OYO BUSINESS

SQL CASE STUDY

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PROBLEM STATEMENT:

Apply various SQL functions such as:

☑ CTE
☑ Joins
☑ Logical Operator
☑ Group by, Order by, Where
☑ Aggregate functions Sum, Count, Average
☑ Date functions Datename, Datediff, Month

Database Used - Microsoft SQL Server
Insights:-

1. Banglore , gurgaon & delhi were popular in the bookings, whereas Kolkata is less popular in bookings

2. Nature of Bookings:

- Nearly 50 % of the bookings were made on the day of check in only.
- Nearly 85 % of the bookings were made with less than 4 days prior to the date of check in.
- Very few no.of bookings were made in advance(i.e over a 1 month or 2 months).
- Most of the bookings involved only a single room.
- Nearly 80% of the bookings involved a stay of 1 night only.

3. Oyo should acquire more hotels in the cities of Pune, Kolkata & Mumbai. Because their average room rates are comparetively higher so more revenue will come.

4. The % cancellation Rate is high on all 9 cities except pune , so Oyo should focus on finding reasons about cancellation.

Outputs:

Write a sql query: Frequency of early bookings prior to check-in the hotel

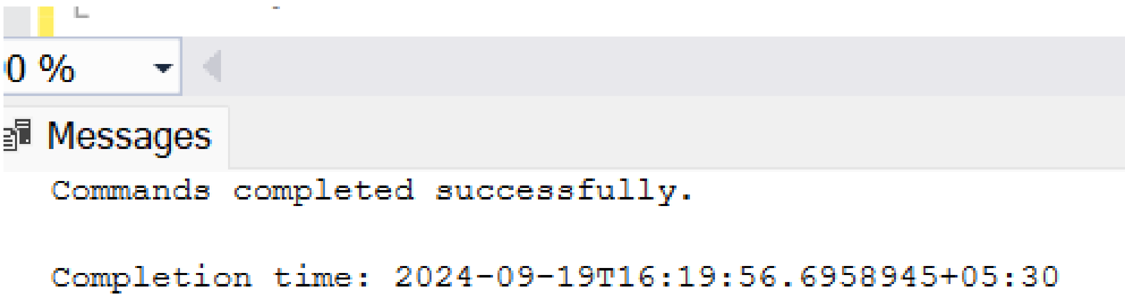
Write the sql query: Frequency of bookings of no of rooms in Hotel

Write a sql query: Net revenue to company (due to some bookings cancelled)

Write a sql query: Gross revenue to company

SOLUTION:

-- create a database Oyo



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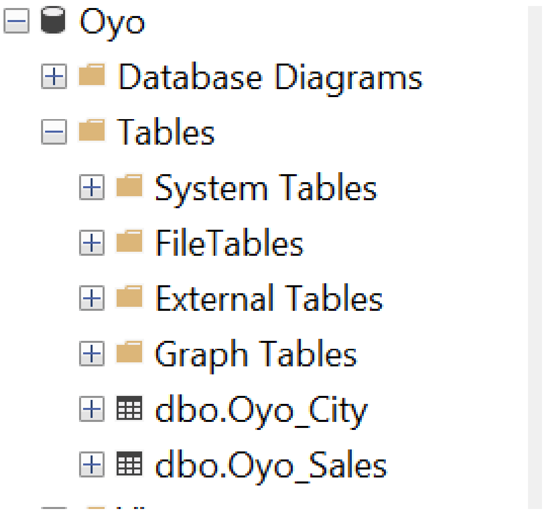
-- import the excel files into MS SQL



