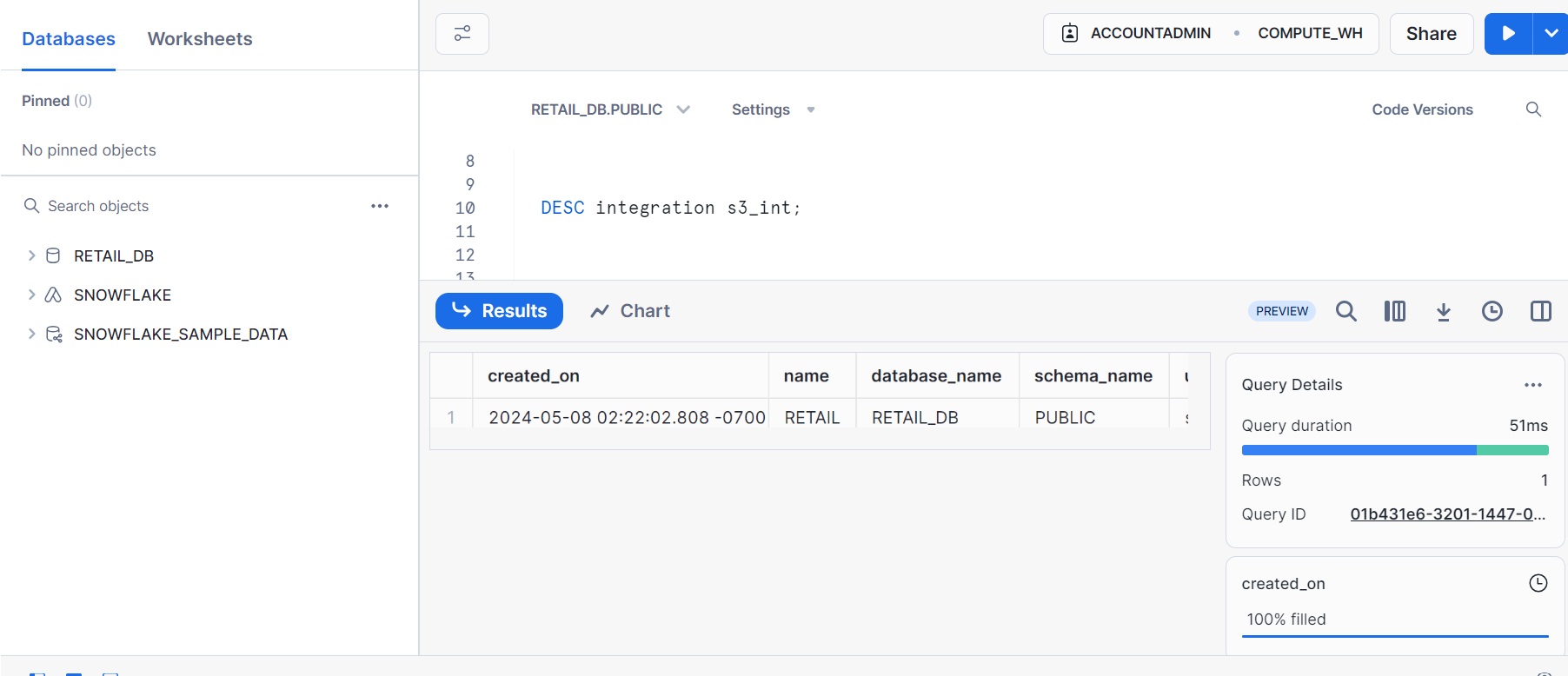
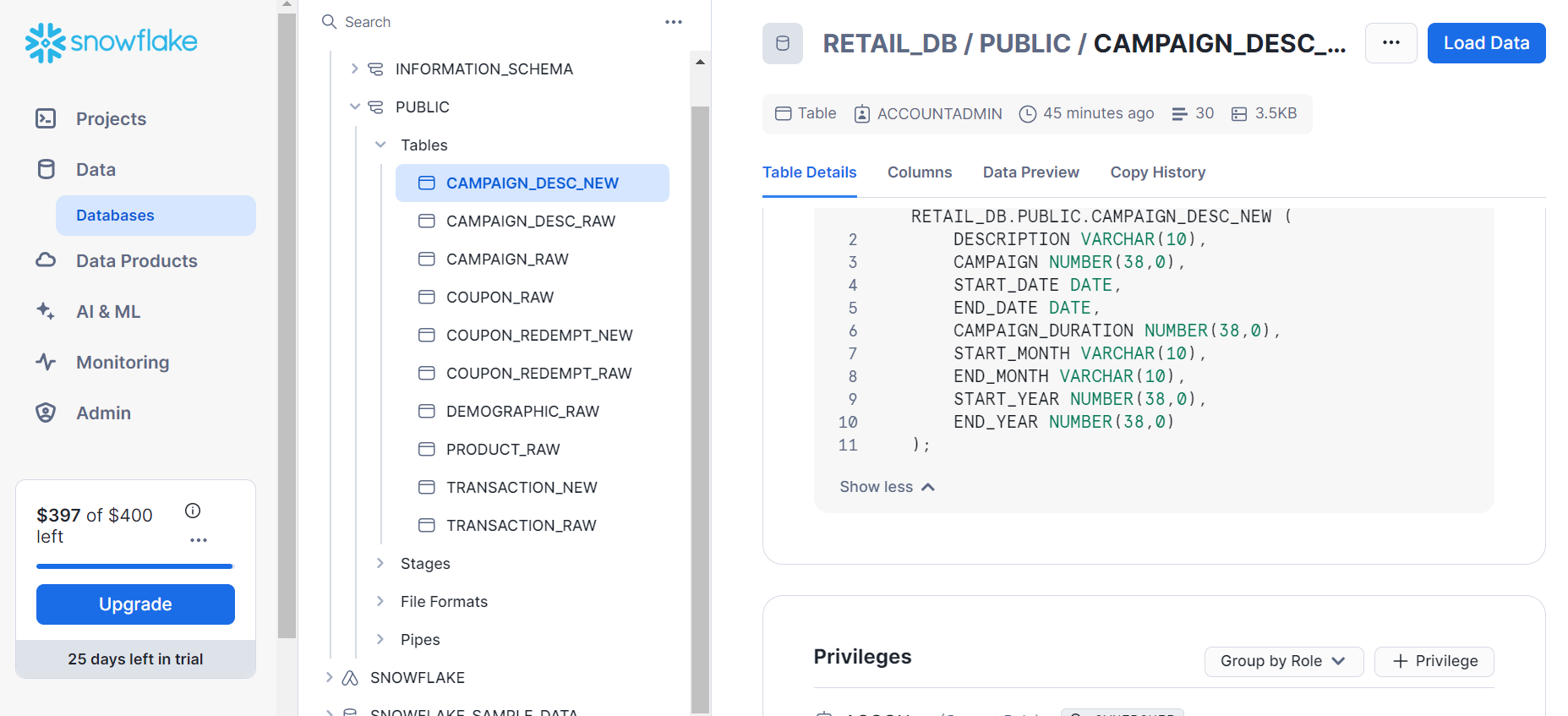
Storage Integration



