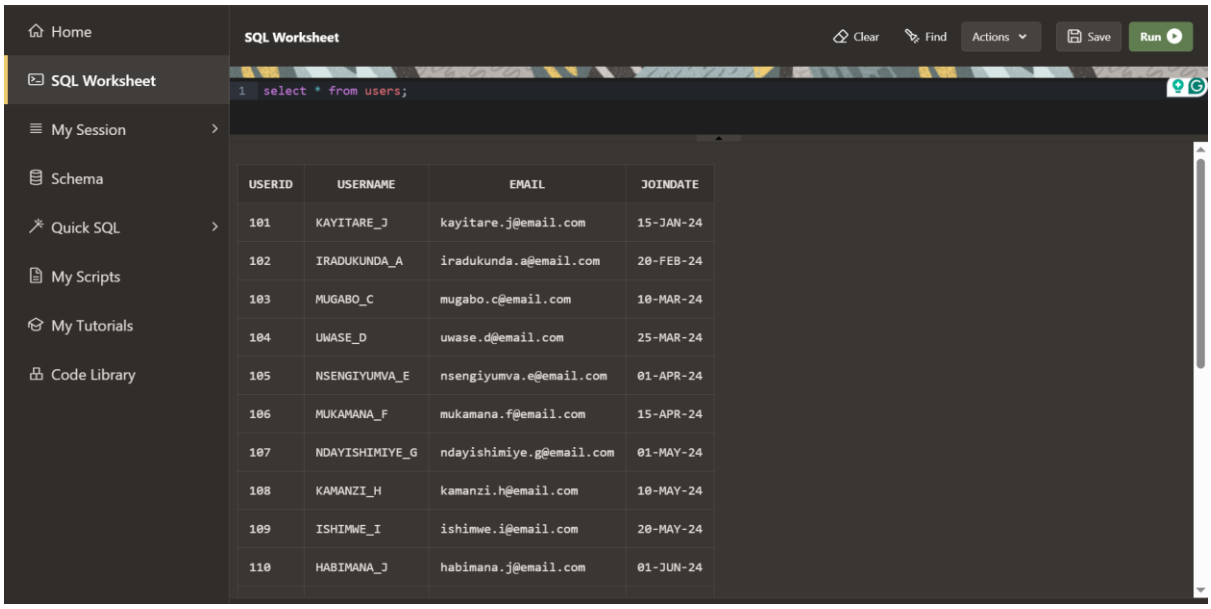
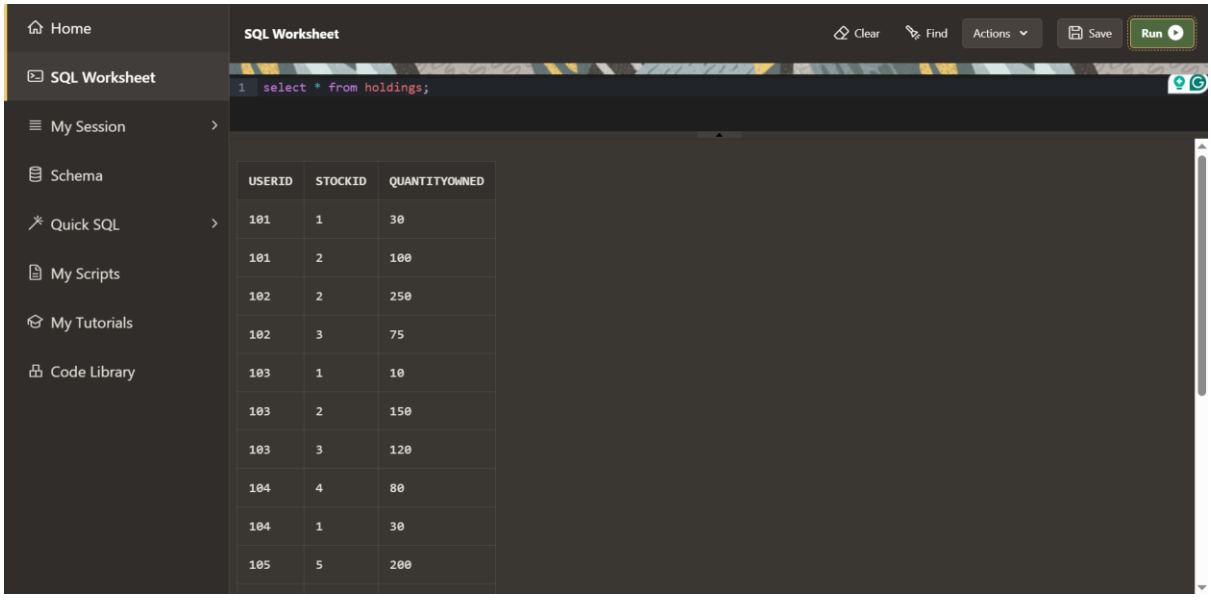
Screenshots of what is done

Values of table one(users):



