**SQL QUERIES for Food&Beverage**

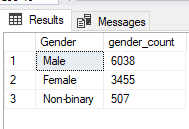
1. Demographic Insights:
2. Who prefers energy drink more? (male/female/non-binary?)

select Gender, count(\*) as gender\_count

from dim\_repondents

group by Gender

order by gender\_count desc;



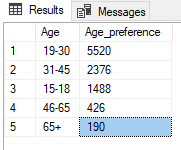
1. Which age group prefers energy drinks more?

select Age, count(\*) as Age\_preference

from dim\_repondents

group by age

order by Age\_preference desc;



1. Which type of marketing reaches the most Youth (15-30)?

select fact\_survey\_responses.Marketing\_channels, count(\*) as marketing\_preference from fact\_survey\_responses

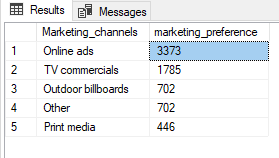
inner join dim\_repondents on

fact\_survey\_responses.Respondent\_ID= dim\_repondents.Respondent\_ID

where dim\_repondents.Age = '15-18' or dim\_repondents.Age= '19-30'

group by fact\_survey\_responses.Marketing\_channels

order by marketing\_preference desc;



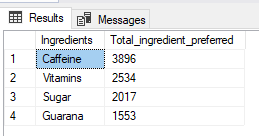
1. Consumer Preferences:
2. What are the preferred ingredients of energy drinks among respondents?

select Ingredients\_expected as Ingredients, count(\*) as Total\_ingredient\_preferred

from fact\_survey\_responses

group by Ingredients\_expected

order by Total\_ingredient\_preferred desc;



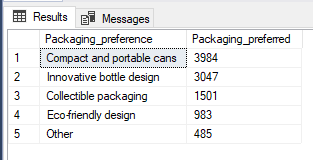
1. What packaging preferences do respondents have for energy drinks?

select Packaging\_preference , count(\*) as Packaging\_preferred

from fact\_survey\_responses

group by Packaging\_preference

order by Packaging\_preferred desc;



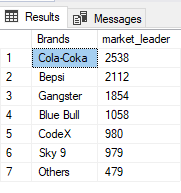
1. Competition Analysis:
2. Who are the current market leaders?

select Current\_brands as Brands, count(\*) as market\_leader

from fact\_survey\_responses

group by Current\_brands

order by market\_leader desc;



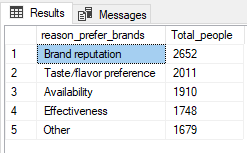
1. What are the primary reasons consumers prefer those brands over ours?

select Reasons\_for\_choosing\_brands as reason\_prefer\_brands, count(\*) as Total\_people

from fact\_survey\_responses

group by Reasons\_for\_choosing\_brands

order by Total\_people desc;



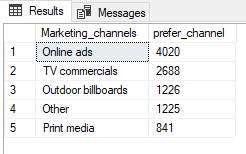
1. Marketing Channels and Brand Awareness:
2. Which marketing channel can be used to reach more customers?

select Marketing\_channels , count(\*) as prefer\_channel

from fact\_survey\_responses

group by Marketing\_channels

order by prefer\_channel desc;



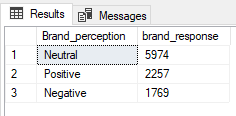
1. How effective are different marketing strategies and channels in reaching our customers?

select Brand\_perception , count(\*) as brand\_response

from fact\_survey\_responses

group by Brand\_perception

order by brand\_response desc;



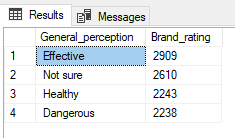
1. Brand Penetration:
2. What do people think about our brand? (overall rating)

select General\_perception , count(\*) as Brand\_rating

from fact\_survey\_responses

group by General\_perception

order by Brand\_rating desc;



1. Which cities do we need to focus more on?

select dim\_cities.City, count(\*) as response\_count

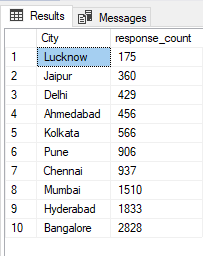
from dim\_cities

inner join dim\_repondents on

dim\_cities.City\_ID = dim\_repondents.City\_ID

group by dim\_cities.City

order by response\_count;



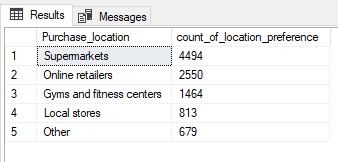
1. Purchase Behavior:
2. Where do respondents prefer to purchase energy drinks?

select Purchase\_location, count(\*) as count\_of\_location\_preference

from fact\_survey\_responses

group by Purchase\_location

order by count\_of\_location\_preference desc;



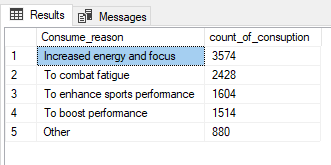
1. What are the typical consumption situations for energy drinks among respondents?

select Consume\_reason, count(\*) as count\_of\_consuption

from fact\_survey\_responses

group by Consume\_reason

order by count\_of\_consuption desc;



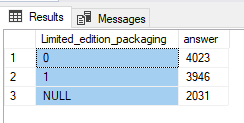
1. What factors influence respondents' purchase decisions, such as price range and limited edition packaging?

select Limited\_edition\_packaging , count(\*) as answer

from fact\_survey\_responses

group by Limited\_edition\_packaging

order by answer desc;

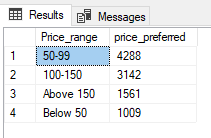


select Price\_range, count(\*) as price\_preferred

from fact\_survey\_responses

group by Price\_range

order by price\_preferred desc;



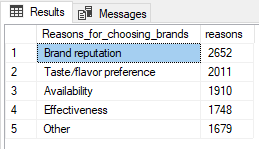
1. Product Development
2. Which area of business should we focus more on our product development? (Branding/taste/availability)

select Reasons\_for\_choosing\_brands, count(\*) as reasons

from fact\_survey\_responses

group by Reasons\_for\_choosing\_brands

order by reasons desc;



Secondary Insights

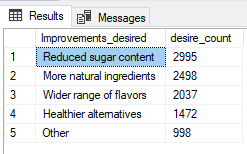
1. What immediate improvements can we bring to the product?

select Improvements\_desired, count(\*) as desire\_count

from fact\_survey\_responses

group by Improvements\_desired

order by desire\_count desc;



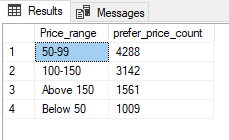
1. What should be the ideal price of our product?

select Price\_range , count(\*) as prefer\_price\_count

from fact\_survey\_responses

group by Price\_range

order by prefer\_price\_count desc;



1. What are the reasons for preventing our brand?

select Reasons\_preventing\_trying , count(\*) as reason\_count

from fact\_survey\_responses

group by Reasons\_preventing\_trying

order by reason\_count desc;

