTO baskets (order\_id, product\_id)

VALUES (1, 1),

(1, 2),

(1, 5),

(2, 4),

(3, 3),

(4, 2),

(4, 1),

(5, 3),

(5, 5),

(6, 4),

(6, 3),

(6, 1),

(7, 2),

(7, 1),

(8, 3),

(8, 3);