

DATACOACH







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As a Marketing Analyst at the 'Sustainable Clothing Co.', we have been tasked to provide insights into whethere running several marketing campaigns zed by the company have been successful or not. Analyse the following data and answer the questions to form my answer.







Product ID	Product Name	Category	Size	Price
1	Organic Cotton T-Shirt	Tops	S	\$29.99
2	Recycled Denim Jeans	Bottoms	М	\$79.99
3	Hemp Crop Top	Tops	L	\$24.99
4	Bamboo Lounge Pants	Bottoms	XS	\$49.99
5	Eco-Friendly Hoodie	Outerwear	XL	\$59.99
6	Linen Button-Down Shirt	Tops	М	\$39.99
7	Organic Cotton Dress	Dresses	S	\$69.99
8	Sustainable Swim Shorts	Swimwear	L	\$34.99
9	Recycled Polyester Jacket	Outerwear	XL	\$89.99
10	Bamboo Yoga Leggings	Activewear	XS	\$54.99
11	Hemp Overalls	Bottoms	М	\$74.99
12	Organic Cotton Sweater	Tops	L	\$49.99
13	Cork Sandals	Footwear	S	\$39.99
14	Recycled Nylon Backpack	Accessories	One Size	\$59.99
15	Organic Cotton Skirt	Bottoms	XS	\$34.99
16	Hemp Baseball Cap	Accessories	One Size	\$24.99
17	Upcycled Denim Jacket	Outerwear	М	\$79.99
18	Linen Jumpsuit	Dresses	L	\$69.99
19	Organic Cotton Socks	Accessories	М	\$9.99
20	Bamboo Bathrobe	Loungewear	XL	\$69.99

marketing_campaigns

campaign_id	campaign_name	product_id	start_date	end_date	
1	Summer Sale	2	2023-06-01	2023-06-30	
2	New Collection Launch	10	2023-07-15	2023-08-15	
3	Super Save	7	2023-08-20	2023-09-15	

transactions (first 10 shown)

transaction_id	product_id	quantity	purcahse_date	
1	2	2	2023-06-02	
1	14	1	2023-06-02	
2	5	2	2023-06-05	
3	2	1	2023-06-07	
4	19	2	2023-06-10	
5	2	1	2023-06-13	
5	16	1	2023-06-13	
6	10	2	2023-06-15	
7	2	1	2023-06-18	
8	4	1	2023-06-22	
9	18	2	2023-06-26	
10	2	1	2023-06-30	
10	13	1	2023-06-30	



1. How many transactions were completed during each marketing campaign?

```
SELECT C.campaign name, COUNT(T.transaction id) AS Transaction
        FROM datacoach.marketing campaigns C
  3
        JOIN datacoach.transactions T ON C.product_id=T.product_id
 4
        WHERE T.purchase date BETWEEN C.start date AND C.end date
 5
        group by C.campaign_name;
 6
Export: Wrap Cell Content: TA
   campaign_name
                    Transaction
  Summer Sale
  New Collection Launch
  Super Save
```

2. Which product had the highest sales quantity?

```
SELECT S.product_name, SUM(T.quantity) AS QuantitySale
        FROM datacoach.sustainable_clothing S
10
        JOIN datacoach.transactions T USING(PRODUCT ID)
11
       GROUP BY S.product_name
12
        ORDER BY QuantitySale DESC LIMIT 1;
13
 14
Export: Wrap Cell Content: TA
  product_name
                     QuantitySale
  Organic Cotton Sweater
```

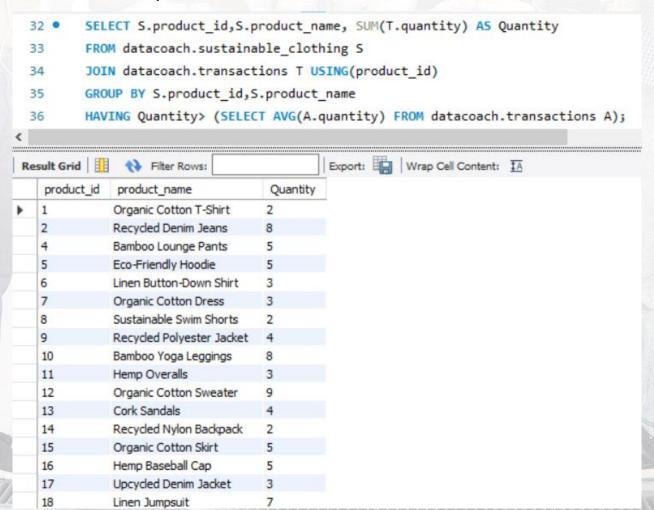
3. What is the total revenue generated from each marketing campaign?

```
SELECT C.campaign_name, ROUND(SUM(T.quantity * S.price)) AS Revenue
 16 •
        FROM datacoach.marketing_campaigns C
 17
        JOIN datacoach.transactions T USING(product id)
 18
 19
        JOIN datacoach.sustainable clothing S USING(product id)
 20
        WHERE T.purchase_date BETWEEN C.start_date AND C.end_date
 21
        GROUP BY C.campaign name;
Export: Wrap Cell Content: $\frac{1}{4}$
   campaign_name
                     Revenue
  Summer Sale
                    480
  New Collection Launch
                    220
  Super Save
                    70
```