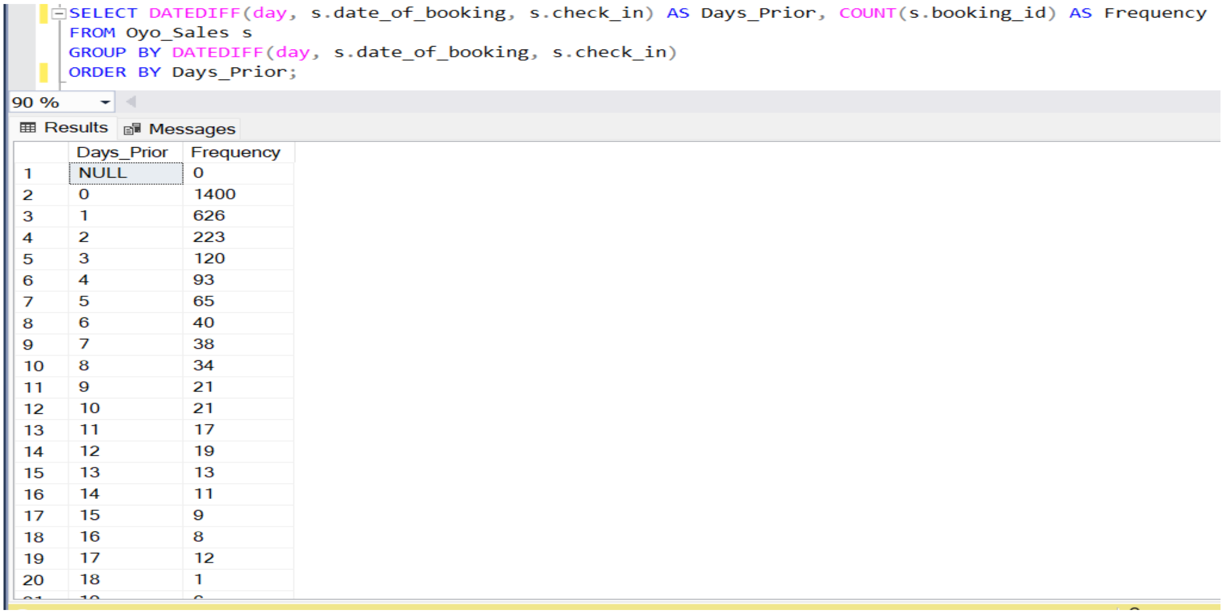
-- Write a sql query: Frequency of early bookings prior to check-in the hotel

SELECT DATEDIFF(day, s.date_of_booking, s.check_in) AS Days_Prior, COUNT(s.booking_id) AS Frequency

FROM Oyo_Sales s

GROUP BY DATEDIFF(day, s.date_of_booking, s.check_in)

ORDER BY Days_Prior;



```
SELECT DATEDIFF(day, s.date_of_booking, s.check_in) AS Days_Prior, COUNT(s.booking_id) AS Frequency
FROM Oyo_Sales s
GROUP BY DATEDIFF(day, s.date_of_booking, s.check_in)
ORDER BY Days_Prior;
```

	Days_Prior	Frequency
1	NULL	0
2	0	1400
3	1	626
4	2	223
5	3	120
6	4	93
7	5	65
8	6	40
9	7	38
10	8	34
11	9	21
12	10	21
13	11	17
14	12	19
15	13	13
16	14	11
17	15	9
18	16	8
19	17	12
20	18	1

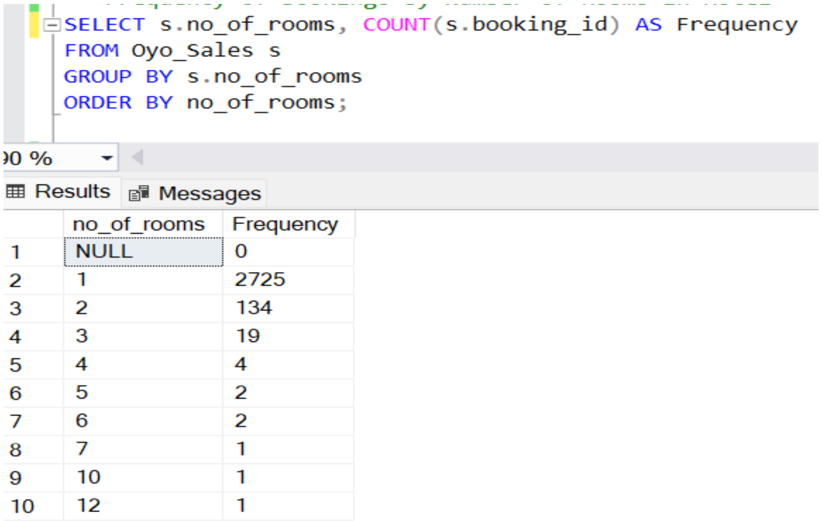
-- Write the sql query: Frequency of bookings of no of rooms in hotel

