

Market Campaign Insights Analysis

SQL-Based Sales Campaign Analysis

Data Analysis Using SQL

Created the dataset manually using SQL commands and then loaded it into Power BI to build an interactive dashboard.

SQL Commands Used for Analysis

1. Show all customer records

```
SELECT * FROM customers;
```

2. Show total number of customers

```
SELECT COUNT(*) FROM customers;
```

3. Show transactions for Chennai market (Market code for Chennai is 'Mark001')

```
SELECT * FROM transactions WHERE market_code = 'Mark001';
```

4. Show distinct product codes sold in Chennai

```
SELECT DISTINCT product_code FROM transactions WHERE market_code = 'Mark001';
```

5. Show transactions where currency is US Dollars

```
SELECT * FROM transactions WHERE currency = 'USD';
```

6. Show transactions in 2020 by joining with the date table

```
SELECT transactions.*, date.*
```

```
FROM transactions
```

```
INNER JOIN date ON transactions.order_date = date.date
```

```
WHERE date.year = 2020;
```

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7. Show total revenue in the year 2020

```
SELECT SUM(transactions.sales_amount)
FROM transactions
INNER JOIN date ON transactions.order_date = date.date
WHERE date.year = 2020 AND (transactions.currency = 'INR' OR transactions.currency = 'USD');
```

8. Show total revenue in January 2020

```
SELECT SUM(transactions.sales_amount)
FROM transactions
INNER JOIN date ON transactions.order_date = date.date
WHERE date.year = 2020 AND date.month_name = 'January'
AND (transactions.currency = 'INR' OR transactions.currency = 'USD');
```

9. Show total revenue in Chennai for 2020

```
SELECT SUM(transactions.sales_amount)
FROM transactions
INNER JOIN date ON transactions.order_date = date.date
WHERE date.year = 2020 AND transactions.market_code = 'Mark001';
```