# **SQL Project Report**

**Dataset: Luxury Cosmetics Pop-Ups** 

#### 1. Introduction

This project analyzes the Luxury Cosmetics Pop-Up Events Dataset using SQL.

The dataset contains information about various cosmetic brand events held across cities and regions, including event details, sales data, footfall, and performance metrics.

#### **Dataset Overview**

- Rows: ~200–300 (depending on data subset)
- Columns:
  - o event\_id → Unique event identifier
  - o brand → Cosmetics brand name
  - o product\_name → Product sold at event
  - event\_type → Type of event (Flash Event, Shop-in-Shop, Standalone)
  - o city → Event city
  - o region → Event region (e.g., North America, Asia)
  - o location\_type → Type of venue (Mall, High-Street, Department Store)
  - o start\_date, end\_date → Event timeline
  - o lease\_length\_days → Lease duration of event
  - price\_usd → Price of the product (USD)
  - units\_sold → Units sold during event
  - avg\_daily\_footfall → Average daily visitors
  - sell\_through\_pct → Percentage of inventory sold

### 2. Database Schema

Table: luxury_cosmetics_popups
event_id INT PRIMARY KEY
brand VARCHAR
product_name VARCHAR
event_type VARCHAR
city VARCHAR
region VARCHAR
location_type VARCHAR

start\_date DATE

end\_date DATE

lease\_length\_days INT

price\_usd DECIMAL

units\_sold INT

avg\_daily\_footfall INT

sell\_through\_pct DECIMAL

- 3. SQL Queries with Explanations
- Basic Queries
- 1. Retrieve all pop-up events hosted in New York

SELECT

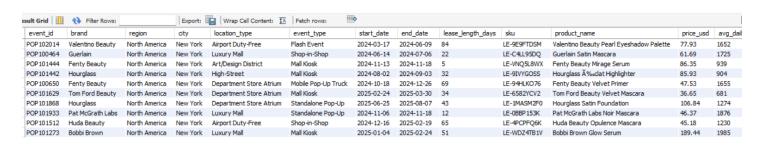
\*

FROM

luxury\_cosmetics\_popups

WHERE

city = 'New York';



# 2. Show the brand and product\_name for items priced above 100 USD

#### SELECT

brand, product\_name, price\_usd

### FROM

luxury\_cosmetics\_popups

### WHERE

price\_usd > 100;

Re	esult Grid 🔢 🔌	Filter Rows: Export:	Wrap Cell Con
	brand	product_name	price_usd
•	YSL Beauty	YSL Beauty Glow Eyeshadow Palette	149.91
	Armani Beauty	Armani Beauty Glow Fragrance	118.17
	YSL Beauty	YSL Beauty Mirage Fragrance	316.49
	Chanel	Chanel Éclat Fragrance	211.05
	Sisley-Paris	Sisley-Paris Noir Foundation	119.54
	Armani Beauty	Armani Beauty Opulence Serum	232.34
	HermÃ"s Beauty	Hermà "s Beauty Opulence Eyeshadow Palette	115.29
	Valentino Beauty	Valentino Beauty Éclat Eyeshadow Palette	149.86
	Chanel	Chanel Glow Serum	170.29
	Estée Lauder	Estée Lauder Opulence Eyeshadow Palette	105.04

### 3. List all events where event\_type = 'Flash Event'

### SELECT

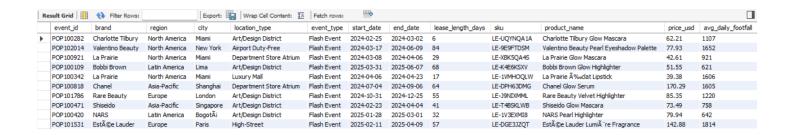
\*

### FROM

luxury\_cosmetics\_popups

### WHERE

event\_type = 'Flash Event';



# 4. Find the top 5 most expensive products

### SELECT

brand, product\_name, price\_usd

## FROM

luxury\_cosmetics\_popups
ORDER BY price\_usd DESC
LIMIT 5;

