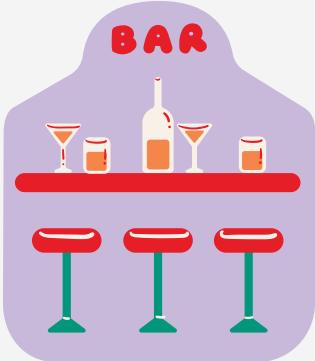




THE PUB

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

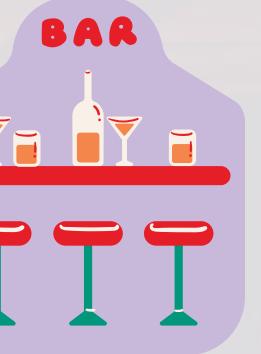
beverage_id	beverage_name	category	alcohol_content	price_per_unit
1	Guinness	Beer	4.2	5.99
2	Jameson	Whiskey	40	29.99
3	Mojito	Cocktail	12	8.99
4	Chardonnay	Wine	13.5	12.99
5	IPA	Beer	6.8	4.99
6	Tequila	Spirit	38	24.99

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
```

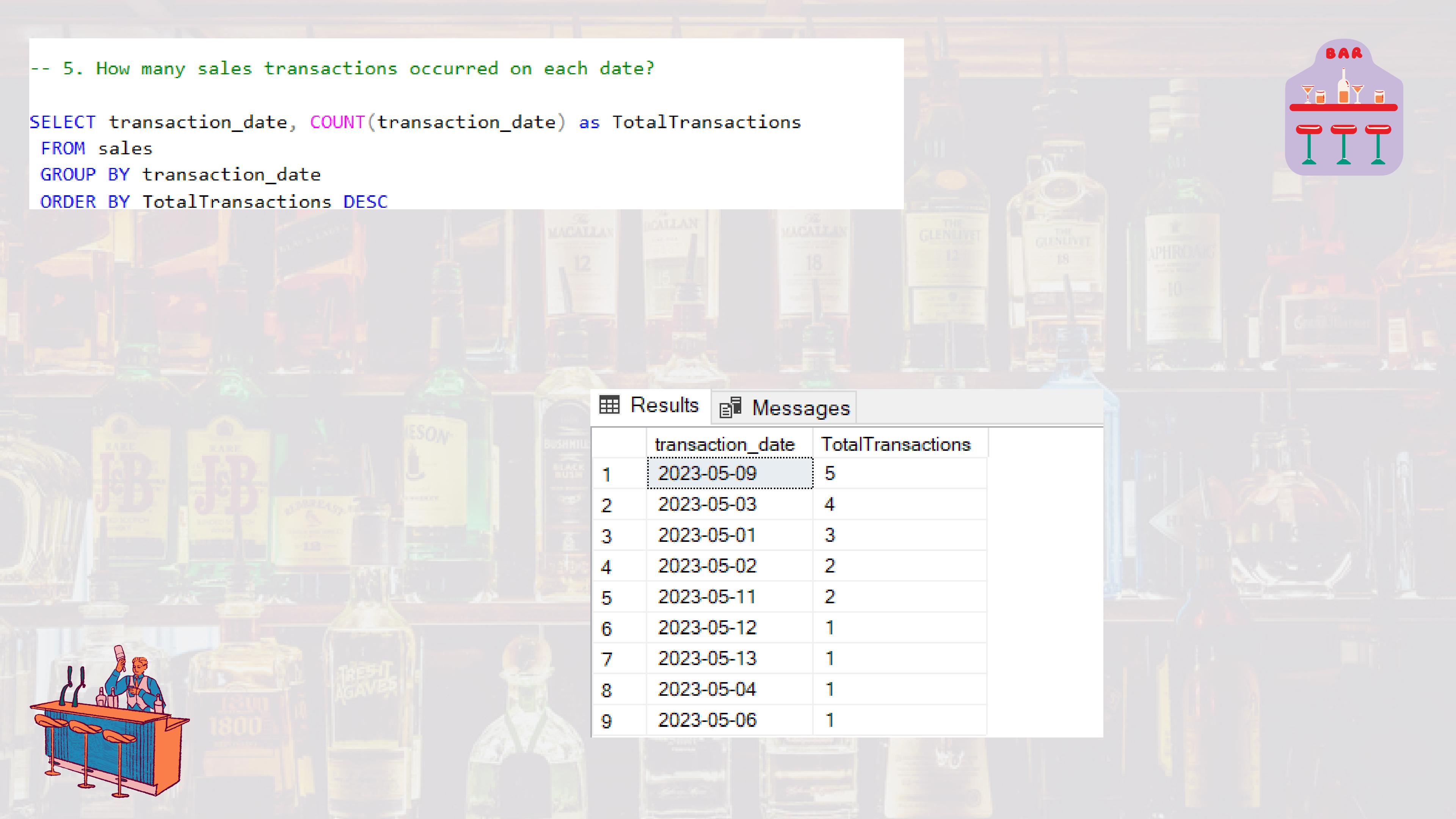


Results Messages

	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
```



The background of the slide features a stylized illustration of a bar. A bartender is visible behind the counter on the left, and several bottles of alcohol are lined up on shelves in the background.

	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

-- 6. Find the name of someone that had cocktails and which pub they had it in.

