

Iowa liquor sales analysis

Tuesday, December 13, 2022 3:59 PM

-- The total no of liquor stores and liquor vendors

```
SELECT
  count(distinct(store_name)) total_stores,
  count(distinct vendor_name) total_vendor
FROM
  bigquery-public-data.iowa_liquor_sales.sales;
```

--calculate the cost price for each bottle that was sold

```
SELECT
  state_bottle_cost,
  bottles_sold,
  (state_bottle_cost * bottles_sold) AS cost_of_prod,
  state_bottle_retail,
  sale_dollars
FROM
  bigquery-public-data.iowa_liquor_sales.sales
LIMIT
  100;
```

--calculate the average cost price and average revenue

```
WITH rev_table as
  (SELECT
    vendor_name,
    sum(state_bottle_cost * bottles_sold) AS sum_rev_byvendor,
    AVG(sale_dollars) as avg_revenue_bystore,
    EXTRACT(year from date) date_year
  FROM
    bigquery-public-data.iowa_liquor_sales.sales
  GROUP BY
    1)
SELECT
  date_year,
  vendor_name,
  sum_rev_byvendor
from
  rev_table
GROUP BY
  1,4
ORDER BY
  1 DESC
LIMIT
  100;
```

-- County with the highest and least number of stores

```
SELECT
  county,
  count(distinct store_name) total_store
FROM
  bigquery-public-data.iowa_liquor_sales.sales
GROUP BY
  county
ORDER BY
  total_store desc
limit
  10;
```

--County with the highest and least number of vendor

```
SELECT
  county,
  count(distinct vendor_name) total_vendor
FROM
  bigquery-public-data.iowa_liquor_sales.sales
GROUP BY
  county
ORDER BY
```

```

total_vendor asc
LIMIT
10;
--Alcohol consumption across the state
SELECT
    city,
    sum(volume_sold_liters) vol_sold
FROM
    bigquery-public-data.iowa_liquor_sales.sales
GROUP BY
    city
ORDER BY
    vol_sold desc
--Counties with the highest alcohol consumption in 2022
SELECT
    DISTINCT(county),
    MAX(extract(year from date)) year,
    COUNT(distinct city),
    SUM(volume_sold_liters) vol_sold,
    AVG(volume_sold_liters) avg_vol
FROM
    bigquery-public-data.iowa_liquor_sales.sales
GROUP BY
    1
ORDER BY
    4 DESC

-- Gross profit margin
select
    year,
    ROUND(yearly_rev) total_sales,
    ((yearly_rev - yearly_cost)/ yearly_rev) AS gross_margin
FROM
    (SELECT
        EXTRACT(year from date ) as year,
        SUM(sale_dollars) yearly_rev,
        SUM(state_bottle_cost * bottles_sold) yearly_cost
    FROM
        bigquery-public-data.iowa_liquor_sales.sales
    GROUP BY
        1) sub
GROUP BY
    1,2,3
ORDER BY
    3 desc;

-- Any Seasonal changes in the sales of alcohol
SELECT

    EXTRACT(year from date ) as yearly_sales,
    SUM(sale_dollars)
FROM
    bigquery-public-data.iowa_liquor_sales.sales
GROUP BY
    yearly_sales
ORDER BY
    yearly_sales;
--Top 10 store with the highest sales
SELECT
    distinct store_name
    SUM(sale_dollars) yearly_rev
FROM
    bigquery-public-data.iowa_liquor_sales.sales
GROUP BY
    1
order by
    2 desc
LIMIT
    10
-- Top 10 vendors with highest sales
SELECT

```

```

    vendor_name,
    sum(state_bottle_cost * bottles_sold) yearly_rev_vendor
FROM
    bigquery-public-data.iowa_liquor_sales.sales
GROUP BY
    1
ORDER BY
    2 DESC
LIMIT
    10
-- List of liquor categories
select distinct category_name
from bigquery-public-data.iowa_liquor_sales.sales

--distribution of stores across the county
select
    count(distinct(store_name)),
    county
from
    bigquery-public-data.iowa_liquor_sales.sales
where
    county is not NULL
group by
    county
order by
    1 desc
limit 10
--Week days with the highest vol of alcohol sold and rev generated
select
    FORMAT_DATE('%A', date ) as days,
    ROUND(sum(sale_dollars)) total_rev,
    sum(volume_sold_liters) total_vol_ltr
from bigquery-public-data.iowa_liquor_sales.sales
group by
    1
ORDER BY
    1

--Brands with highest volume of alcohol by sales
select
    vendor_name,
    sum(volume_sold_liters)
from
    bigquery-public-data.iowa_liquor_sales.sales
group by
    vendor_name
order by
    2 desc
limit
    10

```