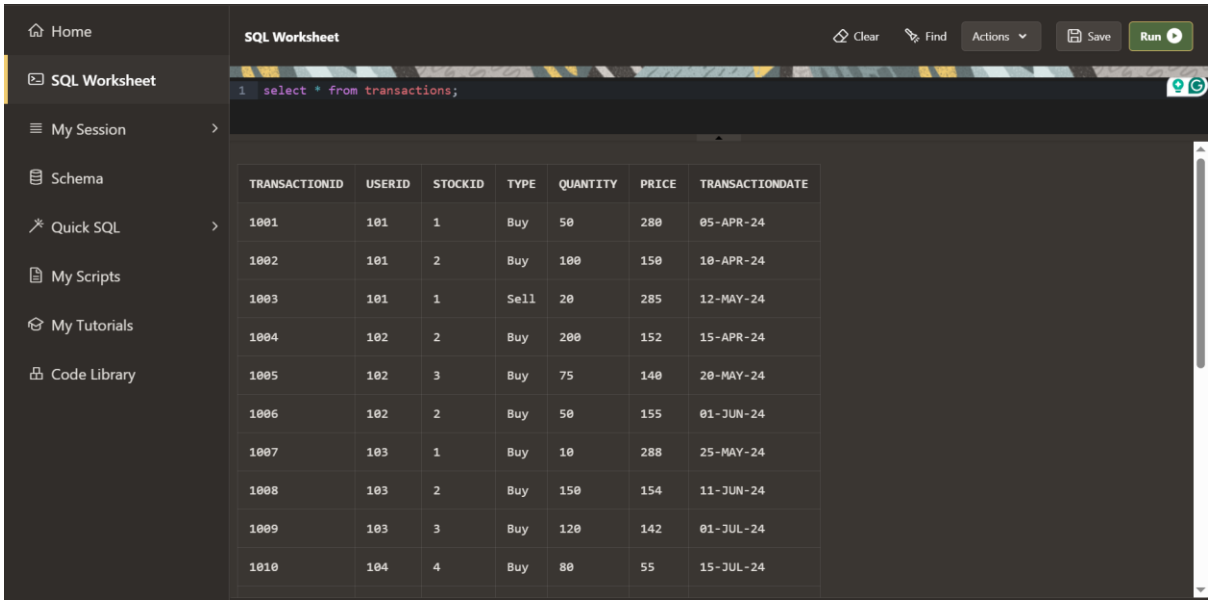
USERID	USERNAME	EMAIL	JOINDATE
101	KAYITARE_J	kayitare.j@email.com	15-JAN-24
102	IRADUKUNDA_A	iradukunda.a@email.com	20-FEB-24
103	MUGABO_C	mugabo.c@email.com	10-MAR-24
104	UWASE_D	uwase.d@email.com	25-MAR-24
105	NSENGIYUMVA_E	nsengiyumva.e@email.com	01-APR-24
106	MUKAMANA_F	mukamana.f@email.com	15-APR-24
107	NDAYISHIMIYE_G	ndayishimiye.g@email.com	01-MAY-24
108	KAMANZI_H	kamanzi.h@email.com	10-MAY-24
109	ISHIMWE_I	ishimwe.i@email.com	20-MAY-24
110	HABIMANA_J	habimana.j@email.com	01-JUN-24

Values of table two(holdings):



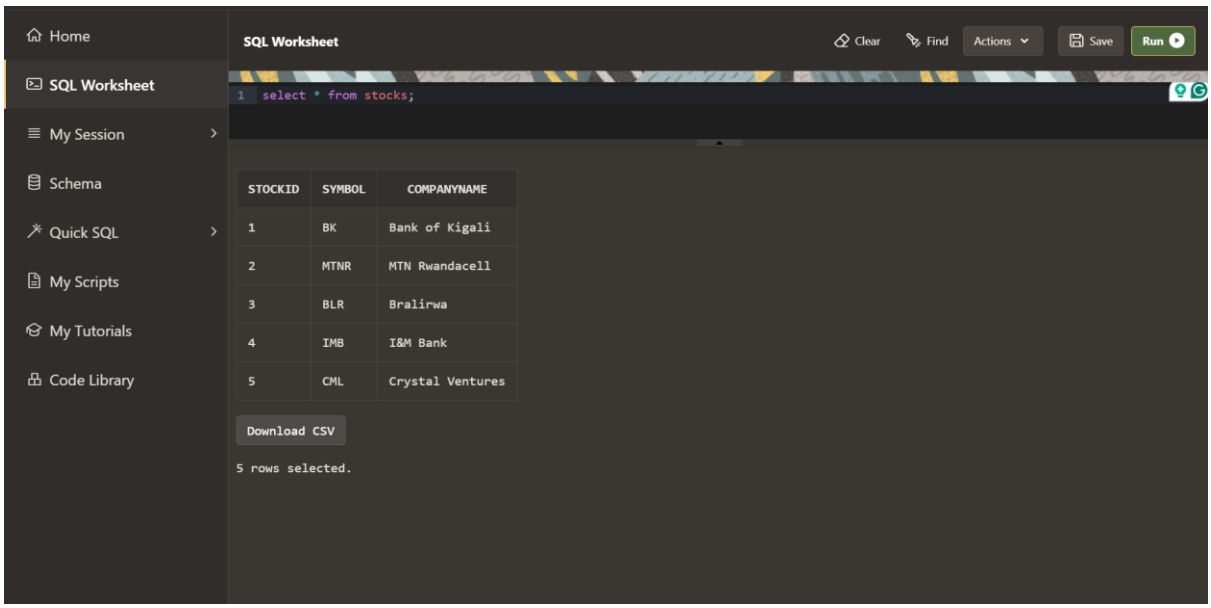
USERID	STOCKID	QUANTITYOWNED
101	1	30
101	2	100
102	2	250
102	3	75
103	1	10
103	2	150
103	3	120
104	4	80
104	1	30
105	5	200

