

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

<https://console.cloud.google.com/bigquery?sq=1084805749063:bacb27c54e06466aa3b0397dfa861e>

```
WITH brand_metrics AS (  
  SELECT  
    p.BRAND,  
    COUNT(DISTINCT t.RECEIPT_ID) AS receipt_count,  
    SUM(SAFE_CAST(NULLIF(TRIM(t.FINAL_SALE), '') AS NUMERIC)) AS total_sales,  
    ROUND(AVG(SAFE_CAST(NULLIF(TRIM(t.FINAL_SALE), '') AS NUMERIC)), 2) AS  
    avg_sale_amount  
  FROM `Fetch.TRANSACTION` t  
  JOIN `Fetch.PRODUCTS` p  
    ON t.BARCODE = p.BARCODE  
  WHERE  
    (p.CATEGORY_1 = 'Dips & Salsa' OR  
     p.CATEGORY_2 = 'Dips & Salsa' OR  
     p.CATEGORY_3 = 'Dips & Salsa')  
    AND p.BRAND IS NOT NULL  
  GROUP BY 1  
)  
SELECT  
  *,  
  RANK() OVER (ORDER BY total_sales DESC) AS sales_rank,  
  RANK() OVER (ORDER BY receipt_count DESC) AS receipt_rank,  
FROM brand_metrics  
ORDER BY total_sales DESC  
LIMIT 5;
```

BRAND	receipt_count	total_sales	avg_sale_amo unt	sales_rank	receipt_rank
TOSTITOS	36	260.99	5.02	1	1
GOOD FOODS	9	118.89	10.81	2	10
PACE	24	118.58	3.49	3	2
MARKETSIDESIDE	16	103.29	4.13	4	5
FRITOS	19	91.73	3.53	5	3

What are the top 5 brands by receipts scanned among users 21 and over?

<https://console.cloud.google.com/bigquery?sq=1084805749063:3437f4e278fe4b9696966314cf94cd57>

```
WITH user_age AS (  
  SELECT  
    ID,  
    DATE_DIFF(DATE('2024-09-08'), DATE(BIRTH_DATE), YEAR) as age  
  FROM `Fetch.USER`  
  WHERE BIRTH_DATE IS NOT NULL  
)  
SELECT  
  p.BRAND,  
  COUNT(DISTINCT t.RECEIPT_ID) as receipt_count,  
  COUNT(DISTINCT t.USER_ID) as unique_users,  
  COUNT(*) as total_transactions  
FROM `Fetch.TRANSACTION` t  
JOIN `Fetch.PRODUCTS` p  
  ON t.BARCODE = p.BARCODE  
JOIN user_age u  
  ON t.USER_ID = u.ID  
WHERE  
  u.age >= 21  
  AND p.BRAND IS NOT NULL  
GROUP BY p.BRAND  
ORDER BY receipt_count DESC  
LIMIT 5;
```

BRAND	total_sales	receipt_count	unique_users
CVS	72	1	1
TRIDENT	46.72	2	1
DOVE	42.88	3	3
COORS LIGHT	34.96	1	1
AXE	15.98	1	1

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

<https://console.cloud.google.com/bigquery?sq=1084805749063:e88b059d54644ce0aacd407701dfae20>

```
WITH eligible_users AS (  
  SELECT ID  
  FROM `Fetch.USER`  
  WHERE DATE(CREATED_DATE) <= DATE_SUB(DATE('2024-09-08'), INTERVAL 6 MONTH)  
)  
SELECT  
  p.BRAND,  
  SUM(SAFE_CAST(NULLIF(TRIM(t.FINAL_SALE), '') AS NUMERIC)) as total_sales,  
  COUNT(DISTINCT t.RECEIPT_ID) as receipt_count,  
  COUNT(DISTINCT t.USER_ID) as unique_users  
FROM `Fetch.TRANSACTION` t  
JOIN `Fetch.PRODUCTS` p  
  ON t.BARCODE = p.BARCODE  
JOIN eligible_users u  
  ON t.USER_ID = u.ID  
WHERE p.BRAND IS NOT NULL  
GROUP BY p.BRAND  
ORDER BY total_sales DESC  
LIMIT 5;
```

BRAND	receipt_count	unique_users	total_transactions
NERDS CANDY	3	1	6
DOVE	3	3	6
TRIDENT	2	1	4
MEIJER	2	2	4
COCA-COLA	2	2	4