

# MARKETING ANALYSIS USING SQL



# CHALLENGE

You are a Marketing Analyst

The 'Sustainable Clothing Co.' have been running several marketing campaigns and have asked you to provide your insight into whether they have been successful or not. Analyse the following data and answer the questions to form your answer..

# TABLES

- 1)marketing campaigns
- 2)sustainable clothing
- 3)transactions



# QUESTIONS

- 1. How many transactions were completed during each marketing campaign?
- 2. Which product had the highest sales quantity?
- 3. What is the total revenue generated from each marketing campaign?
- 4. What is the top-selling product category based on the total revenue generated?
- 5. Which products had a higher quantity sold compared to the average quantity sold?
- 6. What is the average revenue generated per day during the marketing campaigns?
- 7. What is the percentage contribution of each product to the total revenue?
- 8. Compare the average quantity sold during marketing campaigns to outside the marketing campaigns
- 9. Compare the revenue generated by products inside the marketing campaigns to outside the campaigns
- 10. Rank the products by their average daily quantity sold

# 1. HOW MANY TRANSACTIONS WERE COMPLETE DURING EACH MARKETING CAMPAIGN?

```
145
146
147 #1. How many transactions were completed during each marketing campaign?
148 • select campaign_name , count(transaction_id)  as total_transactions from marketing_campaigns
149 inner join transactions
150 on
151 marketing_campaigns.product_id=transactions.product_id
152 group by campaign_name
153 order by total_transactions desc ;
154
155
...
```

Result Grid | Filter Rows:  Export: Wrap Cell Content:

	campaign_name	total_transactions
▶	Summer Sale	7
	New Collection Launch	6
	Super Save	3

## 2. WHICH PRODUCT HAD THE HIGHEST SALES QUANTITY?

```
155
156      #Which product had the highest sales quantity?
157 •  select product_name , sum(quantity) as highest_sales_quantity from sustainable_clothing
158      join transactions
159      on
160      sustainable_clothing.product_id=transactions.product_id
161      group by product_name
162      order by highest_sales_quantity desc
163      limit 1;
164
165
```

Result Grid | Filter Rows:  Export: Wrap Cell Content: Fetch rows:

	product_name	highest_sales_quantity
▶	Organic Cotton Sweater	9

# 3. WHAT IS THE TOTAL REVENUE GENERATED FROM EACH MARKETING CAMPAIGN?

The screenshot shows a SQL editor interface with the following details:

- Toolbar:** Includes icons for file, copy, paste, search, and other database operations.
- Tab Bar:** Shows tabs for "Indexes in SQL", "regex in sql", "Challenge -- Finance Analysis", and the active tab "SQL challenge--- Marketing\_An...".
- Query Editor:** Displays the following SQL code:

```
168  #3. What is the total revenue generated from each marketing campaign?
169 •  select campaign_name , round(sum(price*quantity)) as total_revenue_generated from sustainable_clothing
170   join marketing_campaigns
171   on
172     sustainable_clothing.product_id=marketing_campaigns.product_id
173   join transactions
174   on
175     marketing_campaigns.product_id=transactions.product_id
176   group by campaign_name
177   order by total_revenue_generated desc ;
178
179
```
- Result Grid:** A table showing the results of the query:

	campaign_name	total_revenue_generated
▶	Summer Sale	640
	New Collection Launch	440
	Super Save	210

## 4. WHAT IS THE TOP-SELLING PRODUCT CATEGORY BASED ON THE TOTAL REVENUE GENERATED?

```
182
183      #4. What is the top-selling product category based on the total revenue generated?
184 •  select category , round(sum(price*quantity)) as total_revenue_generated from sustainable_clothing
185      join transactions
186      on
187      sustainable_clothing.product_id=transactions.product_id
188      group by  category
189      order by total_revenue_generated desc
190      limit 1;
```