Values of table three (transactions):



TRANSACTIONID	USERID	STOCKID	TYPE	QUANTITY	PRICE	TRANSACTIONDATE
1001	101	1	Buy	50	280	05-APR-24
1002	101	2	Buy	100	150	10-APR-24
1003	101	1	Sell	20	285	12-MAY-24
1004	102	2	Buy	200	152	15-APR-24
1005	102	3	Buy	75	140	20-MAY-24
1006	102	2	Buy	50	155	01-JUN-24
1007	103	1	Buy	10	288	25-MAY-24
1008	103	2	Buy	150	154	11-JUN-24
1009	103	3	Buy	120	142	01-JUL-24
1010	104	4	Buy	80	55	15-JUL-24

Values of table four (stock):



STOCKID	SYMBOL	COMPANYNAME
1	BK	Bank of Kigali
2	MTNR	MTN Rwandacell
3	BLR	Bralirwa
4	IMB	I&M Bank
5	CML	Crystal Ventures

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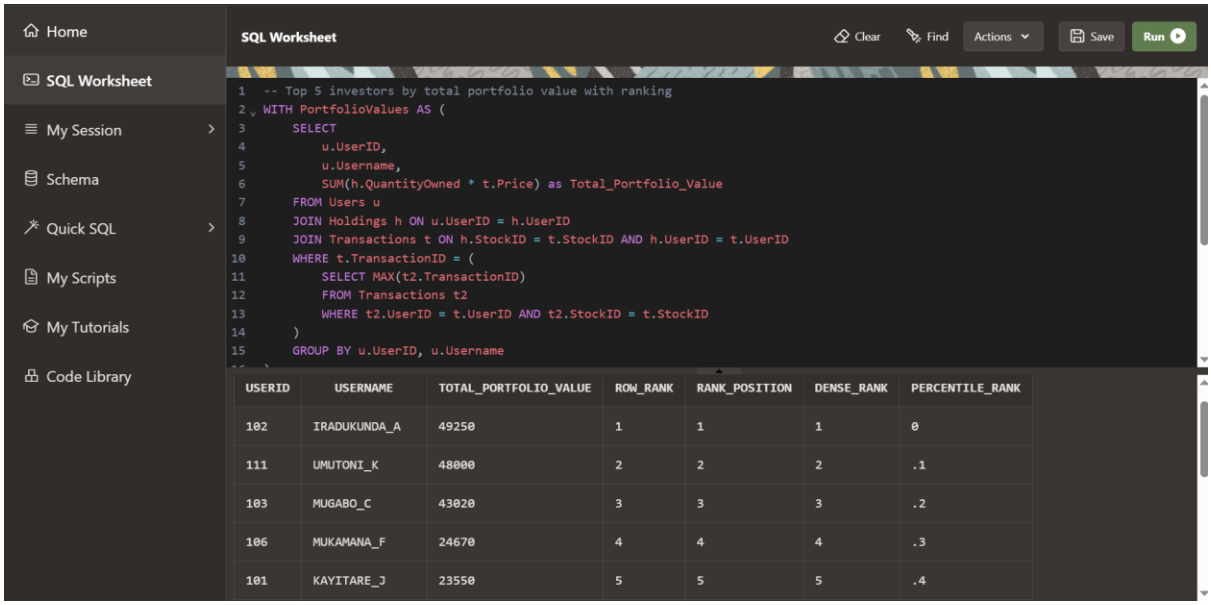
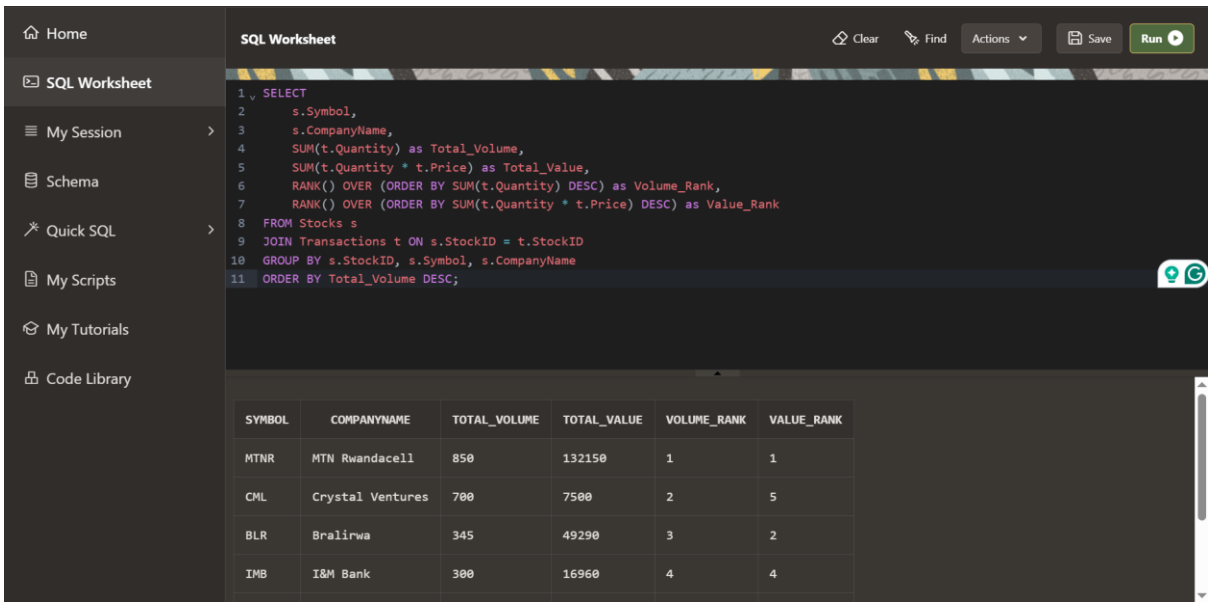
5 rows selected.

