

Analyzing data using SQL Queries

Case Project: The International
breweries data recorded for a
duration of three years

 2017 - 2019

 Case Areas:

- Profit Analysis
- Brand Analysis
- Geo-Location Analysis

Apuabi's Note

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From the international breweries data recorded for a duration of three years, you are directed to do the following analyses to aid better decision making in order to maximize profit and reduce loss to the lowest minimum

[Download](#) the Dataset here



PROFIT ANALYSIS

- I. Within the space of the last three years, what was the profit worth of the breweries, inclusive of the anglophone and the francophone territories?
- II. Compare the total profit between these two territories in order for the territory manager, Mr. Stone made a strategic decision that will aid profit maximization in 2020.
- III. Country that generated the highest profit in 2019
- IV. Help him find the year with the highest profit.
- V. Which month in the three years was the least profit generated?
- VI. What was the minimum profit in the month of December 2018?
- VII. Compare the profit in percentage for each of the month in 2019
- VIII. Which particular brand generated the highest profit in Senegal?



BRAND ANALYSIS

- I. Within the last two years, the brand manager wants to know the top three brands consumed in the francophone countries
- II. Find out the top two choice of consumer brands in Ghana
- III. Find out the details of beers consumed in the past three years in the most oil rich country in West Africa.
- IV. Favorites malt brand in Anglophone region between 2018 and 2019
- V. Which brands sold the highest in 2019 in Nigeria?
- VI. Favorites brand in South South region in Nigeria
- VII. Bear consumption in Nigeria
- VIII. Level of consumption of Budweiser in the regions in Nigeria
- IX. Level of consumption of Budweiser in the regions in Nigeria in 2019 (Decision on Promo)

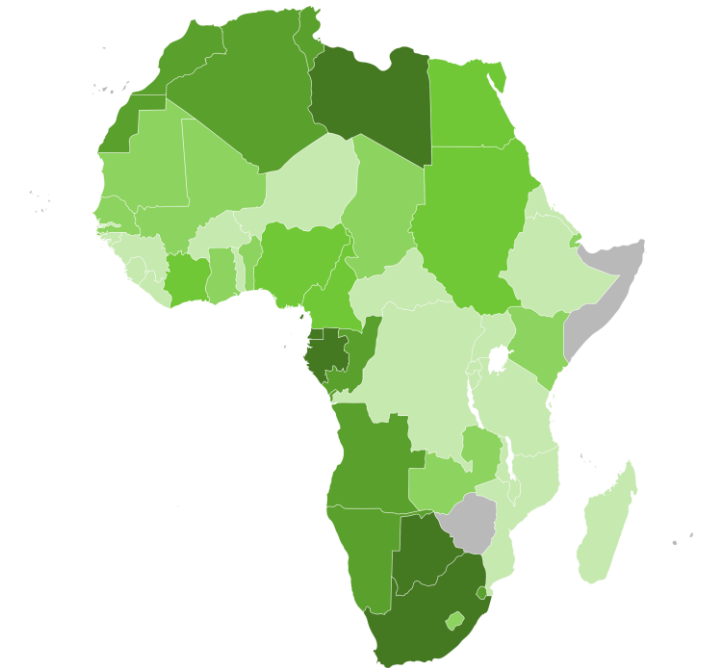


apuabi's note



GEO-LOCATION ANALYSIS

- I. Country with the highest consumption of beer.
- II. Highest sales personnel of Budweiser in Senegal
- III. Country with the highest profit of the fourth quarter in 2019





Data Source (declassified) &
Framework

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apuabi's note

For more information



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