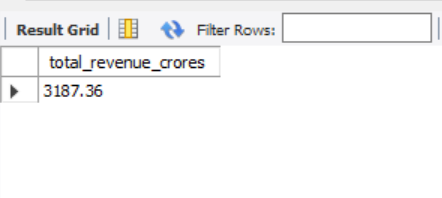
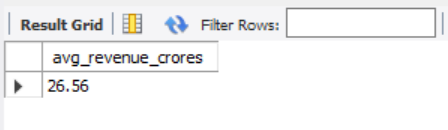
**1)Total Revenue**

select round(sum(itv\_revenue\_crores),2) as total\_revenue\_crores from fact\_itv\_metrics;



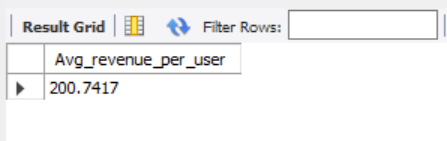
**2)Avg Revenue**

select round(avg(itv\_revenue\_crores),2) as avg\_revenue\_crores from fact\_itv\_metrics;



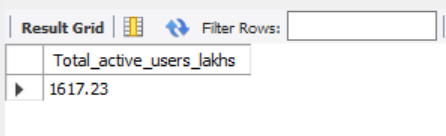
**3)Avg of arpu**

select avg(arpu) as Avg\_revenue\_per\_user from fact\_itv\_metrics;



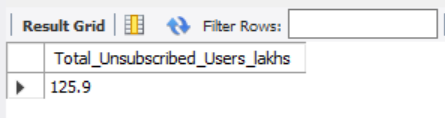
**4)Total Active Users**

select round(sum(active\_users\_lakhs),2) as Total\_active\_users\_lakhs from fact\_itv\_metrics;



**5)Total Unsubscribed Users**

select round(sum(unsubscribed\_users\_lakhs),2) as Total\_Unsubscribed\_Users\_lakhs from fact\_itv\_metrics;

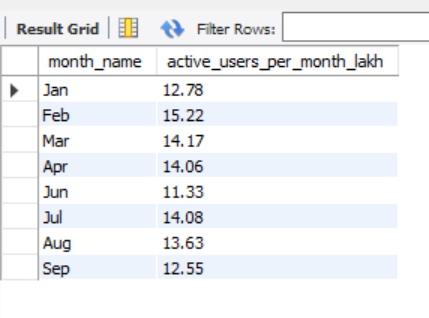


**6)Average of active users per month**

select month\_name,round(avg(active\_users\_lakhs),2) as active\_users\_per\_month\_lakh from fact\_itv\_metrics join dim\_date

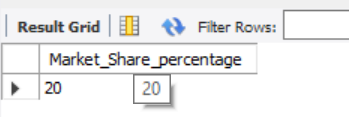
on substring\_index(dim\_date.date,'0',-1)=fact\_itv\_metrics.date

group by month\_name;



**7)Average of ms\_pct**

select round(avg(ms\_pct)) as Market\_Share\_percentage from fact\_market\_share;



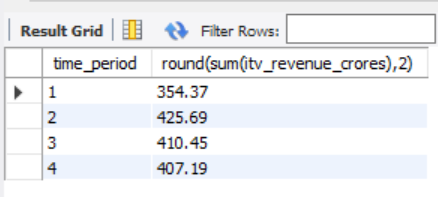
**8)Total Revenue for all periods before 5G implementation**

select time\_period,round(sum(itv\_revenue\_crores),2) from fact\_itv\_metrics

join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="Before 5G"

group by time\_period;



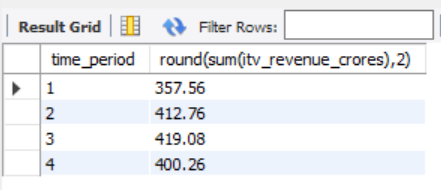
**9)Total Revenue for all periods after 5G implementation**

select time\_period,round(sum(itv\_revenue\_crores),2) from fact\_itv\_metrics

inner join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="After 5G"

group by time\_period;



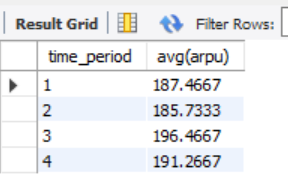
**10)ARPU of periods before 5G implementation**

select time\_period,avg(arpu) from fact\_itv\_metrics

inner join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="Before 5G"

group by time\_period;