Top 5 products per region/quarter → RANK()



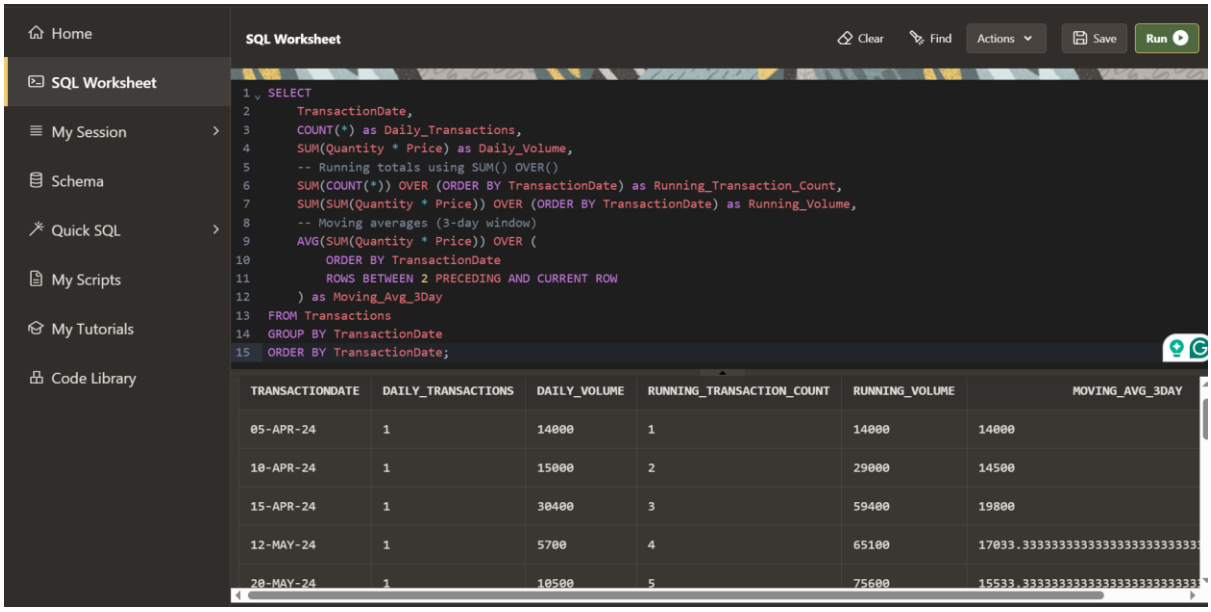
USERID	USERNAME	TOTAL_PORTFOLIO_VALUE	ROW_RANK	RANK_POSITION	DENSE_RANK	PERCENTILE_RANK
102	IRADUKUNDA_A	49250	1	1	1	0
111	UMUTONI_K	48000	2	2	2	.1
103	MUGABO_C	43020	3	3	3	.2
106	MUKAMANA_F	24670	4	4	4	.3
101	KAYITARE_J	23550	5	5	5	.4

Top performing stocks by total volume:

