

GlobalMart wishes to design a loyalty program for its customers. It wishes to identify 3 groups : Promoters, Potentials and Detractors based on some scoring mechanism to allocate scores to each customer based on several purchase traits shown.

You are required to create a summary table at a Customer level which looks like below :

customer_name	tot_orders	tot_returns	order_value	avg_basket_size	avg_basket_value	length_of_stay_days	order_purchase_frequency
Smith Johnson	120	10	15000	8	500	280	14

Meaning of columns :

- **customer_name** : Name of the customer
- **tot_orders** : Number of orders placed
- **tot_returns** : Number of orders returned
- **order_value** : Value of orders placed (worth of orders in monetary sense)
- **avg_basket_size** : Total units across all baskets / Total baskets (Read orders when you read basket). Output rounded off to lower integer

Customer	Order	Quantity		
C1	O1	5		
C1	O2	10		
C1	O3	7		
Average Basket Size		7.333333	round off to 7	

The total units of items = 5 + 10 + 7. Total orders = 3. So, Average basket size = 7.3 rounded off to 7. Even if the average comes out as 7.89, round it off to lower integer, i.e 7

- **avg_basket_value** : (Total value of orders / Total orders placed)

Customer	Order	Total Value
C1	O1	5000
C1	O2	2000
C1	O3	16000
Average Basket Value		7666.666667
Round off to 2 decimal places		7666.66

Value of orders can be derived from Sales column in transactions table. Here, total value of orders placed by customer C1 is 5000 + 2000 + 16000. So, the average basket value will be 7666.66. Additional points if you can present the outcome as \$7666.66

- **length_of_stay_days** : Total time for which the customer is active in the system (In integral days)
- **order_purchase_frequency** : On an average, how many days taken to place a new order? (Rounded off to nearest integral day)