Re	sult Grid 🔢 🙌	Filter Rows:	xport: Wrap Cell
	brand	product_name	price_usd
•	Hourglass	Hourglass Satin Fragrance	396.49
	Tom Ford Beauty	Tom Ford Beauty Velvet Fragrance	395.26
	La Prairie	La Prairie Éclat Fragrance	394.1
	Sisley-Paris	Sisley-Paris Pearl Fragrance	391.91
	Estée Lauder	Estée Lauder Mirage Fragrance	391.4

# 5. Count how many events were held in each region

### SELECT

region, COUNT(\*) AS total\_events

### FROM

luxury\_cosmetics\_popups

**GROUP BY** region

ORDER BY total\_events DESC;

Re	Result Grid			
	region	total_events		
•	Latin America	459		
	Asia-Pacific	429		
	Europe	428		
	Middle East	418		
	North America	399		

## Intermediate Queries

# 6. Calculate the total revenue (price\_usd \* units\_sold) for each brand

```
SELECT
    brand, SUM(price_usd * units_sold) AS total_revenue
FROM
    luxury_cosmetics_popups
GROUP BY brand
ORDER BY total_revenue DESC;
```

	brand	total_revenue		
•	Estée Lauder	20959740.749999996	-	
	YSL Beauty	20394405.87		
	Sisley-Paris	19017497.29000001		
	Hourglass	18755973.53		
	Rare Beauty	18731476.959999997		
	Chanel	18028914.89		
	MAC Cosmetics	17970144.46		
	CIé de Peau Beauté	17931358.849999994		
	Valentino Beauty	17453900.28000001		
	Pat McGrath Labs	17208066.450000003		

# 7. Find the average lease length for events by location\_type

### **SELECT**

location\_type, AVG(lease\_length\_days) AS avg\_lease\_length
FROM

luxury\_cosmetics\_popups

GROUP BY location\_type

ORDER BY avg\_lease\_length DESC;

Re	sult Grid 🔢 🙌 Filter I	Rows: Export:
	location_type	avg_lease_length
•	High-Street	48.1805
	Luxury Mall	47.2442
	Airport Duty-Free	46.5829
	Art/Design District	46.2154
	Department Store Atrium	45.5142

### 8. Show the city with the highest average daily footfall

```
city, AVG(avg_daily_footfall) AS avg_footfall

FROM

luxury_cosmetics_popups

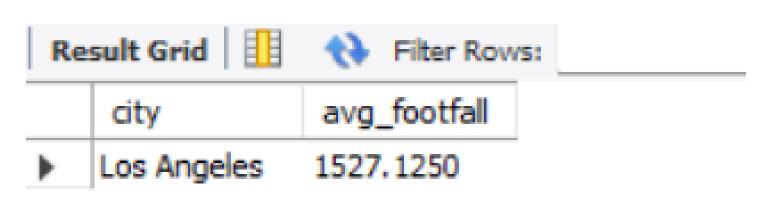
WHERE

city IS NOT NULL

GROUP BY city

ORDER BY avg_footfall DESC

LIMIT 1;
```



# 9. Get the top 3 brands by total units\_sold

### SELECT

brand, SUM(units\_sold) AS total\_units
FROM

luxury\_cosmetics\_popups

**GROUP BY** brand

ORDER BY total\_units DESC

LIMIT 3;

Re	sult Grid 🔢 🙌 Filter	Rows:
	brand	total_units
•	Huda Beauty	200456
	YSL Beauty	200454
	ClÃ⊚ de Peau BeautÃ⊚	197276