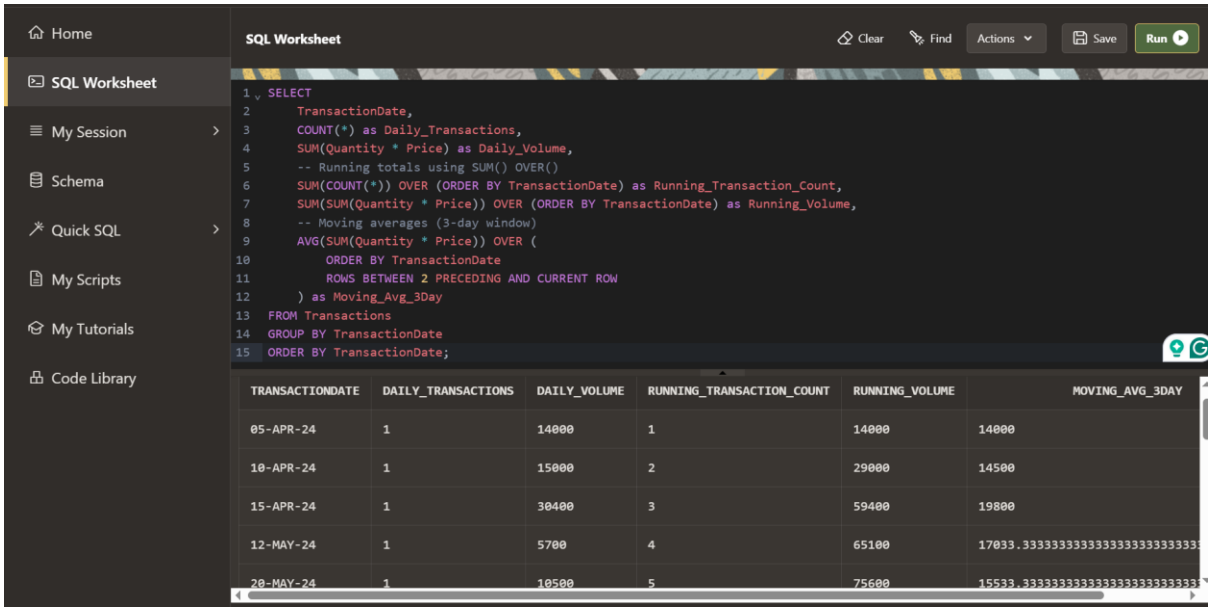


SYMBOL	COMPANYNAME	TOTAL_VOLUME	TOTAL_VALUE	VOLUME_RANK	VALUE_RANK
MTNR	MTN Rwandacell	850	132150	1	1
CML	Crystal Ventures	700	7500	2	5
BLR	Bralirwa	345	49290	3	2
IMB	I&M Bank	300	16960	4	4

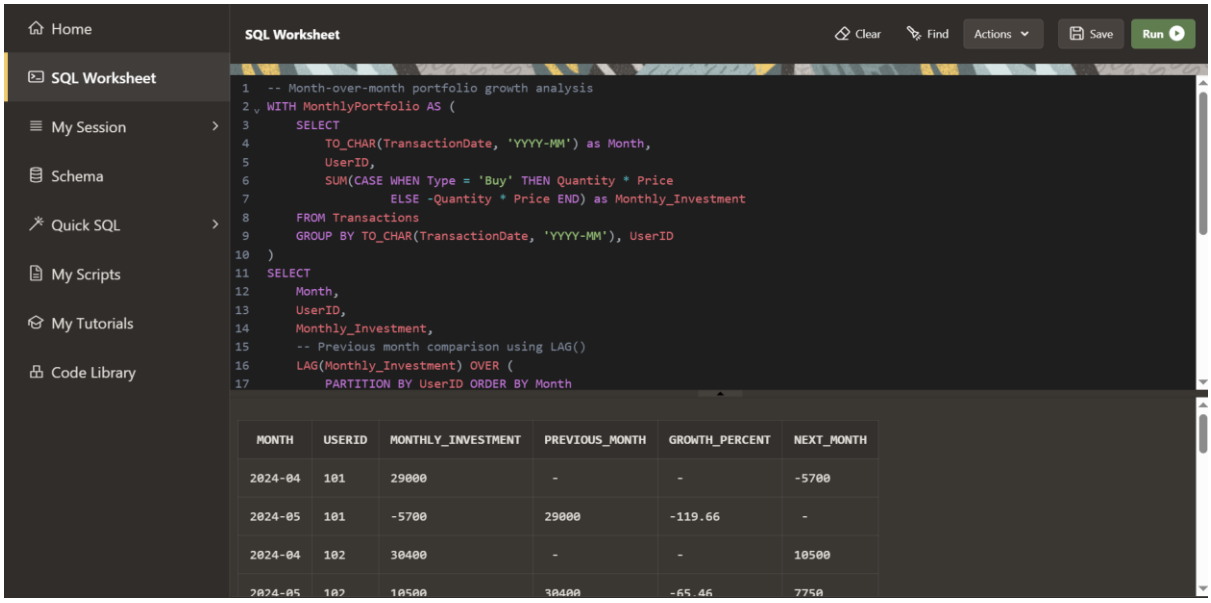
Running totals of daily trading activity:



