CASE STUDY 1 OYO BUSINESS

Creation of Database and Insertion of Data:

```
CREATE DATABASE CaseStudy1;
USE CaseStudy1;

CREATE TABLE Oyo_City( Hotel_ID INT, City VARCHAR(20));

BULK INSERT Oyo_City
FROM 'D:\Victus Laptop\Downloads\Oyo_City.csv'
WITH (
    FORMAT = 'CSV',
    FIRSTROW = 2,
    FIELDTERMINATOR = ',',
    ROWTERMINATOR = '\n',
    TABLOCK
);

SELECT * FROM Oyo_City;
```

```
CREATE TABLE Oyo_Sales (booking_id INT, customer_id INT, status VARCHAR(20), check_in DATE, check_out DATE, no_of_rooms INT, hotel_id INT, amount INT, discount INT, date_of_booking DATE);

EBULK INSERT Oyo_Sales

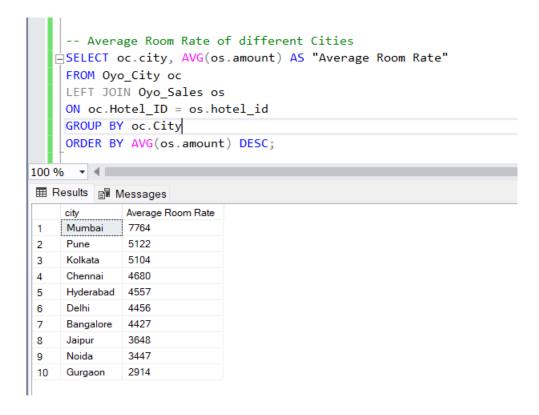
FROW 'D:\Victus Laptop\Downloads\Oyo_Sales.csv'

WITH (
FORMAT = 'CSV',
FIRSTROW = 2,
FIELDTERMINATOR = ',',
ROWTERMINATOR = '\n',
TABLOCK

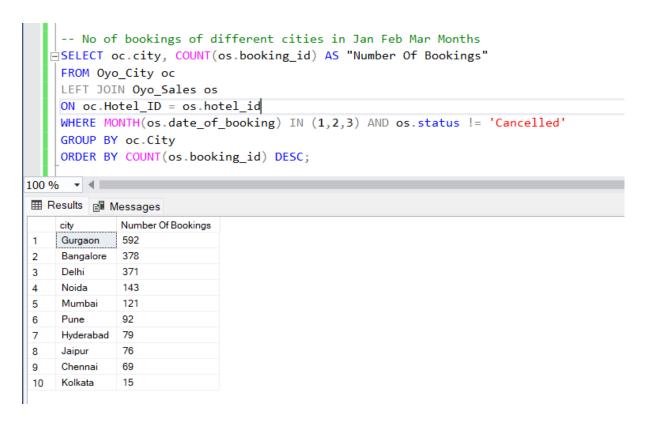
);

SELECT * FROM Oyo_Sales;
```

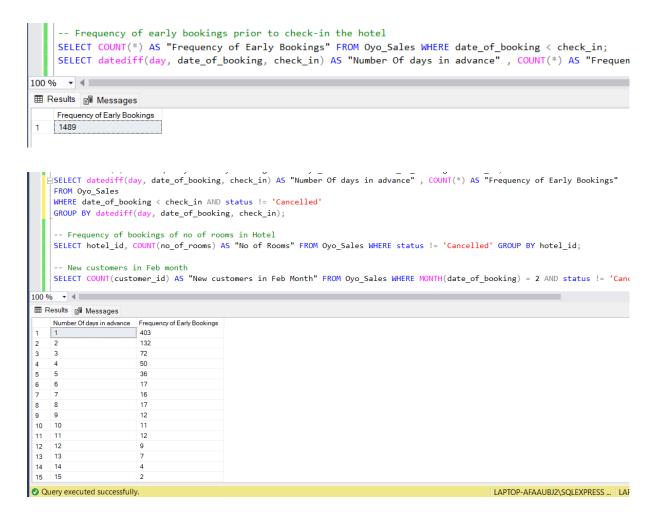
1. Find the average room rates of different cities



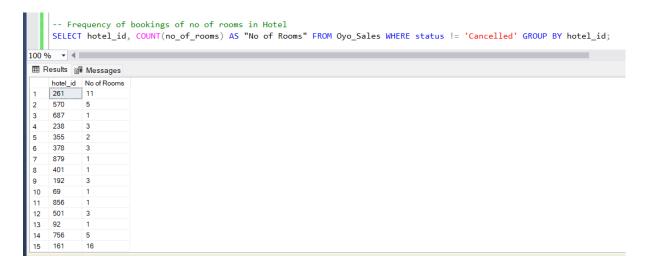
2. No of bookings of different cities in the months – Jan, Feb, Mar



3. Frequency of early bookings prior to check-in the hotel



4. Frequency of bookings of no of rooms in Hotel



5. New customers in Feb Month

```
-- New customers in Feb month

SELECT COUNT(customer_id) AS "New customers in Feb Month"

FROM Oyo_Sales

WHERE MONTH(date_of_booking) = 2 AND status != 'Cancelled' AND customer_id NOT IN

(SELECT customer_id

FROM Oyo_Sales

WHERE date_of_booking < '2022-02-01');

100 % 

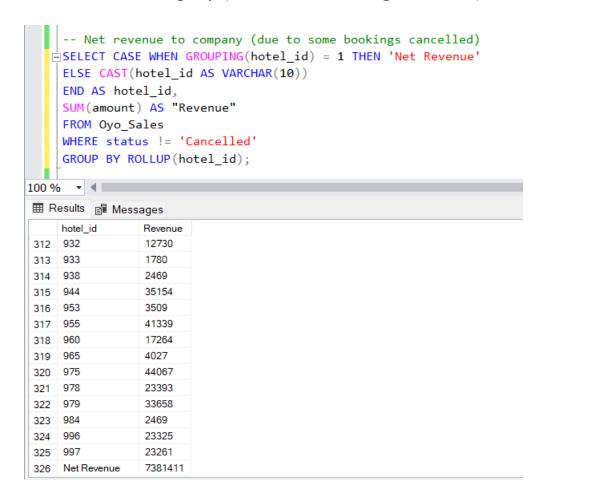
Results

Messages

New customers in Feb Month

1 475
```

6. Net revenue to company (due to some bookings cancelled)



7. Gross revenue to company

