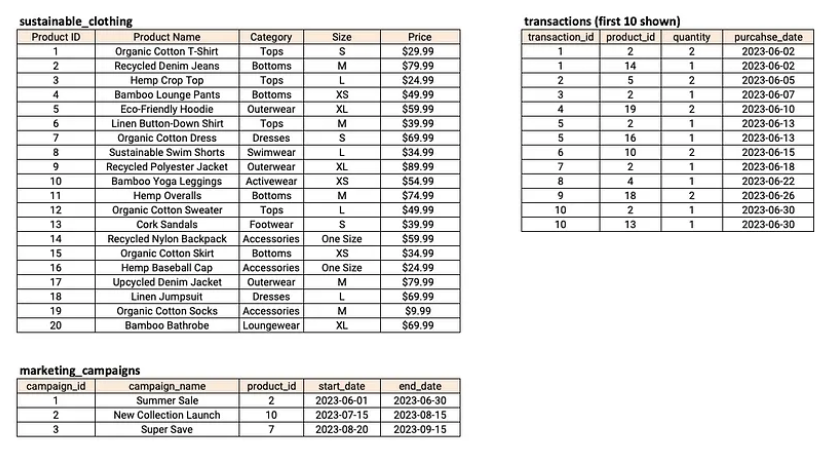
**SQL Project (Marketing Analysis)**

# **Tables**

Here are the tables you will be using

* Sustainable\_clothing
* Transactions
* Marketing\_campaigns



## Creating Tables

### Creating Sustainable\_clothing Table

CREATE TABLE sustainable\_clothing (  
product\_id INT PRIMARY KEY,  
product\_name VARCHAR(100),  
category VARCHAR(50),  
size VARCHAR(10),  
price FLOAT  
);

**Inserting values in Sustainable\_clothing Table**

-- Insert data into the table  
INSERT INTO sustainable\_clothing (product\_id, product\_name, category, size, price)  
VALUES  
(1, 'Organic Cotton T-Shirt', 'Tops', 'S', 29.99),  
(2, 'Recycled Denim Jeans', 'Bottoms', 'M', 79.99),  
(3, 'Hemp Crop Top', 'Tops', 'L', 24.99),  
(4, 'Bamboo Lounge Pants', 'Bottoms', 'XS', 49.99),  
(5, 'Eco-Friendly Hoodie', 'Outerwear', 'XL', 59.99),  
(6, 'Linen Button-Down Shirt', 'Tops', 'M', 39.99),  
(7, 'Organic Cotton Dress', 'Dresses', 'S', 69.99),  
(8, 'Sustainable Swim Shorts', 'Swimwear', 'L', 34.99),  
(9, 'Recycled Polyester Jacket', 'Outerwear', 'XL', 89.99),  
(10, 'Bamboo Yoga Leggings', 'Activewear', 'XS', 54.99),  
(11, 'Hemp Overalls', 'Bottoms', 'M', 74.99),  
(12, 'Organic Cotton Sweater', 'Tops', 'L', 49.99),  
(13, 'Cork Sandals', 'Footwear', 'S', 39.99),  
(14, 'Recycled Nylon Backpack', 'Accessories', 'One Size', 59.99),  
(15, 'Organic Cotton Skirt', 'Bottoms', 'XS', 34.99),  
(16, 'Hemp Baseball Cap', 'Accessories', 'One Size', 24.99),  
(17, 'Upcycled Denim Jacket', 'Outerwear', 'M', 79.99),  
(18, 'Linen Jumpsuit', 'Dresses', 'L', 69.99),  
(19, 'Organic Cotton Socks', 'Accessories', 'M', 9.99),  
(20, 'Bamboo Bathrobe', 'Loungewear', 'XL', 69.99);

**Creating marketing\_campaigns table**

CREATE TABLE marketing\_campaigns (  
campaign\_id INT PRIMARY KEY,  
campaign\_name VARCHAR(100),  
product\_id INT,  
start\_date DATE,  
end\_date DATE,  
FOREIGN KEY (product\_id) REFERENCES sustainable\_clothing (product\_id)  
);

**Inserting values in marketing\_campaigns table**

-- Insert data into the table  
INSERT INTO marketing\_campaigns (campaign\_id, campaign\_name, product\_id, start\_date, end\_date)  
VALUES  
(1, 'Summer Sale', 2, '2023-06-01', '2023-06-30'),  
(2, 'New Collection Launch', 10, '2023-07-15', '2023-08-15'),  
(3, 'Super Save', 7, '2023-08-20', '2023-09-15');