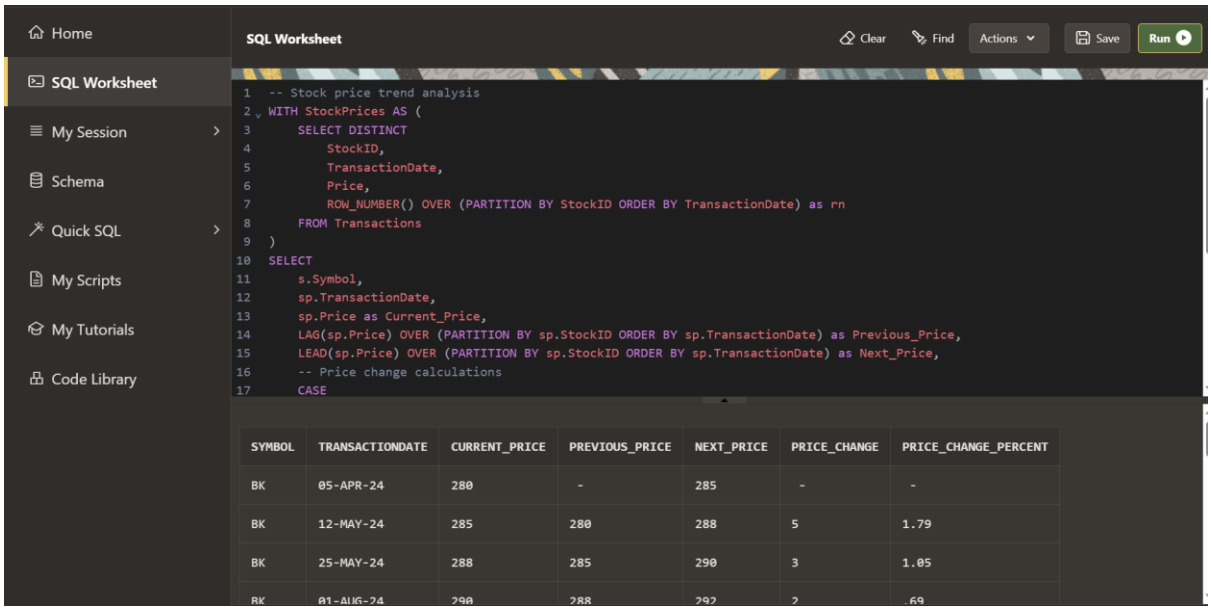
Compare rows vs range window frames:

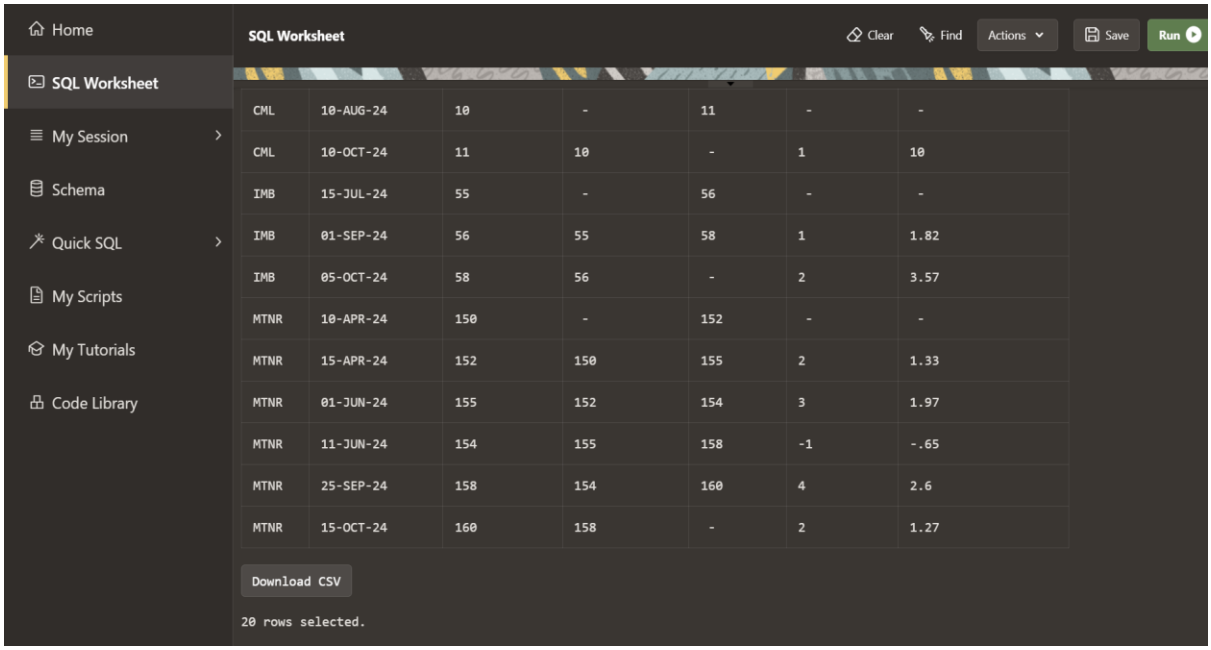


Month-over-Month Growth Analysis:

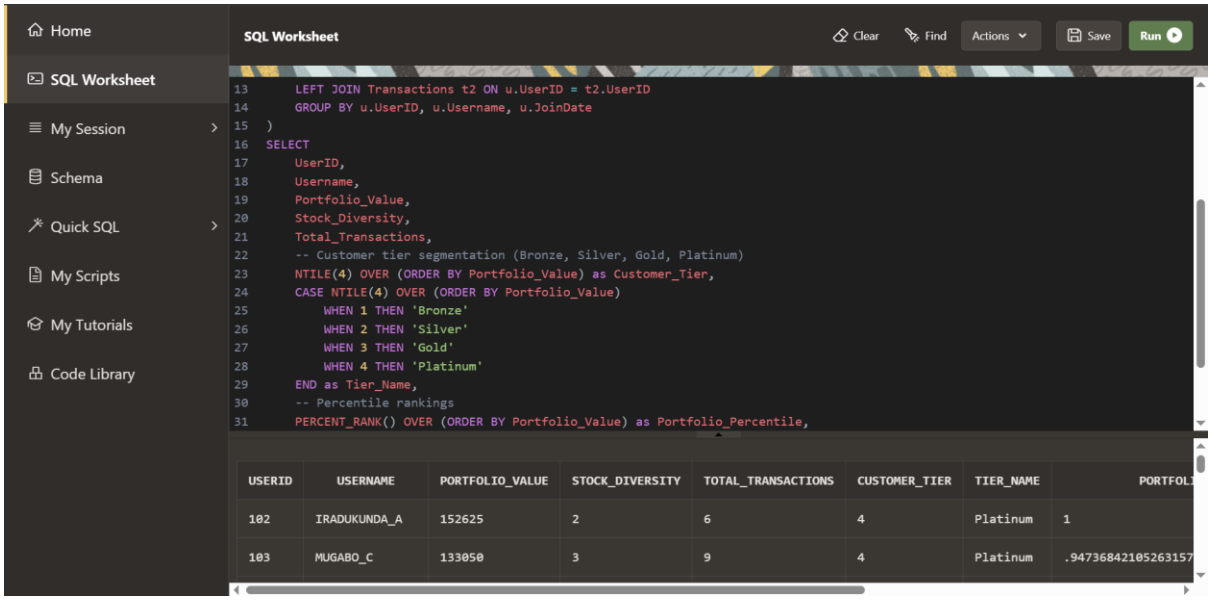


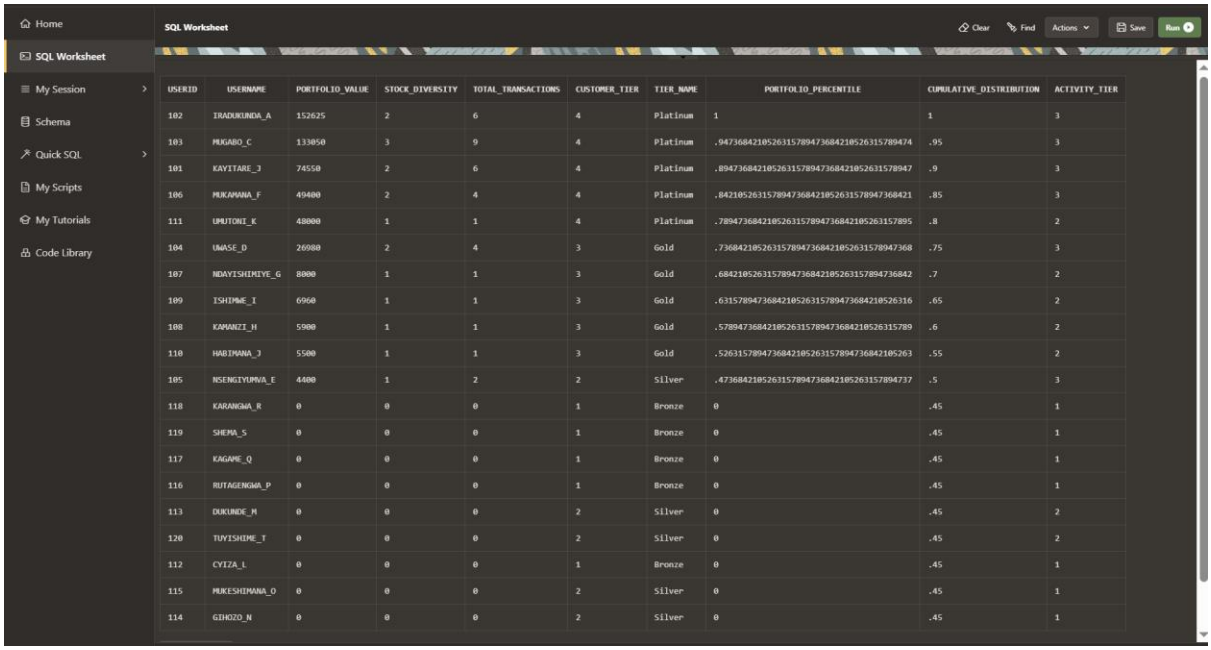
Stock Price Trend Analysis:





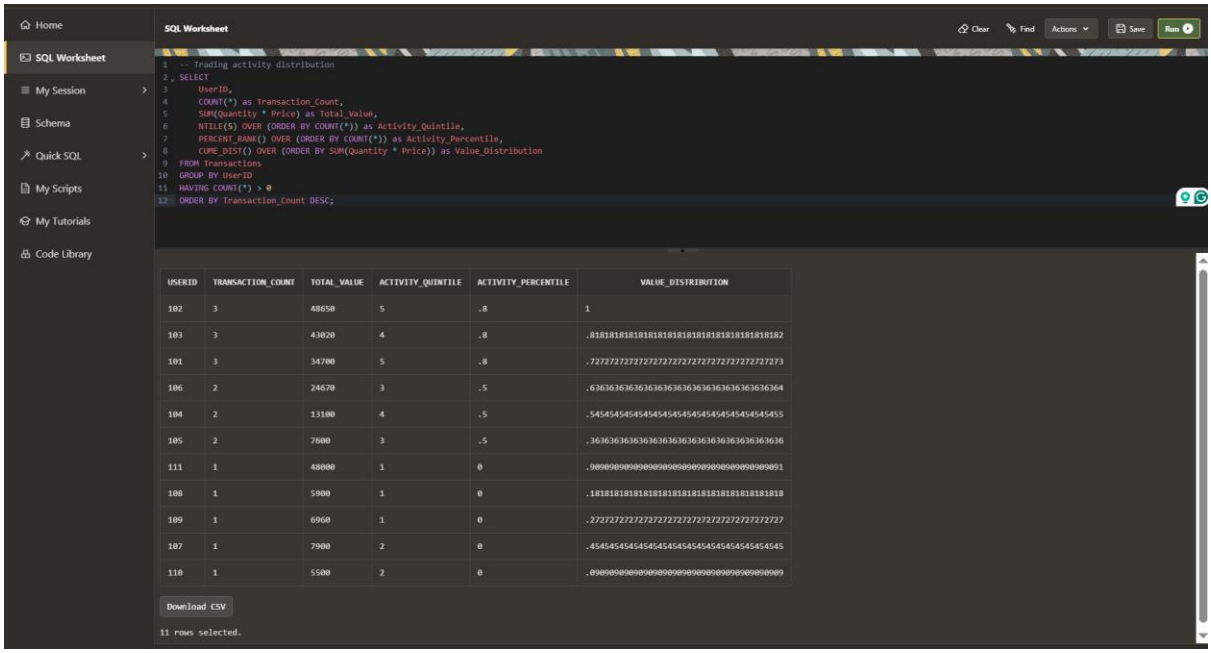
Customer segmentation using NTILE():





USERID	USERNAME	PORTFOLIO_VALUE	STOCK_DIVERSITY	TOTAL_TRANSACTIONS	CUSTOMER_TIER	TIER_NAME	PORTFOLIO_PERCENTILE	CUMULATIVE_DISTRIBUTION	ACTIVITY_TIER
102	IRADUKUNDA_A	152625	2	6	4	Platinum	1	1	3
103	MUGABO_C	133050	3	9	4	Platinum	.947368421052631578947368421052631578947	.95	3
101	KAYITARE_J	74550	2	6	4	Platinum	.894736842105263157894736842105263157894	.9	3
106	MUKAMANA_F	49400	2	4	4	Platinum	.842105263157894736842105263157894736842	.85	3
111	UMUTONI_K	48000	1	1	4	Platinum	.789473684210526315789473684210526315895	.8	2
104	UWASE_D	26980	2	4	3	Gold	.736842105263157894736842105263157894736	.75	3
107	NDAYISHIMIYE_G	8000	1	1	3	Gold	.684210526315789473684210526315789473684	.7	2
109	ISHIMWE_I	6960	1	1	3	Gold	.631578947368421052631578947368421052631	.65	2
108	KAMANZI_H	5900	1	1	3	Gold	.578947368421052631578947368421052631578	.6	2
110	HABIMANA_J	5500	1	1	3	Gold	.526315789473684210526315789473684210526	.55	2
105	NSENGIYUMVA_E	4400	1	2	2	Silver	.473684210526315789473684210526315894737	.5	3
118	KARANGWA_R	0	0	0	1	Bronze	0	.45	1
119	SHEMA_S	0	0	0	1	Bronze	0	.45	1
117	KAGAME_Q	0	0	0	1	Bronze	0	.45	1
116	RUTAGENGWA_P	0	0	0	1	Bronze	0	.45	1
113	DUKUNDE_M	0	0	0	2	Silver	0	.45	2
120	TUYISHIME_T	0	0	0	2	Silver	0	.45	2
112	CYIZA_L	0	0	0	1	Bronze	0	.45	1
115	MUKESHIMANA_O	0	0	0	2	Silver	0	.45	1
114	GIHOZO_N	0	0	0	2	Silver	0	.45	1

Trading Activity Distribution:



USERID	TRANSACTION_COUNT	TOTAL_VALUE	ACTIVITY_QUINTILE	ACTIVITY_PERCENTILE	VALUE_DISTRIBUTION
102	3	48650	5	.8	1
103	3	43020	4	.8	.818181818181818181818181818181818181818182
101	3	34700	5	.8	.727272727272727272727272727272727272727273
106	2	24670	3	.5	.636363636363636363636363636363636363636364
104	2	13100	4	.5	.545454545454545454545454545454545454545455
105	2	7600	3	.5	.363636363636363636363636363636363636363636
111	1	48000	1	0	.909090909090909090909090909090909090909091
108	1	5900	1	0	.181818181818181818181818181818181818181818
109	1	6960	1	0	.272727272727272727272727272727272727272727
107	1	7900	2	0	.454545454545454545454545454545454545454545
110	1	5500	2	0	.090909090909090909090909090909090909090909

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