– Tables created in the snowflake



-- **Customer Demographics KPIs**

-- Count of Unique Households

SELECT COUNT(DISTINCT household\_key) AS unique\_households

FROM demographic\_raw;

-- Household Composition Distribution

SELECT HH\_COMP\_DESC, COUNT(\*) AS composition\_count

FROM demographic\_raw

GROUP BY HH\_COMP\_DESC;

--Age Distribution

SELECT AGE\_DESC, COUNT(\*) AS age\_count

FROM demographic\_raw

GROUP BY AGE\_DESC;

-- Marital Status Distribution

SELECT MARITAL\_STATUS\_CODE, COUNT(\*) AS marital\_status\_count

FROM demographic\_raw

GROUP BY MARITAL\_STATUS\_CODE;

-- Income Distribution

SELECT INCOME\_DESC, COUNT(\*) AS income\_count

FROM demographic\_raw

GROUP BY INCOME\_DESC;

-- Homeownership Distribution

SELECT HOMEOWNER\_DESC, COUNT(\*) AS homeownership\_count

FROM demographic\_raw

GROUP BY HOMEOWNER\_DESC;

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**Campaign KPIs**

--Number of Campaigns:

SELECT COUNT(\*) AS total\_campaigns

FROM CAMPAIGN\_DESC\_NEW;

--Campaign Duration

SELECT campaign,

start\_date,

end\_date,

ABS(DATEDIFF(DAY,end\_date,start\_date)) AS campaign\_duration\_days

FROM CAMPAIGN\_DESC\_NEW;

--Campaign Effectiveness

SELECT

c.CAMPAIGN,

d.DESCRIPTION,

d.START\_DATE,

d.END\_DATE,

COUNT(DISTINCT h.HOUSEHOLD\_KEY) AS households\_reached

FROM

CAMPAIGN\_RAW c

JOIN

CAMPAIGN\_DESC\_NEW d ON c.CAMPAIGN= d.CAMPAIGN

JOIN

DEMOGRAPHIC\_RAW h ON c.HOUSEHOLD\_KEY = h.HOUSEHOLD\_KEY

GROUP BY

c.CAMPAIGN, d.DESCRIPTION, d.START\_DATE, d.END\_DATE;

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**Coupon KPIs**

Coupon Redemption Rate

SELECT

(COUNT(DISTINCT COUPON\_UPC) / (SELECT COUNT(DISTINCT COUPON\_UPC) FROM COUPON\_RAW)) \* 100 AS redemption\_rate

FROM COUPON\_REDEMPT\_NEW;

-- Coupon Usage by Campaign

SELECT

c.CAMPAIGN,

COUNT(cr.COUPON\_UPC) AS coupon\_redemptions

FROM

COUPON\_RAW c

JOIN

coupon\_redempt\_new cr ON c.CAMPAIGN = cr.CAMPAIGN

GROUP BY

c.CAMPAIGN;

Product KPIs

Sales Value:

SELECT

product\_id,

SUM(sales\_value

) AS total\_sales\_value

FROM transaction\_new

GROUP BY product\_id

ORDER BY total\_sales\_value DESC;

– Manufacturer Distribution

SELECT

manufacturer,

COUNT(\*) AS product\_count

FROM product\_raw

GROUP BY manufacturer

ORDER BY product\_count DESC;

-- Department-wise Sales

SELECT

p.department,

SUM(td.sales\_value) AS department\_sales

FROM product\_raw p

JOIN transaction\_new td ON p.product\_id = td.product\_id

GROUP BY p.department

ORDER BY department\_sales DESC;

-- Brand-wise Sales

SELECT

p.brand,

SUM(td.sales\_value) AS brand\_sales

FROM product\_raw p

JOIN transaction\_new td ON p.product\_id = td.product\_id

GROUP BY p.brand

ORDER BY brand\_sales DESC;

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