

Ad-Hoc Queries

1. Provide a list of products with a base price greater than 500 and that are featured in promo type of 'BOGOF' (Buy One Get One Free). This information will help us identify high-value products that are currently being heavily discounted, which can be useful for evaluating our pricing and promotion strategies.

List_of_products
Atliq_Double_Bedsheet_set
Atliq_waterproof_Immersion_Rod

2. Generate a report that provides an overview of the number of stores in each city. The results will be sorted in descending order of store counts, allowing us to identify the cities with the highest store presence. The report includes two essential fields: city and store count, which will assist in optimizing our retail operations.

	city	stores
►	Bengaluru	10
	Chennai	8
	Hyderabad	7
	Coimbatore	5
	Visakhapatnam	5
	Madurai	4
	Mysuru	4
	Mangalore	3
	Trivandrum	2
	Vijayawada	2

3. Generate a report that displays each campaign along with the total revenue generated before and after the campaign? The report includes three key fields: campaign_name, total_revenue(before_promotion), total_revenue(after_promotion). This report should help in evaluating the financial impact of our promotional campaigns. (Display the values in millions)

	campaign_name	total_revenue_before_promo	total_revenue_after_promo
►	Sankranti	58.1274	140.4039
	Diwali	82.5738	207.4562

4. Produce a report that calculates the Incremental Sold Quantity (ISU%) for each category during the Diwali campaign. Additionally, provide rankings for the categories based on their ISU%. The report will include three key fields: category, isu%, and rank order. This information will assist in assessing the category-wise success and impact of the Diwali campaign on incremental sales.

	category	ISU_percentage	rank_order
►	Home Appliances	244.23	1
	Combo1	202.36	2
	Home Care	79.63	3
	Personal Care	31.06	4
	Grocery & Staples	18.05	5

5. Create a report featuring the Top 5 products, ranked by Incremental Revenue Percentage (IR%), across all campaigns. The report will provide essential information including product name, category, and ir%. This analysis helps identify the most successful products in terms of incremental revenue across our campaigns, assisting in product optimization.

	product_name	category	ir_percentage
▶	Atliq_waterproof_Immersion_Rod	Home Appliances	266.19
	Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98
	Atliq_Double_Bedsheet_set	Home Care	258.27
	Atliq_Curtains	Home Care	255.34
	Atliq_Home_Essential_8_Product_Combo	Combo1	183.33