SQL PROJECT

This Project is based on the international breweries data recorded for a duration of three years. I performed data querying and analysis using SQL (PostgreSQL). This was in order to aid better decision making that will lead to profit maximization and reduce loss to the lowest minimum.

The dataset for this project can be found <u>here</u>

I imported the dataset into postgreSQL and performed analyses based on the following questions.

Session A

PROFIT ANALYSIS

- 1. Within the space of the last three years, what was the profit worth of the breweries, inclusive of the anglophone and the francophone territories?
- 2. Compare the total profit between these two territories in order for the territory manager, Mr. Stone to make a strategic decision that will aid profit maximization in 2020.
- 3. What country generated the highest profit in 2019
- 4. Help him find the year with the highest profit.
- 5. Which month in the three years was the least profit generated?
- 6. What was the minimum profit in the month of December 2018?
- 7. Compare the profit for each of the months in 2019
- 8. Which particular brand generated the highest profit in Senegal?

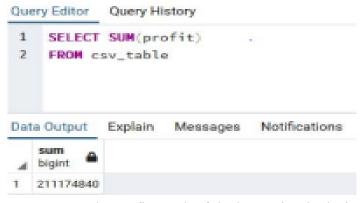
SECTION B

BRAND ANALYSIS

- 1. Within the last two years, the brand manager wants to know the top three brands consumed in the francophone countries
- 2. Find out the top two choice of consumer brands in Ghana
- 3. Find out the details of beers consumed in the past three years in the most oil reached country in West Africa.
- 4. Favorites malt brand in Anglophone region between 2018 and 2019
- 5. Which brands sold the highest in 2019 in Nigeria?
- 6. Favorites brand in South South region in Nigeria
- 7. Bear consumption in Nigeria

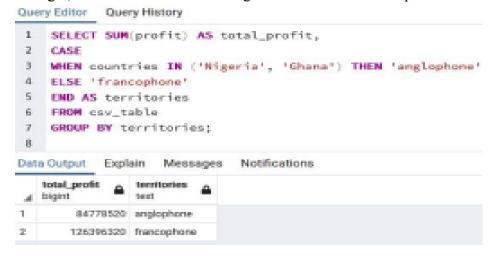
SESSION A: PROFIT ANALYSIS

QUESTION 1: Within the space of the last three years, what was the profit worth of the breweries, inclusive of the anglophone and the francophone territories?



ANSWER: The profit worth of the breweries, inclusive of the anglophone and the francophone territories was 211,174,840

QUESTION 2: Compare the total profit between these two territories in order for the territory manager, Mr. Stone to make a strategic decision that will aid profit maximization in 2020.



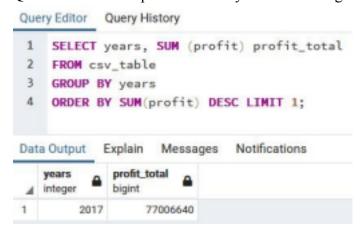
ANSWER: The total profit between these two territories were 84,778,520 and 126,396,320 for anglophone and francophone respectively.

QUESTION 3: What country generated the highest profit in 2019?

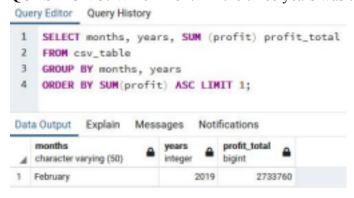


ANSWER: In 2019, Ghana generated the highest profit with a sum profit of 14,288,140.

QUESTION 4: Help him find the year with the highest profit.



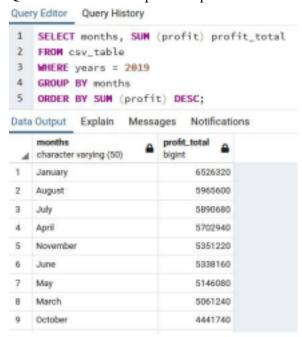
QUESTION 5: Which month in the three years was the least profit generated?



QUESTION 6: What was the minimum profit in the month of December 2018?



QUESTION 7: Compare the profit for each of the months in 2019.

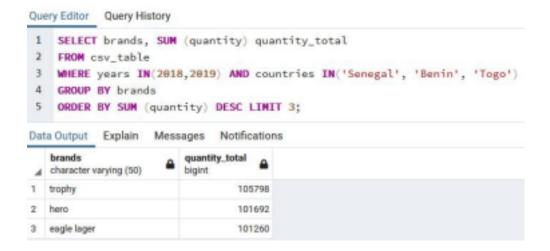


QUESTION 8: Which particular brand generated the highest profit in Senegal?



SESSION B: BRAND ANALYSIS

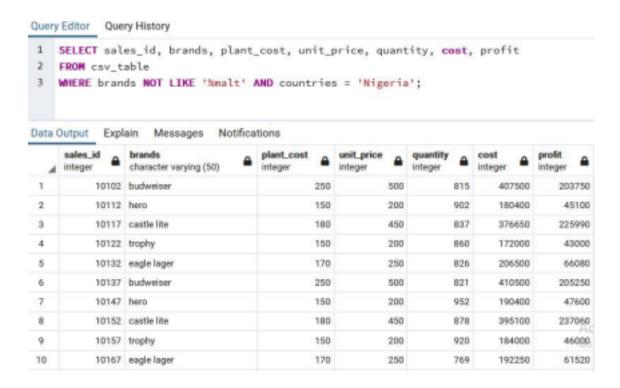
QUESTION 1: Within the last two years, the brand manager wants to knowthe topthree brands consumed in the francophone countries.



QUESTION 2: Find out the top two choice of consumer brands in Ghana.



QUESTION 3: Find out the details of beers consumed in the past three years in the most oil rich country in West Africa.



QUESTION 4: Favorites malt brand in Anglophone region between 2018 and 2019



QUESTION 5: Which brands sold the highest in 2019 in Nigeria?



QUESTION 6: Favorites brand in South South region in Nigeria



QUESTION 7: Beer consumption in Nigeria

