

Query on dbo.Customers

Business

This report identifies the most valuable customers over the last 12 months. It shows each customer's name, how many orders they placed, and how much total revenue they generated. Only customers who spent more than 10,000 in that period are included. The results are ranked from highest to lowest spender, and each customer's revenue is compared against the average revenue across all qualifying customers. This report is typically used by sales managers or account teams to prioritize high-value relationships, plan retention strategies, or identify top accounts for special offers.

Technical

Input parameters:

- none

Used objects:

- dbo.Customers (table)
- dbo.Orders (table)
- dbo.OrderDetails (table)

Logic:

- Join Customers to Orders on CustomerID, then join Orders to OrderDetails on OrderID
- Filter orders where OrderDate is within the last 12 months using SYSUTCDATETIME as the reference point
- Group results by CustomerID and CompanyName
- Aggregate: count distinct OrderIDs per customer, sum of Quantity multiplied by UnitPrice as TotalRevenue
- Apply HAVING clause to exclude customers whose TotalRevenue is 10,000 or less
- Apply window function AVG OVER () to compute the average TotalRevenue across all customers remaining after HAVING
- Apply window function RANK OVER ORDER BY TotalRevenue DESC to assign a revenue rank to each customer
- Sort final output by TotalRevenue descending

Side effects:

- none (read-only)

Diagram