SELECT s.no_of_rooms, COUNT(s.booking_id) AS Frequency

FROM Oyo_Sales s

GROUP BY s.no_of_rooms

ORDER BY no_of_rooms;



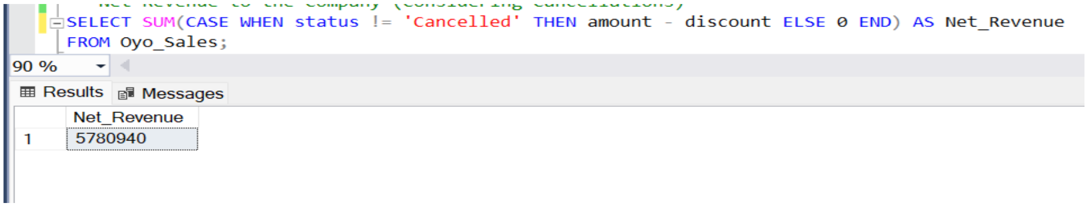
```
SELECT s.no_of_rooms, COUNT(s.booking_id) AS Frequency
FROM Oyo_Sales s
GROUP BY s.no_of_rooms
ORDER BY no_of_rooms;
```

	no_of_rooms	Frequency
1	NULL	0
2	1	2725
3	2	134
4	3	19
5	4	4
6	5	2
7	6	2
8	7	1
9	10	1
10	12	1

-- Write a sql query: Net revenue to company (due to some bookings cancelled)

SELECT SUM(CASE WHEN status != 'Cancelled' THEN amount - discount ELSE 0 END) AS Net_Revenue

FROM Oyo_Sales;



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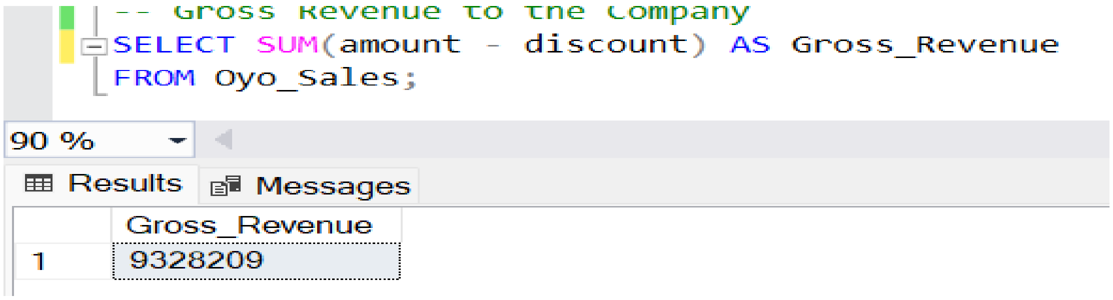
SELECT SUM(CASE WHEN status != 'Cancelled' THEN amount - discount ELSE 0 END) AS Net_Revenue
FROM Oyo_Sales;
```

	Net_Revenue
1	5780940

-- Write a sql query: Gross revenue to company

SELECT SUM(amount - discount) AS Gross_Revenue

FROM Oyo_Sales;



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-- Gross Revenue to the company
SELECT SUM(amount - discount) AS Gross_Revenue
FROM Oyo_Sales;
```

	Gross_Revenue
1	9328209