Result Grid | Filter Rows:  Export: Wrap Cell Content: Fetch rows:

	category	total_revenue_generated
▶	Bottoms	1290

## 5. WHICH PRODUCTS HAD A HIGHER QUANTITY SOLD COMPARED TO THE AVERAGE QUANTITY SOLD?

```
193
194  #5. Which products had a higher quantity sold compared to the average quantity sold?
195 • select product_name , sum(quantity) as higher_quantity_sold from sustainable_clothing
196 join transactions
197 on
198 sustainable_clothing.product_id=transactions.product_id
199 group by product_name
200 having sum(quantity)> (select avg(quantity) from transactions)
201 order by higher_quantity_sold desc ;
202
203
```

Result Grid | Filter Rows:  Export: Wrap Cell Content:

	product_name	higher_quantity_sold
▶	Organic Cotton Sweater	9
	Recycled Denim Jeans	8
	Bamboo Yoga Leggings	8
	Linen Jumpsuit	7
	Organic Cotton Socks	7
	Bamboo Lounge Pants	5
	Eco-Friendly Hoodie	5

Result 86

# 6. WHAT IS THE AVERAGE REVENUE GENERATED PER DAY DURING THE MARKETING CAMPAIGNS?

```
206
207  #6. What is the average revenue generated per day during the marketing campaigns?
208 • select campaign_name , day(purchase_date) as per_day , avg(price*quantity) as avg_revenue from sustainable_clothing
209   join marketing_campaigns
210   on
211     sustainable_clothing.product_id=marketing_campaigns.product_id
212   join transactions
213   on
214     marketing_campaigns.product_id=transactions.product_id
215   where purchase_date between start_date and end_date
216   group by campaign_name , day(purchase_date)
217   order by avg_revenue desc;
218
```

Result Grid | Filter Rows:  Export: Wrap Cell Content:

	campaign_name	per_day	avg_revenue
▶	Summer Sale	2	159.97999572753906
	Summer Sale	7	79.98999786376953
	Summer Sale	13	79.98999786376953
	Summer Sale	18	79.98999786376953
	Summer Sale	30	79.98999786376953
	Summer Sale	5	69.99999786376953

Result 87 x Read

# 7. WHAT IS THE PERCENTAGE CONTRIBUTION OF EACH PRODUCT TO THE TOTAL REVENUE?

```
231      #7. What is the percentage contribution of each product to the total revenue?
232 •  SELECT
233      product_name,
234      price,
235      SUM(price * quantity) / (SELECT SUM(price * quantity) FROM transactions) * 100 AS percentage_contribution
236  FROM
237      sustainable_clothing
238  JOIN
239      transactions ON sustainable_clothing.product_id = transactions.product_id
240  GROUP BY
241      product_name, price
242  ORDER BY
243      percentage_contribution DESC;
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

	product_name	price	percentage_contribution
▶	Organic Cotton Sweater	49.99	10.227272727272728
	Recycled Denim Jeans	79.99	9.090909090909092
	Bamboo Yoga Leggings	54.99	9.090909090909092
	Linen Jumpsuit	69.99	7.954545454545454
	Organic Cotton Socks	9.99	7.954545454545454

Result 88 ×

- 10. RANK THE PRODUCTS BY THEIR AVERAGE DAILY QUANTITY SOLD

```
260
261
262      #10. Rank the products by their average daily quantity sold:::
263 •  select product_name , avg(quantity) as average_daily_quantity_sold , rank() over (order by avg(quantity) desc) as product_rank
264      from sustainable_clothing
265      join transactions
266      on
267      sustainable_clothing.product_id=transactions.product_id
268      group by product_name
269      order by average_daily_quantity_sold  desc;
270
271
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Result Grid | Read Only | Context

	product_name	average_daily_quantity_sold	product_rank
▶	Sustainable Swim Shorts	2.0000	1
	Organic Cotton Sweater	1.8000	2
	Organic Cotton Socks	1.7500	3
	Linen Jumpsuit	1.7500	3
	Eco-Friendly Hoodie	1.6667	5

Result 89 × Output

**THANK YOU**