

Intro

You are a Marketing Analyst

The 'Sustainable Clothing Co.' have been running several marketing campaigns and have asked you to provide your insight into whether they have been successful or not. Analyse the following data and answer the questions to form your answer.

Tables

Table name	Columns Names
Sustainable_Clothing	Product_id,Category,Size,Price
Transactions	Transaction_id,product_id,quantity,purchase_date
Marketing_campaigns	Campaign_id,campaign_name,product_id,start_date,end_date

- Create the table

```
CREATE TABLE sustainable_clothing (  
product_id INT PRIMARY KEY,  
product_name VARCHAR(100),  
category VARCHAR(50),  
size VARCHAR(10),  
price FLOAT  
);
```

-- 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);

-- Create the 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)  
);
```

-- 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');

-- 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)
```

);

-- 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')