4. What is the top-selling product category based on the total revenue generated?

```
SELECT S.category, ROUND(SUM(T.quantity * S.price)) AS Revenue
 24 •
        FROM datacoach.transactions T
 25
        JOIN datacoach.sustainable_clothing S USING(product_id)
 26
        GROUP BY S.category
 27
        ORDER BY Revenue DESC
 28
 29
        LIMIT 1;
Result Grid Filter Rows:
                                          Export: Wrap Cell Content: TA Fetch
   category
           Revenue
  Bottoms
           1290
```

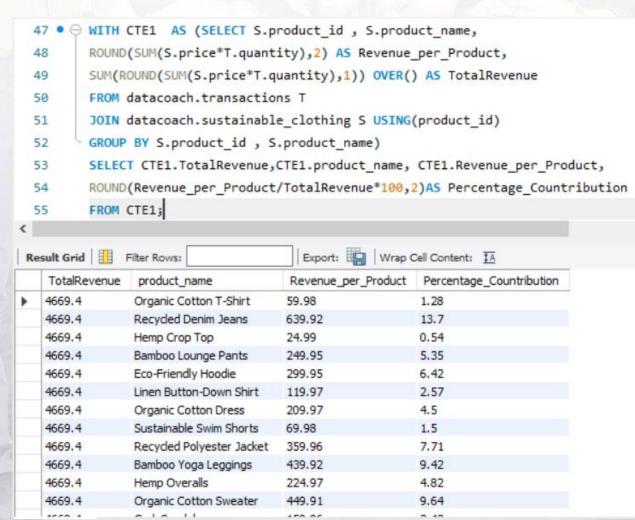
5. Which products had a higher quantity sold compared to the average quantity sold?



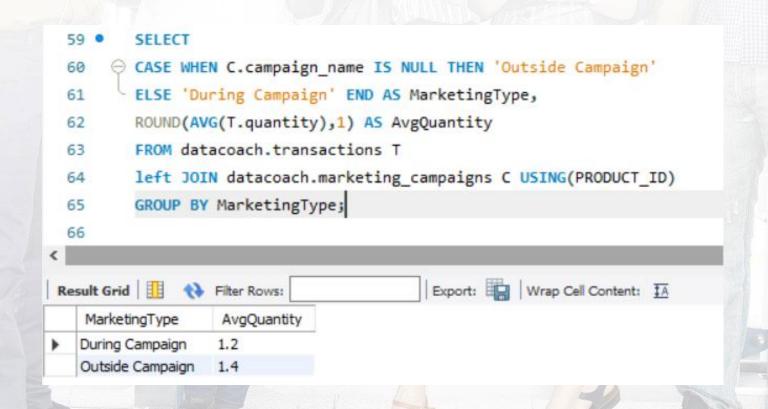
6. What is the average revenue generated per day during the marketing campaigns?

```
SELECT C.campaign_name, T.purchase_date, ROUND(AVG(S.price*T.quantity)) AS Revenue
 39 •
         FROM datacoach.marketing campaigns C
 40
         JOIN datacoach.transactions T USING(product id)
 41
         JOIN datacoach.sustainable clothing S USING(product id)
 42
         WHERE T.purchase_date BETWEEN C.start_date AND C.end_date
 43
 44
         GROUP BY C.campaign name, T.purchase date;
Export: Wrap Cell Content: TA
                                   Revenue
   campaign_name
                      purchase_date
  Summer Sale
                     2023-06-02
                                   160
  Summer Sale
                     2023-06-07
                                   80
  Summer Sale
                     2023-06-13
                                   80
  Summer Sale
                     2023-06-18
                                   80
  Summer Sale
                     2023-06-30
                                   80
  New Collection Launch 2023-07-20
                                   55
  New Collection Launch
                     2023-07-29
                                   55
  New Collection Launch 2023-08-03
                                   55
  New Collection Launch 2023-08-14
                                   55
  Super Save
                                   70
                     2023-09-05
```

7. What is the percentage contribution of each product to the total revenue?



8. Compare the average quantity sold during marketing campaigns to outside the marketing campaigns



9. Compare the revenue generated by products inside the marketing campaigns to outside the campaigns

```
SELECT
 68

    ○ CASE WHEN C.campaign name IS NULL THEN 'Outside Campaign'

 69
 70
         ELSE 'During Campaign' END AS MarketingType,
         ROUND(SUM(T.quantity * S.PRICE),1) AS Revenue
 71
 72
         FROM datacoach.transactions T
         left JOIN datacoach.marketing campaigns C USING(PRODUCT ID)
 73
         JOIN datacoach.sustainable clothing S USING(PRODUCT ID)
 74
         GROUP BY MarketingType;
 75
 76
Result Grid
                  Filter Rows:
                                                       Wrap Cell Content: TA
   MarketingType
                   Revenue
  Outside Campaign
                   3379.3
  During Campaign
                   1289.8
```

10. Rank the products by their average daily quantity sold.

