Ensure the view user\_order\_analytics is already created:

sql

SELECT \* FROM user\_order\_analytics;

**KPI 1: Total Revenue Per User**

sql

SELECT

user\_id,

name,

MAX(running\_total) AS total\_revenue

FROM user\_order\_analytics

GROUP BY user\_id, name

ORDER BY total\_revenue DESC;

**Insight**: Who are your top-spending customers?

**KPI 2: Repeat Customer Count (More Than 1 Order)**

sql

SELECT

user\_id,

name,

COUNT(DISTINCT order\_id) AS total\_orders

FROM user\_order\_analytics

GROUP BY user\_id, name

HAVING COUNT(DISTINCT order\_id) > 1;

**Insight**: Identifies customers with repeat orders.

**KPI 3: Average Order Value (AOV) Per User**

sql

SELECT

user\_id,

name,

ROUND(AVG(order\_total), 2) AS avg\_order\_value

FROM user\_order\_analytics

GROUP BY user\_id, name;

**Insight**: Indicates spending behavior per transaction.

**KPI 4: Average Gap Between Orders (in Days)**

sql

SELECT

user\_id,

name,

ROUND(AVG(days\_since\_last\_order), 2) AS avg\_gap\_days

FROM user\_order\_analytics

WHERE days\_since\_last\_order IS NOT NULL

GROUP BY user\_id, name

ORDER BY avg\_gap\_days;

**Insight**: Helps estimate **customer lifecycle or churn risk**.

**KPI 5: First-Time Customers (Only 1 Order)**

sql

SELECT

user\_id,

name

FROM user\_order\_analytics

WHERE order\_rank = 1

AND user\_id NOT IN (

SELECT user\_id

FROM user\_order\_analytics

GROUP BY user\_id

HAVING COUNT(DISTINCT order\_id) > 1

);

**Insight**: Focus group for **onboarding/retargeting campaigns**.

**Optional: Monthly Revenue Trend**

If order\_date includes multiple months:

sql

SELECT

DATE\_FORMAT(order\_date, '%Y-%m') AS month,

ROUND(SUM(order\_total), 2) AS total\_revenue

FROM user\_order\_analytics

GROUP BY DATE\_FORMAT(order\_date, '%Y-%m')

ORDER BY month;

**Insight**: Revenue trend over time for decision-making.