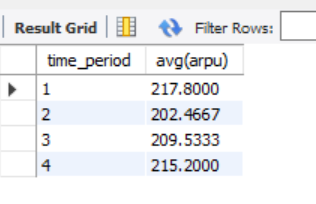
**11)ARPU of periods after 5G implementation**

select time\_period,avg(arpu) from fact\_itv\_metrics

inner join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="After 5G"

group by time\_period;



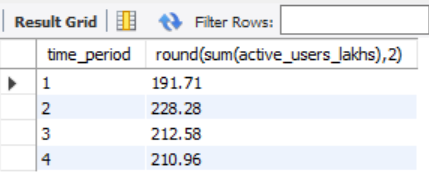
**12)Total active users for all periods before 5G implementation**

select time\_period,round(sum(active\_users\_lakhs),2) from fact\_itv\_metrics

inner join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="Before 5G"

group by time\_period;



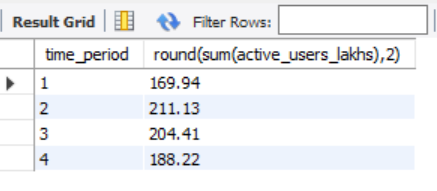
**13)Total active users for all periods after 5G implementation**

select time\_period,round(sum(active\_users\_lakhs),2) from fact\_itv\_metrics

inner join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="After 5G"

group by time\_period;



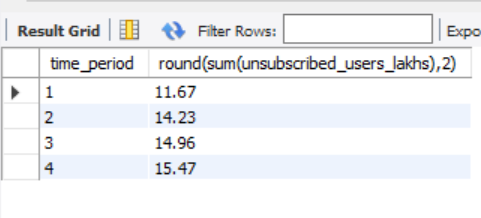
**14)Total unsubscribed users for all periods before 5G implementation**

select time\_period,round(sum(unsubscribed\_users\_lakhs),2) from fact\_itv\_metrics

inner join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="Before 5G"

group by time\_period;



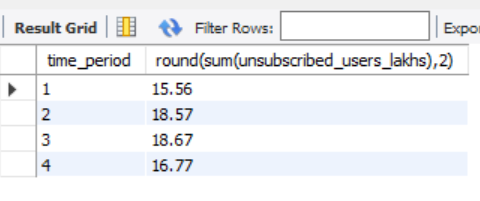
**15)Total unsubscribed users for all periods before 5G implementation**

select time\_period,round(sum(unsubscribed\_users\_lakhs),2) from fact\_itv\_metrics

inner join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date,'0',-1)

where dim\_date.`before/after\_5G`="After 5G"

group by time\_period;



**# 1.Percentage growth in revenue before and after 5g implementation for each city**

WITH RevenueByPeriod AS (

SELECT

dim\_cities.city\_name,

SUM(CASE WHEN dim\_date.`before/after\_5g` = 'before 5g' THEN fact\_itv\_metrics.itv\_revenue\_crores ELSE 0 END) AS revenue\_before\_5g,

SUM(CASE WHEN dim\_date.`before/after\_5g` = 'after 5g' THEN fact\_itv\_metrics.itv\_revenue\_crores ELSE 0 END) AS revenue\_after\_5g

FROM

fact\_itv\_metrics

JOIN

dim\_date ON fact\_itv\_metrics.date = substring\_index(dim\_date.date, 0, -1)

JOIN

dim\_cities ON fact\_itv\_metrics.city\_code = dim\_cities.city\_code

GROUP BY

dim\_cities.city\_name

)

SELECT

city\_name,

revenue\_before\_5g,

revenue\_after\_5g,

ROUND(

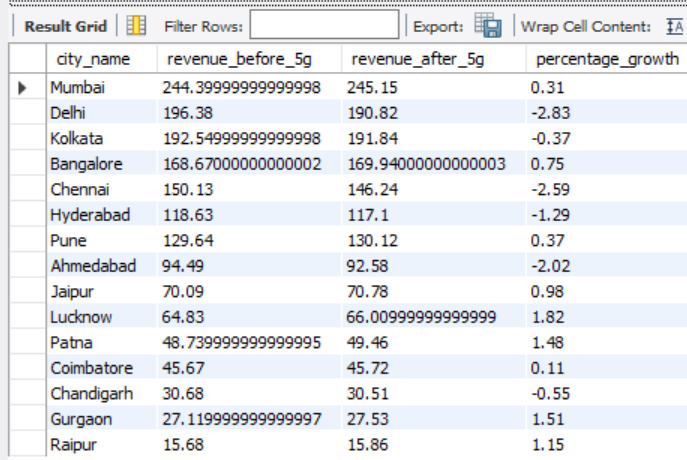
(revenue\_after\_5g - revenue\_before\_5g) / NULLIF(revenue\_before\_5g, 0) \* 100,

