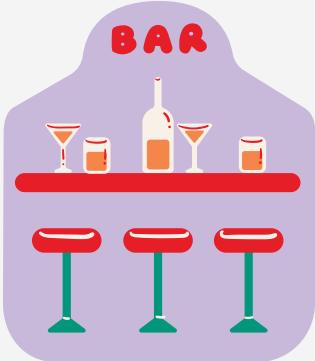




THE PUB

Pub - Pricing - Analysis

INTRODUCTION



**YOU ARE A PRICING ANALYST WORKING FOR A
PUB CHAIN CALLED 'PUBS "R" US'
YOU HAVE BEEN TASKED WITH ANALYSING THE
DRINKS PRICES AND SALES TO GAIN A GREATER
INSIGHT INTO HOW THE PUBS IN YOUR CHAIN
ARE PERFORMING.**

TABLES USED:



pubs

pub_id	pub_name	city	state	country
1	The Red Lion	London	England	United Kingdom
2	The Dubliner	Dublin	Dublin	Ireland
3	The Cheers Bar	Boston	Massachusetts	United States
4	La Cerveceria	Barcelona	Catalonia	Spain

beverages

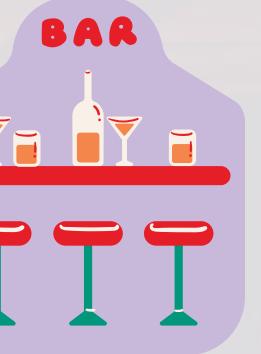
beverage_id	beverage_name	category	alcohol_content	price_per_unit
1	Guinness	Beer	4.2	5.99
2	Jameson	Whiskey	40	29.99
3	Mojito	Cocktail	12	8.99
4	Chardonnay	Wine	13.5	12.99
5	IPA	Beer	6.8	4.99
6	Tequila	Spirit	38	24.99

ratings

rating_id	pub_id	customer_name	rating	review
1	1	John Smith	4.5	Great pub with a wide selection of beers
2	1	Emma Johnson	4.8	Excellent service and cozy atmosphere
3	2	Michael Brown	4.2	Authentic atmosphere and great beers
4	3	Sophia Davis	4.6	The cocktails were amazing! Will definitely come back.
5	4	Oliver Wilson	4.9	The wine selection here is outstanding
6	4	Isabella Moore	4.3	Had a great time trying different spirits
7	1	Sophia Davis	4.7	Loved the pub food! Great ambience
8	2	Ethan Johnson	4.5	A good place to hang out with friends
9	2	Olivia Taylor	4.1	The whiskey tasting experience was fantastic
10	3	William Miller	4.4	Friendly staff and live music on weekends

sales

sale_id	pub_id	beverage_id	quantity	transaction_date
1	1	1	10	1/5/23
2	1	2	5	1/5/23
3	2	1	8	1/5/23
4	3	3	12	2/5/23
5	4	4	3	2/5/23
6	4	6	6	3/5/23
7	2	3	6	3/5/23
8	3	1	15	3/5/23
9	3	4	7	3/5/23
10	4	1	10	4/5/23
11	1	3	5	6/5/23
12	2	2	3	9/5/23
13	2	5	9	9/5/23
14	3	6	4	9/5/23
15	4	3	7	9/5/23
16	4	4	2	9/5/23
17	1	4	6	11/5/23
18	1	6	8	11/5/23
19	2	1	12	12/5/23
20	3	5	5	13/5/23



-- 1. How many pubs are located in each country?

```
SELECT P.country, COUNT(P.pub_name) as TotalPubs  
FROM pubs P  
GROUP BY P.country
```

Results Messages

	country	TotalPubs
1	Ireland	1
2	Spain	1
3	United Kingdom	1
4	United States	1

-- 2. What is the total sales amount for each pub, including the beverage price and quantity sold?

```
SELECT P.pub_name, SUM(S.quantity * B.price_per_unit) as TotalSales  
FROM pubs P  
JOIN sales S  
ON S.pub_id = P.pub_id  
JOIN beverages B  
ON B.beverage_id = S.beverage_id  
GROUP BY P.pub_name  
ORDER BY TotalSales DESC
```



Results Messages

	pub_name	TotalSales
1	The Red Lion	532.66
2	The Cheers Bar	413.57
3	La Cerveceria	337.72
4	The Dubliner	308.62

-- 3. Which pub has the highest average rating?

```
SELECT P.pub_name, ROUND(AVG(R.rating),2) as AvgRating
FROM pubs P
JOIN ratings R
ON R.pub_id = P.pub_id
GROUP BY P.pub_name
ORDER BY AvgRating DESC
OFFSET 0 ROWS
FETCH NEXT 1 ROWS ONLY
```



Results Messages

	pub_name	AvgRating
1	The Red Lion	4.67

-- 4. What are the top 5 beverages by sales quantity across all pubs?\

```
SELECT B.beverage_name, SUM(S.quantity) as TotalQuantity
FROM beverages B
JOIN sales S
ON S.beverage_id = B.beverage_id
GROUP BY B.beverage_name
ORDER BY TotalQuantity DESC
OFFSET 0 ROWS
FETCH NEXT 5 ROWS ONLY
```



Results Messages

	beverage_name	TotalQuantity
1	Guinness	55
2	Mojito	30
3	Chardonnay	18
4	Tequila	18
5	IPA	14

-- 5. How many sales transactions occurred on each date?

```
SELECT transaction_date, COUNT(transaction_date) as TotalTransactions  
FROM sales  
GROUP BY transaction_date  
ORDER BY TotalTransactions DESC
```

Results Messages

	transaction_date	TotalTransactions
1	2023-05-09	5
2	2023-05-03	4
3	2023-05-01	3
4	2023-05-02	2
5	2023-05-11	2
6	2023-05-12	1
7	2023-05-13	1
8	2023-05-04	1
9	2023-05-06	1









