AD-HOC REQUEST 1

```
1      # 1. Provide a list of products with a base price greater than 500 and that are featured in promo type of 'BOGOF'.
2  •   SELECT dp.product_name, fe.base_price, fe.promo_type
3      FROM fact_events fe
4      JOIN dim_products dp ON fe.product_code = dp.product_code
5      WHERE fe.base_price > 500 AND fe.promo_type = 'BOGOF';
```

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

product_name	base_price	promo_type
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_Double_Bedsheet_set	1190	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF
Atliq_waterproof_Immersion_Rod	1020	BOGOF

AD-HOC REQUEST 2

```
1      #2.Provide an overview of the number of stores in each city, sorted in descending order of store counts, to identify cities with highest s
2      SELECT
3          city,
4          COUNT(store_id) AS store_count
5      FROM dim_stores
6      GROUP BY city
7      ORDER BY store_count DESC;
```

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

city	store_count
Bengaluru	10
Chennai	8
Hyderabad	7
Coimbatore	5
Visakhapatnam	5
Madurai	4
Mysuru	4
Mangalore	3
Trivandrum	2
Vijayawada	2

Result Grid

Form Editor

Field Types

AD-HOC REQUEST 3

```sql
1    #3. Provide a report that displays each campaign along with total revenue generated before and after campaign.
2    SELECT
3        dc.campaign_name,
4        SUM(fe.base_price * fe.`quantity_sold(before_promo)`) AS total_revenue_before_promo,
5        SUM(fe.base_price * fe.`quantity_sold(after_promo)`) AS total_revenue_after_promo
6    FROM
7        fact_events fe
8    JOIN
9        dim_campaigns dc ON fe.campaign_id = dc.campaign_id
10   GROUP BY
11       dc.campaign_name;
```

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

campaign_name	total_revenue_before_promo	total_revenue_after_promo
Sankranti	58127429	140403941
Diwali	82573759	207456209

AD-HOC REQUEST 4

```sql
1    #4.Calculate the Incremental Sold Quantity (ISU%) for each category during Diwali campaign. Provide rankings for categories based on ISU%.
2    SELECT
3        dp.category,
4        ROUND(
5            (SUM(fe.`quantity_sold(after_promo)`) - SUM(fe.`quantity_sold(before_promo)`)) /
6            SUM(fe.`quantity_sold(before_promo)`) * 100,
7            2
8        ) AS ISU_percentage,
9        RANK() OVER (ORDER BY
10           (SUM(fe.`quantity_sold(after_promo)`) - SUM(fe.`quantity_sold(before_promo)`)) /
11           SUM(fe.`quantity_sold(before_promo)`) DESC
12       ) AS rank_order
13   FROM fact_events fe
14   JOIN dim_campaigns dc ON fe.campaign_id = dc.campaign_id
15   JOIN dim_products dp ON fe.product_code = dp.product_code
16   WHERE dc.campaign_name = 'Diwali'
17   GROUP BY dp.category
18   ORDER BY ISU_percentage DESC;
```

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

category	ISU_percentage	rank_order
Home Appliances	244.23	1
Combo1	202.36	2
Home Care	79.63	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

AD-HOC REQUEST 5

```sql
1    #5.Create a report featuring top 5 products, ranked by Incremental Revenue Percentage (IR%), across all campaigns
2    SELECT
3        dp.product_name,
4        dp.category,
5        ROUND(
6            (SUM(fe.base_price * fe.`quantity_sold(after_promo)`) - SUM(fe.base_price * fe.`quantity_sold(before_promo)`)) /
7            SUM(fe.base_price * fe.`quantity_sold(before_promo)`) * 100,
8            2
9        ) AS IR_percentage
10   FROM fact_events fe
11   JOIN dim_products dp ON fe.product_code = dp.product_code
12   GROUP BY dp.product_name, dp.category
13   ORDER BY IR_percentage DESC
14   LIMIT 5;
```

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

product_name	category	IR_percentage
Atliq_waterproof_Immersion_Rod	Home Appliances	266.19
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98
Atliq_Double_Bedsheet_set	Home Care	258.27
Atliq_Curtains	Home Care	255.34
Atliq_Home_Essential_8_Product_Combo	Combo1	183.33