

Second: Provide SQL queries

Closed-ended questions:

What are the top 5 brands by sales among users that have had their account for at least six months?

```
WITH account_age AS (  
    SELECT  
        ID AS user_id,  
        TIMESTAMPDIFF(MONTH, CREATED_DATE, CURDATE()) AS account_age  
    FROM users_clean  
)  
SELECT  
    p.BRAND,  
    SUM(CAST(t.FINAL_SALE AS DECIMAL(10,2))) AS total_sales  
FROM transactions_clean t  
JOIN account_age u ON t.USER_ID = u.user_id  
JOIN products_clean p ON t.BARCODE = p.BARCODE  
WHERE u.account_age >= 6  
AND t.FINAL_SALE IS NOT NULL  
GROUP BY p.BRAND  
ORDER BY total_sales DESC  
LIMIT 5;
```

Open-ended questions:

Which is the leading brand in the Dips & Salsa category?

```
SELECT  
    p.BRAND,  
    SUM(CAST(t.FINAL_SALE AS DECIMAL(10,2))) AS total_sales  
FROM transactions_clean t  
JOIN products_clean p ON t.BARCODE = p.BARCODE  
WHERE p.CATEGORY_2 = 'Dips & Salsa'  
AND t.FINAL_SALE IS NOT NULL  
GROUP BY p.BRAND  
ORDER BY total_sales DESC  
LIMIT 1;
```