```sql
1    /* List of products with a base price greater than 500 and that are featured in promo type of 'BOGOF' (Buy One Get One Free) */
2  ● SELECT DISTINCT(fact_events.product_code),dim_products.product_name
3    FROM fact_events LEFT JOIN dim_products ON fact_events.product_code=dim_products.product_code
4    WHERE fact_events.base_price>500 AND fact_events.promo_type="BOGOF";
5
```
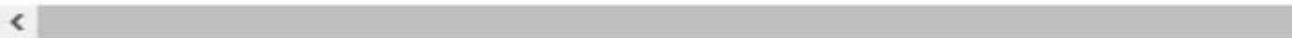
Result Grid | Filter Rows: | Export: | Wrap Cell Content:

product_code	product_name
P08	Atliq_Double_Bedsheet_set
P14	Atliq_waterproof_Immersion_Rod

```sql
1    /* Overview of the number of stores in each city */
2 •  SELECT city,count(store_id) AS store_count FROM dim_stores GROUP BY city ORDER BY store_count DESC;
3
4
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: |

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

```sql
1      /* Total revenue generated before and after the campaign */
2  •   ALTER TABLE fact_events ADD COLUMN Total_Revenue_Before_Promo FLOAT NOT NULL;
3  •   UPDATE fact_events SET Total_Revenue_Before_Promo=base_price*`quantity_sold(before_promo)`;
4  •   ALTER TABLE fact_events ADD COLUMN Total_Revenue_After_Promo FLOAT NOT NULL;
5  •   UPDATE fact_events
6          SET Total_Revenue_After_Promo=CASE WHEN promo_type="33% OFF" THEN base_price*`quantity_sold(after_promo)`*0.67
7          WHEN promo_type="25% OFF" THEN base_price*`quantity_sold(after_promo)`*0.75
8          WHEN promo_type="500 Cashback" THEN base_price*`quantity_sold(after_promo)` ELSE base_price*`quantity_sold(after_promo)`*0.5 END;
9  •   SELECT dim_campaigns.campaign_name,concat(round(sum(fact_events.Total_Revenue_Before_Promo)/1000000,2),' M') AS 'Total Revenue Before Promo',
10         concat(round(sum(fact_events.Total_Revenue_After_Promo)/1000000,2),' M') AS 'Total Revenue After Promo'
11         FROM fact_events LEFT JOIN dim_campaigns ON fact_events.campaign_id=dim_campaigns.campaign_id GROUP BY fact_events.campaign_id;
12
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

campaign_name	Total Revenue Before Promo	Total Revenue After Promo
Sankranti	58.13 M	93.9 M
Diwali	82.57 M	185.67 M

```sql
1    /* Incremental Sold Quantity (ISU%) for each category during the Diwali campaign */
2  ⊖ SELECT dim_products.category,round(
3      ((sum(fact_events.`quantity_sold(after_promo)`)-sum(fact_events.`quantity_sold(before_promo)`))/sum(fact_events.`quantity_sold(before_promo)`))*100,2) AS `ISU%`,
4  ⊖ ROW_NUMBER() OVER(ORDER BY round(
5      ((sum(fact_events.`quantity_sold(after_promo)`)-sum(fact_events.`quantity_sold(before_promo)`))/sum(fact_events.`quantity_sold(before_promo)`))*100,2) DESC)
6      AS 'Rank' FROM fact_events LEFT JOIN dim_products ON fact_events.product_code=dim_products.product_code
7      WHERE fact_events.campaign_id="CAMP_DIW_01" GROUP BY dim_products.category;
8
9
10
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: ĪA

category	ISU%	Rank
Home Appliances	244.23	1
Combo1	202.36	2
Home Care	79.63	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

```sql
1    /* Top 5 products by IR% */
2  ● SELECT dim_products.product_name,dim_products.category,
3    round(((sum(fact_events.Total_Revenue_After_Promo)-sum(fact_events.Total_Revenue_Before_promo))/sum(fact_events.Total_Revenue_Before_Promo))*100,2) AS `IR%`
4    FROM fact_events LEFT JOIN dim_products ON fact_events.product_code=dim_products.product_code GROUP BY fact_events.product_code ORDER BY `IR%` DESC LIMIT 5;
5
6
7
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content: | Fetch rows:

product_name	category	IR%
Atliq_Home_Essential_8_Product_Combo	Combo1	183.33
Atliq_waterproof_Immersion_Rod	Home Appliances	83.09
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	81.49
Atliq_Double_Bedsheet_set	Home Care	79.13
Atliq_Curtains	Home Care	77.67