2

) AS percentage\_growth

FROM

RevenueByPeriod;



**# 2.Percentage growth in revenue before and after 5g implementation for each Plan**

WITH RevenueByPeriod AS (

SELECT

dim\_plan.plan,

SUM(CASE WHEN dim\_date.`before/after\_5g` = 'before 5g' THEN plan\_revenue\_crores ELSE 0 END) AS revenue\_before\_5g,

SUM(CASE WHEN dim\_date.`before/after\_5g` = 'after 5g' THEN plan\_revenue\_crores ELSE 0 END) AS revenue\_after\_5g

FROM

fact\_plan\_revenue

JOIN

dim\_date ON fact\_plan\_revenue.date =dim\_date.date

JOIN

dim\_plan ON fact\_plan\_revenue.plans = dim\_plan.plan

GROUP BY

dim\_plan.plan

)

SELECT

plan,

revenue\_before\_5g,

revenue\_after\_5g,

ROUND(

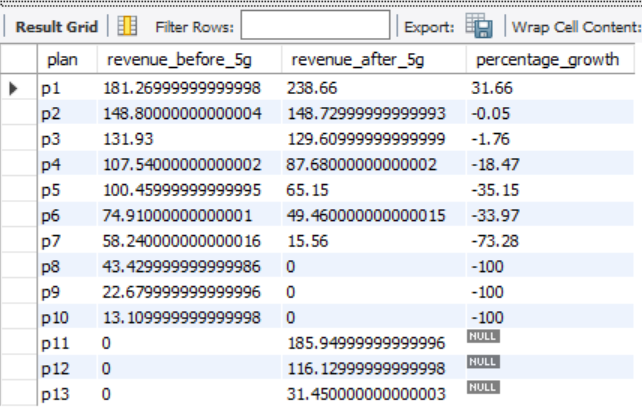
(revenue\_after\_5g - revenue\_before\_5g) / NULLIF(revenue\_before\_5g, 0) \* 100,

2

) AS percentage\_growth

FROM

RevenueByPeriod;



**# 3.City wise active users in lakh before 5g and after 5g**

with right\_table as

(select city\_name, `before/after\_5g`, sum(active\_users\_lakhs)

from fact\_itv\_metrics

join dim\_cities

on fact\_itv\_metrics.city\_code = dim\_cities.city\_code

join dim\_date on fact\_itv\_metrics.date = substring\_index(dim\_date.date, '0', -1) group by city\_name ,

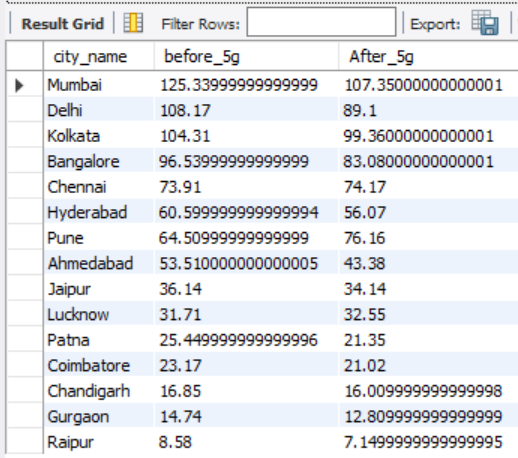
`before/after\_5g`)

select city\_name ,

sum(case when `before/after\_5g` = 'Before 5G' then `sum(active\_users\_lakhs)` end) as before\_5g,

sum(case when `before/after\_5g` = 'After 5G' then `sum(active\_users\_lakhs)` end) as After\_5g

from right\_table group by city\_name;



**# 4.Market share over months for all companies**

select month\_name,

avg(case when fact\_market\_share.`company`="itv" then ms\_pct end) as itv\_marketshare,

avg(case when fact\_market\_share.`company`="Aiirtel" then ms\_pct end) as Aiirtel\_marketshare,

