

Revised Case Study Code

Report 2

```
import mysql.connector

conn = mysql.connector.connect(
    host="",
    user="",
    password="",
    database=""
)

cursor = conn.cursor()

query = """
SELECT
    w.Name,
    w.Type,
    w.Year,
    sr.`Product Ratings`,
    sr.`Monthly Revenue`
FROM
    Wines w
JOIN
    `Sales Review` sr ON w.Name = SUBSTRING_INDEX(sr.`Product Ratings`, ' ', 1);
"""

cursor.execute(query)
wine_sales = cursor.fetchall()

query = """
SELECT
    mc.`Event Name`,
    mc.`Event Result`,
    mc.`Customer Feedback`
FROM
    `Marketing Campaign` mc
"""

cursor.execute(query)
marketing_campaigns = cursor.fetchall()

query = """
SELECT
    c.FirstName,
    c.LastName,
    c.FavoriteItems,
    c.SocialMediaPreference
FROM
    Customers c
"""

cursor.execute(query)
customer_preferences = cursor.fetchall()

cursor.close()
conn.close()
```

```
print("Sales Performance of Specific Wines:")
print("-----")
for row in wine_sales:
    print(f"Wine: {row[0]} ({row[1]}, {row[2]})")
    print(f"Product Rating: {row[3]}")
    print(f"Monthly Revenue: {row[4]}")
    print("-----")

print("\nMarketing Campaign Results:")
print("-----")
for row in marketing_campaigns:
    print(f"Event Name: {row[0]}")
    print(f"Event Result: {row[1]}")
    print(f"Customer Feedback: {row[2]}")
    print("-----")

print("\nCustomer Preferences:")
print("-----")
for row in customer_preferences:
    print(f"Customer: {row[0]} {row[1]}")
    print(f"Favorite Item: {row[2]}")
    print(f"Social Media Preference: {row[3]}")
    print("-----")
```