----CAPSTONE PROJECT ON INTERNATIONAL BREWERIES DATA RECORDED FOR A PERIOD OF THREE YEARS----

Report on SQL analysis of International Breweries data record from 2017 - 2019

CREATE TABLE International\_Breweries(

SALES\_ID int,

SALES\_REP varchar,

EMAILS varchar,

BRANDS varchar,

PLANT\_COST int,

UNIT\_PRICE int,

QUANTITY int,

COSTS bigint,

PROFIT bigint,

COUNTRIES varchar,

REGION varchar,

MONTHS char(13),

YEARS int);

SELECT \* FROM International\_Breweries

-----SECTION A-------

----PROFIT ANALYSIS------

----Question 1-------

SELECT SUM(profit), countries,

CASE

WHEN countries = 'Ghana' THEN 'Anglophone'

WHEN countries = 'Nigeria' THEN 'Anglophone'

WHEN countries = 'Benin' THEN 'Francophone'

WHEN countries = 'Togo' THEN 'Francophone'

WHEN countries = 'Senegal' THEN 'Francophone'

ELSE NULL

END AS Territories

FROM International\_Breweries

GROUP BY countries

-----TOTAL PROFIT----

SELECT SUM(profit)

FROM International\_Breweries

----Question 2------

SELECT SUM(profit) Francophone, (SELECT SUM(profit) Anglophone

FROM International\_Breweries

WHERE countries IN ('Ghana','Nigeria'))

FROM International\_Breweries

WHERE countries IN ('Benin','Togo', 'Senegal');

---Question 3---

SELECT SUM(profit), countries, years

FROM International\_Breweries

WHERE years = 2019

GROUP BY countries, years

ORDER BY SUM(profit)DESC

----GHANA generated the highest profit in 2019-----

---QUESTION 4---

SELECT SUM(profit), years

FROM International\_Breweries

WHERE years IN (2017, 2018, 2019)

GROUP BY years

ORDER BY SUM(profit) DESC

------2017 generated the highest profit------

----QUESTION 5---

SELECT SUM(profit), months

FROM International\_Breweries

GROUP BY months

ORDER BY SUM(profit);

------Least profit was generated in APRIL-----

----QUESTION 6-----

SELECT MIN(profit)

FROM International\_Breweries

WHERE months = 'December' AND years = 2018

-----38150 was the minimum profit in December 2018------

----QUESTION 7----

SELECT SUM (profit)

FROM International\_Breweries

WHERE years = 2019

GROUP BY years

SELECT SUM(profit),(SUM(profit)/(SELECT SUM (profit)

FROM International\_Breweries

WHERE years = 2019

GROUP BY years) )\* 100 Pct\_months\_to\_Total, months

FROM International\_Breweries

WHERE years = 2019

GROUP BY months

ORDER BY 2 DESC

-----QUESTION 8--------

SELECT SUM(profit), brands

FROM International\_Breweries

WHERE countries= 'Senegal'

GROUP BY brands

ORDER BY SUM(profit)DESC

--------CASTLE LITE generated the highest profit in Senegal-------

------SECTION B-----

-----BRAND ANALYSIS----

----QUESTION 1----

SELECT SUM(quantity), brands, countries, years

FROM International\_Breweries

WHERE countries IN ('Benin', 'Togo', 'Senegal') AND years IN (2018, 2019)

GROUP BY brands, countries, years

ORDER BY SUM(quantity) DESC

LIMIT 3

------EAGLE LAGER, HERO, TROPHY are the Top 3 consumed in francophone countries-----

-----QUESTION 2------

SELECT SUM(quantity), brands

FROM International\_Breweries

WHERE countries = 'Ghana'

GROUP BY brands, countries

ORDER BY SUM(quantity) DESC

LIMIT 2

----EAGLE LAGER AND CASTLE LITE are the Top 2 brands consumed in Ghana-----

-----QUESTION 3-----

SELECT SUM(quantity), SUM(profit), brands, years

FROM International\_Breweries

WHERE brands IN (SELECT brands FROM International\_Breweries

WHERE brands IN ('trophy','budweiser','castle lite','eagle lager','hero'))

AND countries = 'Nigeria'

GROUP BY brands, years

ORDER BY years

-----QUESTION 4------

SELECT SUM(quantity), brands, countries, years

FROM International\_Breweries

WHERE brands IN ('beta malt', 'grand malt')

AND countries IN ('Nigeria', 'Ghana')

AND years BETWEEN 2018 AND 2019

GROUP BY brands, countries, years

ORDER BY SUM(quantity) DESC

---------GRAND MALT--------

---QUESTION 5-----

SELECT SUM(quantity), brands

FROM International\_Breweries

WHERE countries = 'Nigeria'AND years = 2019

GROUP BY brands

ORDER BY SUM(quantity) DESC

------HERO-----

----QUESTION 6----

SELECT SUM(quantity), brands

FROM International\_Breweries

WHERE countries = 'Nigeria'AND region = 'southsouth'

GROUP BY brands

ORDER BY SUM(quantity) DESC

-----EAGLE LAGER----

-----QUESTION 7----

SELECT SUM(quantity), brands

FROM International\_Breweries

WHERE brands IN ('trophy','budweiser','castle lite','eagle lager','hero')

AND countries = 'Nigeria'

GROUP BY brands

ORDER BY SUM(quantity)

-----QUESTION 8----

SELECT SUM(quantity),region

FROM International\_Breweries

WHERE brands = 'budweiser' AND countries = 'Nigeria'

GROUP BY region

ORDER BY SUM(quantity)

------QUESTION 9------

SELECT SUM(quantity),region

FROM International\_Breweries

WHERE brands = 'budweiser' AND countries = 'Nigeria' AND years = 2019

GROUP BY region

ORDER BY SUM(quantity)

-----PROMO OF BUDWEISER SHOULD BE DONE IN THE SOUTHEAST REGION---

------SECTION C-----

-------COUNTRIES ANALYSIS------

--------QUESTION 1-----

SELECT SUM(quantity), countries

FROM International\_Breweries

WHERE brands IN ('trophy','budweiser','castle lite','eagle lager','hero')

GROUP BY countries

ORDER BY SUM(quantity) DESC

------SENEGAL----

-----QUESTION 2----

SELECT SUM(quantity), sales\_rep

FROM International\_Breweries

WHERE brands = 'budweiser' AND countries = 'Senegal'

GROUP BY sales\_rep

ORDER BY SUM(quantity) DESC

-------JONES----

------QUESTION 3------

SELECT SUM(profit), countries

FROM International\_Breweries

WHERE months IN ('October', 'November', 'December') AND years = 2019

GROUP BY countries

ORDER BY SUM(profit) DESC

-----GHANA----