

AD-HOC Request-1

```
SELECT distinct p.product_name,f.base_price FROM fact_events f
join dim_products p using(product_code)
where base_price >500 and promo_type = 'BOGOF';
```

	product_name	base_price
▶	Atliq_Double_Bedsheet_set	1190
	Atliq_waterproof_Immersion_Rod	1020

AD-HOC Request-2

```
select city,count(store_id) as Stores from dim_stores
group by city order by Stores desc;
```

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

AD-HOC Request-3

```

select campaign_name,concat(round(sum(base_price * `quantity_sold(before_promo)`)/1000000,2),'M')
as `Total_Revenue(Before_Promotion)`,
concat(round(sum(
case
when promo_type="50% OFF" then base_price * 0.5 *(`quantity_sold(after_promo)`)
when promo_type="25% OFF" then base_price * 0.25 *(`quantity_sold(after_promo)`)
when promo_type="33% OFF" then base_price * 0.33 *(`quantity_sold(after_promo)`)
when promo_type="500 Cashback" then (base_price - 500) *(`quantity_sold(after_promo)`)
when promo_type="BOGOF" then base_price * 0.5 * 2 *(`quantity_sold(after_promo)`)
end)/1000000,2),'M') as `Total_Revenue(After_Promotion)`
from fact_events f join dim_campaigns using (campaign_id)
group by campaign_id;

```

campaign_name	Total_Revenue(Before_Promotion)	Total_Revenue(After_Promotion)
Sankranti	58.13M	113.98M
Diwali	82.57M	159.88M

AD-HOC Request-4

```

with Diwali1 as(
select *, (if(promo_type="BOGOF",`quantity_sold(after_promo)` * 2,`quantity_sold(after_promo)`)
as quantaties_sold_AP from dim_products p
join fact_events f using(product_code)
join dim_campaigns c using(campaign_id)
where campaign_name = "Diwali" ),
ISU as(
select campaign_name, category,(sum(quantaties_sold_AP)-sum(`quantity_sold(before_promo)`)) as ISU,
((sum(quantaties_sold_AP)-sum(`quantity_sold(before_promo)`))/
sum(`quantity_sold(before_promo)`)) * 100 as `ISU%`
from Diwali1 group by category
)
select category, ISU,`ISU%` , rank() over(order by `ISU%` DESC) as 'ISU%_Rank' from ISU;

```

category	ISU	ISU%	ISU%_Rank
Home Appliances	30776	588.4512	1
Home Care	27070	203.1367	2
Combo 1	33978	202.3584	3
Personal Care	5231	31.0574	4
Grocery & Staples	10491	18.0478	5

AD-HOC Request-5

```
With Total as(
  select product_name,category,sum(base_price* `quantity_sold(before_promo)`) as revenue_before_promo
  (sum(
  case
  when promo_type="50% OFF" then base_price * 0.5 *(`quantity_sold(after_promo)`)
  when promo_type="25% OFF" then base_price * 0.25 *(`quantity_sold(after_promo)`)
  when promo_type="33% OFF" then base_price * 0.33 *(`quantity_sold(after_promo)`)
  when promo_type="500 Cashback" then (base_price - 500) *(`quantity_sold(after_promo)`)
  when promo_type="BOGOF" then base_price * 0.5 * 2 *(`quantity_sold(after_promo)`)
  end))
  as `Total_Revenue(After_Promotion)`
  from dim_products join fact_events using(product_code)
  -- join dim_campaigns using(campaign_id)
  group by product_name,category
),
IR_ as(
  select * , ( `Total_Revenue(After_Promotion)` -revenue_before_promo ) as IR,
  ((`Total_Revenue(After_Promotion)` -revenue_before_promo )/revenue_before_promo)*100 as `IR%`
  from Total )
  select product_name,category,IR,`IR%`, rank() over(order by `IR%` desc)
  as Rank_IR from IR_ limit 5
```

product_name	category	IR	IR%	Rank_IR
Atliq_waterproof_Immersion_Rod	Home Appliances	17561340.00	266.187384	1
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	7589050.00	262.983626	2
Atliq_Double_Bedsheet_set	Home Care	12917450.00	258.267904	3
Atliq_Curtains	Home Care	3517500.00	255.335366	4
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	15593025.00	143.690678	5