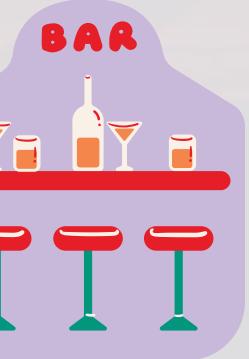
```
SELECT P.pub_name, R.customer_name  
FROM pubs P  
JOIN ratings R  
ON R.pub_id = P.pub_id
```

Results Messages

	pub_name	customer_name
1	The Red Lion	John Smith
2	The Red Lion	Emma Johnson
3	The Dubliner	Michael Brown
4	The Cheers Bar	Sophia Davis
5	La Cerveceria	Oliver Wilson
6	La Cerveceria	Isabella Moore
7	The Red Lion	Sophia Davis
8	The Dubliner	Ethan Johnson
9	The Dubliner	Olivia Taylor
10	The Cheers Bar	William Miller

-- 7. What is the average price per unit for each category of beverages, excluding the category 'Spirit'?

```
SELECT category, ROUND(AVG(price_per_unit),2) as AvgPrice  
FROM beverages  
WHERE category NOT IN ('Spirit')  
GROUP BY category  
ORDER BY AvgPrice DESC
```



Results Messages

	category	AvgPrice
1	Whiskey	29.990000
2	Wine	12.990000
3	Cocktail	8.990000
4	Beer	5.490000

-- 8. Which pubs have a rating higher than the average rating of all pubs?

```
WITH CTE as (
    SELECT P.pub_name, ROUND(AVG(R.rating),2) as AvgPubRating, (SELECT AVG(Rating)
        FROM ratings) as AvgRating
    FROM pubs P
    JOIN ratings R
        ON R.pub_id = P.pub_id
    GROUP BY P.pub_name
    HAVING ROUND(AVG(R.rating),2) > (SELECT AVG(Rating)
        FROM ratings)
)
SELECT pub_name, AvgPubRating, AvgRating
FROM CTE
```

The background of the slide features a soft-focus illustration of a traditional English pub interior. Shelves are lined with various bottles of alcohol, and a bartender is visible behind the bar counter on the left. The main focus is a data table in the center.

	pub_name	AvgPubRating	AvgRating
1	La Cerveceria	4.6	4.5
2	The Red Lion	4.67	4.5

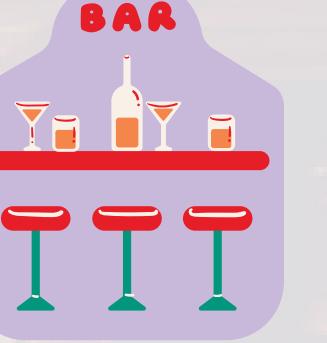
-- 9. What is the running total of sales amount for each pub, ordered by the transaction date?

```
SELECT P.pub_name, S.transaction_date ,SUM(S.quantity * B.price_per_unit) as TotalAmount  
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, S.transaction_date  
ORDER BY TotalAmount DESC
```



Results Messages

	pub_name	transaction_date	TotalAmount
1	The Red Lion	2023-05-11	277.86
2	The Red Lion	2023-05-01	209.85
3	The Cheers Bar	2023-05-03	180.78
4	La Cerveceria	2023-05-03	149.94
5	The Dubliner	2023-05-09	134.88
6	The Cheers Bar	2023-05-02	107.88
7	The Cheers Bar	2023-05-09	99.96
8	La Cerveceria	2023-05-09	88.91
9	The Dubliner	2023-05-12	71.88
10	La Cerveceria	2023-05-04	59.90
11	The Dubliner	2023-05-03	53.94
12	The Dubliner	2023-05-01	47.92
13	The Red Lion	2023-05-06	44.95
14	La Cerveceria	2023-05-02	38.97
15	The Cheers Bar	2023-05-13	24.95



-- 10. For each country, what is the average price per unit of beverages in each category, and what is the overall average price per unit of beverages across all categories?

```
SELECT P.country, B.category, AVG(B.price_per_unit) as AvgPriceperUnit, AVG(B.price_per_unit) OVER () as TotalAvg
FROM beverages B
JOIN sales S
ON S.beverage_id = B.beverage_id
JOIN pubs P
ON P.pub_id = S.pub_id
GROUP BY P.country, B.category, B.price_per_unit
ORDER BY AvgPriceperUnit DESC
```

	country	category	AvgPriceperUnit	TotalAvg
3	United Kingdom	Spirit	24.990000	13.545555
4	United States	Spirit	24.990000	13.545555
5	Spain	Spirit	24.990000	13.545555
6	Spain	Wine	12.990000	13.545555
7	United States	Wine	12.990000	13.545555
8	United Kingdom	Wine	12.990000	13.545555
9	United Kingdom	Cocktail	8.990000	13.545555
10	United States	Cocktail	8.990000	13.545555
11	Ireland	Cocktail	8.990000	13.545555
12	Spain	Cocktail	8.990000	13.545555
13	United Kingdom	Beer	5.990000	13.545555
14	Spain	Beer	5.990000	13.545555
15	Ireland	Beer	5.990000	13.545555
16	United States	Beer	5.990000	13.545555
17	United States	Beer	4.990000	13.545555
18	Ireland	Beer	4.990000	13.545555