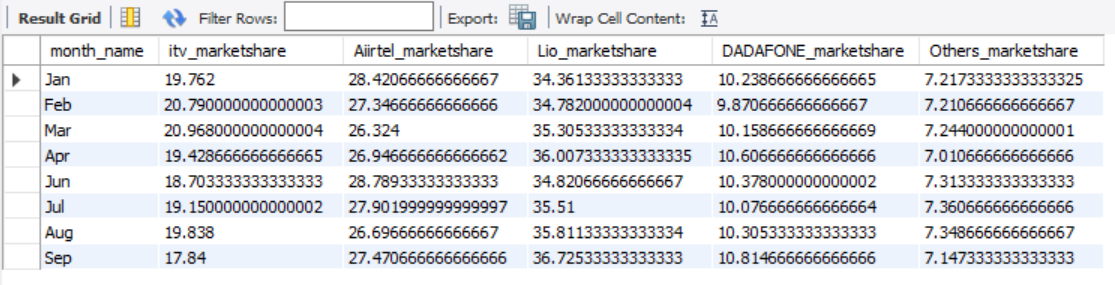
avg(case when fact\_market\_share.`company`="Lio" then ms\_pct end) as Lio\_marketshare,

avg(case when fact\_market\_share.`company`="DADAFONE" then ms\_pct end) as DADAFONE\_marketshare,

avg(case when fact\_market\_share.`company`="Others" then ms\_pct end) as Others\_marketshare

from fact\_market\_share join dim\_date on substring\_index(dim\_date.date,'0',-1)=fact\_market\_share.date

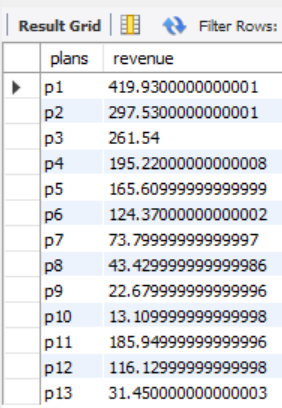
group by month\_name;



**# 5.Top Plans by revenue**

select plans,sum(plan\_revenue\_crores) as revenue from fact\_plan\_revenue

group by plans;



**# 6.Monthly trend of avg ARPU before and after 5g**

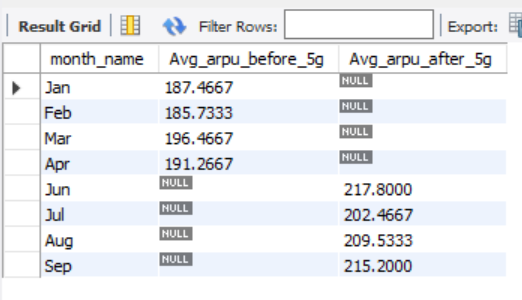
SELECT month\_name,

avg(CASE WHEN `before/after\_5g` = 'Before 5G' THEN arpu END) AS Avg\_arpu\_before\_5g,

avg(CASE WHEN `before/after\_5g` = 'After 5G' THEN arpu END) AS Avg\_arpu\_after\_5g

FROM fact\_itv\_metrics join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date, '0', -1)

GROUP BY dim\_date.month\_name;



**# 7.Monthly trend of avg active users before and after 5g**

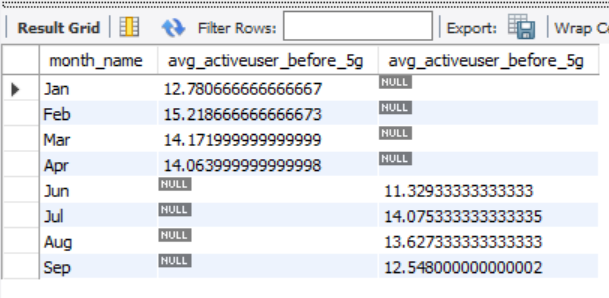
select month\_name,

avg(case when `before/after\_5G`="Before 5G" then active\_users\_lakhs end) as avg\_activeuser\_before\_5g,

avg(case when `before/after\_5G`="After 5G" then active\_users\_lakhs end) as avg\_activeuser\_before\_5g

from fact\_itv\_metrics join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date, '0', -1)

group by dim\_date.month\_name;



**# 8.Monthly trend of unsubscribed users before 5g and after 5g**

select month\_name,

sum(case when `before/after\_5G`="Before 5G" then unsubscribed\_users\_lakhs end) as unsubUser\_before\_5g,

sum(case when `before/after\_5G`="After 5G" then unsubscribed\_users\_lakhs end) as unsubUser\_after\_5g

from fact\_itv\_metrics join dim\_date on fact\_itv\_metrics.date=substring\_index(dim\_date.date, '0', -1)

group by month\_name;

