Contribution Report for Algorithmic Marketing Assignment

Team - 5 Members:
1. Venkata Subbarao Shirish Addaganti
2. Mohit Chodisetti
3. Sai Srinivas Madamraju

Assignment Part 1:
In Part 1 of the assignment, the team evaluated a company's use of programmatic services and algorithmic marketing concepts. Here is a breakdown of each member's contributions:

1. Venkata Subbarao Shirish Addaganti:
   - Answered questions 41,42, and 43.

2. Mohit Chodisetti:
   - Answered questions 44 and 45.

3. Sai Srinivas Madamraju:
   - Answered questions 46 and 47.

Assignment Part 2 (Queries 41-50):
For Part 2, the team was tasked with designing a marketing dashboard using Snowflake and analysing specific queries from the TPC-DS dataset (queries 41-50):

1. Venkata Subbarao Shirish Addaganti:
   - Reviewed and discussed queries 41, 42, and 43.
   - Explained the queries and discussed their relevance.

2. Mohit Chodisetti:
   - Reviewed and discussed queries 44, 45, and 46.
   - Provided explanations for the queries and discussed their applications.

3. Sai Srinivas Madamraju:
   - Reviewed and discussed queries 47, 48, 49, and 50.
   - Detailed explanations for each query and discussed their significance.

Assignment Part 3:
In Part 3, the team built a Streamlit application that connects to Snowflake using SQLAlchemy. Each member contributed to different aspects of the application:

1. Venkata Subbarao Shirish Addaganti:
   - Worked on the Streamlit front-end, creating the user interface.

- Enabled user interaction with the dashboard.

2. Mohit Chodisetti:
   - Implemented the connection to Snowflake and query execution within the Streamlit app.
   - Ensured smooth data retrieval and presentation.

3. Sai Srinivas Madamraju:
   - Focused on enabling parameter changes for query substitution through the Streamlit front end.
   - Ensured the flexibility and customization of query functions.

Deliverables:
1. Our team collaborated to create a GitHub repository to store the code for the assignment.
2. A 2-5 page report in the specified format was compiled, with each member contributing to different sections based on their assigned tasks and responsibilities.