**Creating Transactions Table**

-- Create the table  
CREATE TABLE transactions (  
transaction\_id INT PRIMARY KEY,  
product\_id INT,  
quantity INT,  
purchase\_date DATE,  
FOREIGN KEY (product\_id) REFERENCES sustainable\_clothing (product\_id)  
);

**Inserting values in Transactions Table**

-- Insert data into the table  
INSERT INTO transactions (transaction\_id, product\_id, quantity, purchase\_date)  
VALUES  
(1, 2, 2, '2023-06-02'),  
(2, 14, 1, '2023-06-02'),  
(3, 5, 2, '2023-06-05'),  
(4, 2, 1, '2023-06-07'),  
(5, 19, 2, '2023-06-10'),  
(6, 2, 1, '2023-06-13'),  
(7, 16, 1, '2023-06-13'),  
(8, 10, 2, '2023-06-15'),  
(9, 2, 1, '2023-06-18'),  
(10, 4, 1, '2023-06-22'),  
(11, 18, 2, '2023-06-26'),  
(12, 2, 1, '2023-06-30'),  
(13, 13, 1, '2023-06-30'),  
(14, 4, 1, '2023-07-04'),  
(15, 6, 2, '2023-07-08'),  
(16, 15, 1, '2023-07-08'),  
(17, 9, 2, '2023-07-12'),  
(18, 20, 1, '2023-07-12'),  
(19, 11, 1, '2023-07-16'),  
(20, 10, 1, '2023-07-20'),  
(21, 12, 2, '2023-07-24'),  
(22, 5, 1, '2023-07-29'),  
(23, 10, 1, '2023-07-29'),  
(24, 10, 1, '2023-08-03'),  
(25, 19, 2, '2023-08-08'),  
(26, 3, 1, '2023-08-14'),  
(27, 10, 1, '2023-08-14'),  
(28, 16, 2, '2023-08-20'),  
(29, 18, 1, '2023-08-27'),  
(30, 12, 2, '2023-09-01'),  
(31, 13, 1, '2023-09-05'),  
(32, 7, 1, '2023-09-05'),  
(33, 6, 1, '2023-09-10'),  
(34, 15, 2, '2023-09-14'),  
(35, 9, 1, '2023-09-14'),  
(36, 11, 2, '2023-09-19'),  
(37, 17, 1, '2023-09-23'),  
(38, 2, 1, '2023-09-28'),  
(39, 14, 1, '2023-09-28'),  
(40, 5, 2, '2023-09-30'),  
(41, 16, 1, '2023-10-01'),  
(42, 12, 2, '2023-10-01'),  
(43, 1, 1, '2023-10-01'),  
(44, 7, 1, '2023-10-02'),  
(45, 18, 2, '2023-10-03'),  
(46, 12, 1, '2023-10-03'),  
(47, 13, 1, '2023-10-04'),  
(48, 4, 1, '2023-10-05'),  
(49, 12, 2, '2023-10-05'),  
(50, 7, 1, '2023-10-06'),  
(51, 4, 2, '2023-10-08'),  
(52, 8, 2, '2023-10-08'),  
(53, 16, 1, '2023-10-09'),  
(54, 19, 1, '2023-10-09'),  
(55, 1, 1, '2023-10-10'),  
(56, 18, 2, '2023-10-10'),  
(57, 2, 1, '2023-10-10'),  
(58, 15, 2, '2023-10-11'),  
(59, 17, 2, '2023-10-13'),  
(60, 13, 1, '2023-10-13'),  
(61, 10, 2, '2023-10-13'),  
(62, 9, 1, '2023-10-13'),  
(63, 19, 2, '2023-10-13'),  
(64, 20, 1, '2023-10-14');

# **Case Study questions**

**Q1. How many transactions were completed during each marketing campaign?**

**Q2. Which product had the highest sales quantity?**

**Q3. What is the total revenue generated from each marketing campaign?**

**Q4. What is the top-selling product category based on the total revenue generated?**

**Q5. Which products had a higher quantity sold compared to the average quantity sold?**

**Q6. What is the average revenue generated per day during the marketing campaigns?**

**Q7. What is the percentage contribution of each product to the total revenue?**

**Q8. Compare the average quantity sold during marketing campaigns to outside the marketing campaigns.**

**Q9. Compare the revenue generated by products inside the marketing.**

**Q10. Rank the products by their average daily quantity sold.**