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/* INTERNATIONAL BREWERIES SQL CAPSTONE PROJECT */

--From the international breweries data recorded for a duration of
three years,
--you are directed to do the following analyses to aid better
decision making
--in order to maximize profit and reduce loss to the lowest minimum.



--SESSION A (PROFIT ANALYSIS)
/*
1. Within the space of the last three years, what was the profit
worth of the breweries,
inclusive of the anglophone and the francophone territories?
*/
--SELECT countries, SUM(profit)
--FROM int_breweries
--GROUP BY 1
--ORDER BY 2 DESC;

SELECT CASE WHEN countries IN ('Nigeria','Ghana') THEN 'Anglophone
Countries'
                            ELSE 'Francophone Countries'
                            END AS territories,
                SUM(profit) AS total_profit, years
FROM int_breweries
GROUP BY 1, 3
ORDER BY 2 DESC;

/*
2. Compare the total profit between these two territories in order
for the territory manager,
Mr. Stone made a strategic decision that will aid profit
maximization in 2020.
*/
SELECT CASE WHEN countries IN ('Nigeria','Ghana') THEN 'Anglophone
Countries'
                            ELSE 'Francophone Countries'
                            END AS territories,
                SUM(profit) AS total_profit
FROM int_breweries
GROUP BY 1
ORDER BY 2 DESC

/*
3. Country that generated the highest profit in 2019
*/
SELECT countries, SUM(profit) AS country_profit
FROM int_breweries
WHERE years = '2019'
GROUP BY 1
ORDER BY 2 DESC
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/*
4. Help him find the year with the highest profit.
*/
SELECT years, SUM(profit) AS yearly_profit
FROM int_breweries
GROUP BY 1
ORDER BY 2 DESC
LIMIT 1; --This will provide the year with the highest profit only


/*
5. Which month in the three years was the least profit generated?
*/
SELECT months, SUM(profit) AS monthly_profit
FROM int_breweries
GROUP BY 1
ORDER BY 2
LIMIT 1; --This will provide the month with the least profit only


/*
6. What was the minimum profit in the month of December 2018?
*/
SELECT MIN(profit) AS min_profit
FROM int_breweries
WHERE years = '2018' AND months = 'December';


/*
7. Compare the profit in percentage for each of the month in 2019
*/
SELECT months, total_profit*100/total_cost AS pecentage_profit
FROM
        (SELECT months, SUM(profit) AS total_profit, SUM(cost) AS
total_cost
        FROM int_breweries
        WHERE years = '2019'
        GROUP BY 1) AS sub1
ORDER BY 2;


/*
8. Which particular brand generated the highest profit in Senegal?
*/
SELECT brands, SUM(profit) AS highest_profit
FROM int_breweries
WHERE countries = 'Senegal'
GROUP BY brands
ORDER BY 2 DESC
LIMIT 1;--this seperates castle lite as the brand that generated the
highest profit in Senegal
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--SESSION B (BRAND ANALYSIS)
/*
1. Within the last two years, the brand manager wants to know the
top three brands consumed in the francophone countries
*/
SELECT brands, SUM(quantity) AS qty_purchased
FROM int_breweries
WHERE countries IN ('Benin','Togo','Senegal')
AND years IN ('2018','2019')
GROUP BY 1
ORDER BY 2 DESC
LIMIT 3;--This will provide the top 3 brands for 2018 and 2019


/*
2. Find out the top two choice of consumer brands in Ghana
*/
SELECT brands, SUM(quantity) AS qty_purchased
FROM int_breweries
WHERE countries = 'Ghana'
GROUP BY 1
ORDER BY 2 DESC
LIMIT 2;--This will provide the top two choice of consumer brands in
Ghana


/*
3. Find out the details of beers consumed in the past three years in
the most oil reached country in West Africa.
*/
SELECT   sales_rep,
                quantity,
                brands,
                unit_price,
                cost,
                profit,
                region,
                months,
                years
FROM int_breweries
WHERE countries = 'Nigeria'
AND NOT brands IN ('beta malt','grand malt')
ORDER BY years;


/*
4. Favorites malt brand in Anglophone region between 2018 and 2019
*/
SELECT brands, SUM(quantity) AS total_consumed
FROM int_breweries
WHERE brands LIKE '%malt'
AND years IN ('2018','2019')
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AND countries IN ('Nigeria','Ghana')
GROUP BY 1
ORDER BY 2 DESC;


/*
5. Which brands sold the highest in 2019 in Nigeria?
*/
SELECT brands, SUM(quantity) AS total_sold
FROM int_breweries
WHERE countries = 'Nigeria'
AND years = '2019'
GROUP BY 1
ORDER BY 2 DESC
LIMIT 1;--Hero sold highest in 2019


/*
6. Favorites brand in South_South region in Nigeria
*/
SELECT brands, SUM(quantity) AS total_sold
FROM int_breweries
WHERE countries = 'Nigeria'
AND region = 'southsouth'
GROUP BY 1
ORDER BY 2 DESC;--Favorite brands in SouthSouth region appear to be
beer brands i.e. eagle larger, trophy etc


/*
7. Bear consumption in Nigeria
*/
SELECT brands, SUM(quantity) AS total_consumed
FROM int_breweries
WHERE brands NOT LIKE '%malt'
AND countries = 'Nigeria'
GROUP BY 1
ORDER BY 2 DESC


/*
8. Level of consumption of Budweiser in the regions in Nigeria
*/
SELECT brands, region, SUM(quantity) AS total_consumed
FROM int_breweries
WHERE brands = 'budweiser'
AND countries = 'Nigeria'
GROUP BY 1,2
ORDER BY 3 DESC;


/*
9. Level of consumption of Budweiser in the regions in Nigeria in
2019 (Decision on Promo)
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*/
SELECT region, SUM(quantity) AS total_consumed
FROM int_breweries
WHERE brands = 'budweiser'
AND countries = 'Nigeria'
AND years = '2019'
GROUP BY 1
ORDER BY 2 DESC;




--SESSION C (COUNTRIES ANALYSIS)
/*
1. Country with the highest consumption of beer.
*/
SELECT countries, SUM(quantity) AS total_consumed
FROM int_breweries
WHERE brands NOT LIKE '%malt'
GROUP BY 1
ORDER BY 2 DESC;--Senegal has highest consumption of beer


/*
2. Highest sales personnel of Budweiser in Senegal
*/
SELECT sales_rep, SUM(quantity) AS total_consumed
FROM int_breweries
WHERE brands = 'budweiser'
AND countries = 'Senegal'
GROUP BY 1
ORDER BY 2 DESC;--Highest sales personnel of Budweiser in Senegal is
Jones


/*
3. Country with the highest profit of the fourth quarter in 2019
*/
SELECT countries, total_profit, quarters_in_Year
FROM
        (SELECT CASE WHEN months IN ('January','February','March')
THEN '1st_Quarter'
                                     WHEN months IN
('April','May','June') THEN '2nd_Quarter'
                                     WHEN months IN
('July','August','September') THEN '3rd_Quarter'
                                     ELSE '4th_Quarter'
                                     END AS quarters_in_Year,
                        countries, years, SUM(profit) AS
total_profit
        FROM int_breweries
        GROUP BY 1,2,3
        ORDER BY 3,4 DESC) AS sub1
WHERE quarters_in_Year = '4th_Quarter'
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AND years = '2019'
ORDER BY 2 DESC;--Ghana is country with highest profit in fourth
quarter (4th) of 2019
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