



AD-HOC REQUEST

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About:-

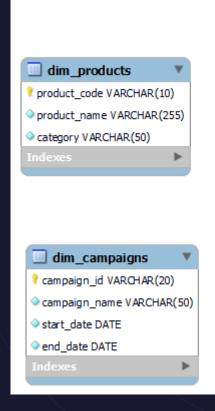
- AtliQ Mart is a retail giants with over 50 supermarkets in the southern region of India. All their 50 stores ran a massive promotion during the Diwali 2023 and Sankranti 2024 on the AtliQ branded products.
- The Senior Executive has asked questions that need answers in a report created using SQL.

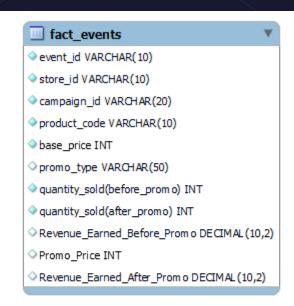
Objectives

• The objective is to leverage SQL queries to address specific business questions and generate insightful reports based on the 'retail_events_db' database in MySQL Workbench. These reports aim to provide actionable insights for optimizing pricing, promotion strategies, retail operations, evaluating promotional campaign effectiveness, and identifying successful products across campaigns. The key objectives for each query are as follows:

INPUT DATA







dim_stores

city VARCHAR(50)

store_id VARCHAR(15)

• Provide a list of products with a base price greater than 500 and that are featured in promo type of 'BOGOF' (Buy One Get One Free).

QUERY

```
1 SELECT
       A.product_code,
       P.product_name,
       A.base_price,
       A.promo_type
 6 FROM
       fact_events A
 8 LEFT JOIN
       dim_products P ON P.product_code = A.product_code
10 WHERE
       A.base_price > 500
11
       AND A.promo_type = "BOGOF"
12
13 GROUP BY
14
       A.product_code,
15
       P.product_name,
16
       A.base_price,
17
       A.promo_type;
```

	product_code	product_name	base_price	promo_type
•	P08	Atliq_Double_Bedsheet_set	1190	BOGOF
	P14	Atliq_waterproof_Immersion_Rod	1020	BOGOF



• Generate a report that provides an overview of the number of stores in each city. The results will be sorted in descending order of store counts.-

QUERY

```
1 SELECT
2 city AS "City",
3 COUNT(store_id) AS "No of Store"
4 FROM
5 dim_stores
6 GROUP BY
7 city
8 ORDER BY
9 COUNT(store_id) DESC;
```

	City	No of Store
•	Bengaluru	10
	Chennai	8
	Hyderabad	7
	Coimbatore	5
	Visakhapatnam	5
	Madurai	4
	Mysuru	4
	Mangalore	3
	Trivandrum	2
	Vijayawada	2

 Generate a report that displays each campaign along with the total revenue generated before and after the campaign?



QUERY

	Campaign_name	Rev_Earned_Before Promotion	Rev_Earned_After Promotion
•	Sankranti	58.13 M	140.40 M
	Diwali	82.57 M	207.46 M

 Produce a report that calculates the Incremental Sold Quantity (ISU%) for each category during the Diwali campaign. Additionally, provide rankings for the categories based on their ISU%.

QUERY

1 SELECT Category, `ISU %`, RANK() OVER (ORDER BY 'ISU %' DESC) AS Ranking 5 FROM SELECT P.category, ROUND((((SUM(`quantity sold(after promo)`) - SUM(`quantity sold(before promo)`)) / SUM(`quantity_sold(before_promo)`)) * 100), 2) AS "ISU %" FROM 10 11 fact_events A 12 LEFT JOIN dim products P ON P.product code = A.product code 13 14 WHERE `campaign id` = "CAMP DIW 01" 16 **GROUP BY** 17 P.category) AS subquery; 18

	Category	ISU %	Ranking
٠	Home Appliances	588.45	1
()	Home Care	203.14	2
	Combo 1	202.36	3
	Personal Care	31.06	4
	Grocery & Staples	18.05	5



• Create a report featuring the Top 5 products, ranked by Incremental Revenue Percentage (IR%).

QUERY

1 SELECT Product_name, Category, `IR %`, RANK() OVER (ORDER BY 'IR %' DESC) AS Ranking 6 FROM (**SELECT** P.product_name, P.category, ROUND((((SUM(`Revenue_Earned_After_Promo`) - SUM(`Revenue_Earned_Before_Promo`)) / 10 SUM(`Revenue_Earned_Before_Promo`)) * 100), 2) AS "IR %" 11 FROM fact_events A 12 LEFT JOIN 13 dim_products P ON P.product_code = A.product_code 14 **GROUP BY** 15 16 P.product_name, 17 P.category 18) AS subquery 19 ORDER BY Ranking ASC 21 LIMIT 5;

	Product_name	Category	IR %	Ranking
•	Atliq_waterproof_Immersion_Rod	Home Appliances	266.19	1
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98	2
	Atliq_Double_Bedsheet_set	Home Care	258.27	3
	Atliq_Curtains	Home Care	255.34	4
	Atliq_Home_Essential_8_Product_Combo	Combo1	183.33	5



THANK YOU!

HOW TO CONNECT ME?



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