# 10. List events where sell\_through\_pct is below 70%

### **SELECT**

event\_id, brand, product\_name, sell\_through\_pct

### FROM

luxury\_cosmetics\_popups

### WHERE

sell\_through\_pct < 70;</pre>

Result Grid	Filter Rows:	Export: Wrap Cell Co	ntent: 🔼   Fetch ro
event_id	brand	product_name	sell_through_pct
POP101719	YSL Beauty	YSL Beauty Glow Eyeshadow Palette	69.18
POP100994	Hermès Beauty	Hermà "s Beauty Pearl Highlighter	66.78
POP100297	Givenchy Beauty	Givenchy Beauty Opulence Lipstick	57.73
POP101590	Rare Beauty	Rare Beauty Lumià "re Setting Powder	56.31
POP100290	Estée Lauder	Estée Lauder Mirage Highlighter	61.17
POP102026	Charlotte Tilbury	Charlotte Tilbury Opulence Eyeshadow Palette	66.9
POP100507	Givenchy Beauty	Givenchy Beauty Noir Eyeshadow Palette	60.89
POP100450	YSL Beauty	YSL Beauty Mirage Fragrance	60.67
POP101795	NARS	NARS Lumià "re Highlighter	62.99
POP100109	Bobbi Brown	Bobbi Brown Glow Highlighter	63.9

# Advanced Queries

# 11. Using a window function, rank brands by total revenue in each region

region         brand         total_revenue         revenue_rank           ▶ Asia-Pacific         Clé de Peau Beauté         5892313.89         1           Asia-Pacific         Hourglass         4766049.58         2           Asia-Pacific         La Prairie         4076906         3           Asia-Pacific         Armani Beauty         4042120.36999999996         4
Asia-Pacific         Hourglass         4766049.58         2           Asia-Pacific         La Prairie         4076906         3
Asia-Pacific La Prairie 4076906 3
Asia-Pacific Armani Beauty 4042120,3699999996 4
Asia-Pacific Estée Lauder 3664379.0300000003 5
Asia-Pacific Pat McGrath Labs 3338052.6300000004 6
Asia-Pacific Tom Ford Beauty 3317980.099999999 7
Asia-Pacific Givenchy Beauty 3091646.7200000007 8
Asia-Pacific Shiseido 2989925.5200000005 9
Asia-Pacific Fenty Beauty 2970530.83 10
Asia-Pacific Charlotte Tilbury 2941491.3499999996 11
Asia-Pacific Hermà "s Beauty 2775463.4599999995 12

# 12. Find the moving average of daily footfall (per region, ordered by date)

```
SELECT region, start_date, avg_daily_footfall,

AVG(avg_daily_footfall) OVER (

PARTITION BY region

ORDER BY start_date

ROWS BETWEEN 2 PRECEDING AND CURRENT ROW

) AS moving_avg_footfall

FROM luxury_cosmetics_popups;
```

Re	esult Grid	♦ Filter Ro	ows:	Export: Wrap Cell C	ontent: ‡A
	region	start_date	avg_daily_footfall	moving_avg_footfall	
١	Asia-Pacific	2024-02-19	2570	2570.0000	
	Asia-Pacific	2024-02-19	723	1646.5000	
	Asia-Pacific	2024-02-20	479	1257.3333	
	Asia-Pacific	2024-02-20	2457	1219.6667	
	Asia-Pacific	2024-02-23	758	1231.3333	
	Asia-Pacific	2024-02-27	1131	1448.6667	
	Asia-Pacific	2024-02-29	560	816.3333	
	Asia-Pacific	2024-03-01	1045	912.0000	
	Asia-Pacific	2024-03-04	1598	1067.6667	
	Asia-Pacific	2024-03-04	2574	1739.0000	
	Asia-Pacific	2024-03-04	1120	1764.0000	
	Asia-Pacific	2024-03-04	767	1487.0000	

# 5. Sample Outputs (Screenshots)

- Screenshot of query execution (MySQL)
- Result tables (e.g., Top 5 Brands, Highest Revenue City).

# 6. Conclusion

• This SQL analysis reveals that some brands generate higher revenue from Flash Events compared to Shop-in-Shop models. High-street locations provide more footfall, but sell-through % is higher in malls. Advanced SQL queries provide insight into profitability by brand and product.

# 7. References

Dataset: luxury\_cosmetics\_popups.csv

• Tool: MySQL