```sql
--Q1) Who prefers energy drink more?
(male/female/non-binary)

Approach-1:
Select
Gender,
count(respondent_id) as cnt
from dim_respondents
group by gender;

Approach-2:
WIth cte as(
select    f.consume_frequency,    dr.gender,
count(dr.respondent_id) as cnt,
rank() over (partition by f.consume_frequency
order by count(dr.respondent_id) desc) as rnk
from fact_survey_responses f
join dim_respondents dr on f.respondent_id =
dr.respondent_id
group by f.consume_frequency, dr.gender)
Select
consume_frequency,
gender
from cte
where rnk=1;


--Q2) Which age group prefers energy drinks
more?

WIth cte as(
select     f.consume_frequency,     dr.age,
count(dr.respondent_id) no_of_respondents ,
rank() over (partition by f.consume_frequency
order by count(dr.respondent_id) desc) as rnk
from fact_survey_responses f
join dim_respondents dr on f.respondent_id =
dr.respondent_id
group by f.consume_frequency, dr.age)
select        consume_frequency,        age,
no_of_respondents
from cte
where rnk=1;


--Q3) Which type of marketing reaches the most
Youth (15-30)?

Select
f.marketing_channels, count(dr.respondent_id)
no_of_respondents
from fact_survey_responses f
join dim_respondents dr on f.respondent_id =
dr.respondent_id
where dr.age in ('15-18', '19-30')
group by f.marketing_channels
order by no_of_respondents desc
limit 1;
```

--Q4) What are the preferred ingredients of energy drinks among respondents?

```sql
Select
Ingredients_expected,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Ingredients_expected
order by no_of_respondents desc
limit 1;
```

--Q5) What packaging preferences do respondents have for energy drinks?

```sql
Select
Packaging_preference,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Packaging_preference
order by no_of_respondents desc;
```

--Q6) Who are the current market leaders?

```sql
Select
Current_brands,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Current_brands
order by no_of_respondents desc
limit 3;
```

--Q7) What are the primary reasons consumers prefer those brands over ours?

```sql
Select
Reasons_for_choosing_brands,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Reasons_for_choosing_brands
order by no_of_respondents desc
limit 3;
```

--Q8) Which marketing channel can be used to reach more customers?

```sql
Select
marketing_channels,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by marketing_channels
order by no_of_respondents desc
limit 1 ;
```

--Q9) How effective are different marketing strategies and channels in reaching our customers?

```sql
Select
dr.age,
f.marketing_channels,
count(f.respondent_id) no_of_respondents
from fact_survey_responses  f
join dim_respondents dr on f.respondent_id = dr.respondent_id
where f.current_brands = "Codex"
GROUP BY dr.Age, f.Marketing_channels
order by no_of_respondents desc;
```

--Q10) What do people think about our brand? (overall rating)

```sql
Select
Brand_perception,
count(respondent_id) no_of_respondents
from fact_survey_responses
where current_brands = "Codex"
group by Brand_perception
order by no_of_respondents desc
;

Select
avg(taste_experience) as overall_rating
from fact_survey_responses
where current_brands = "Codex";
```

--Q11) Which cities do we need to focus more on?

```sql
select   city,   brand_perception,   cnt,
percentage from (
Select
dc.city,
f.current_brands,
f.brand_perception,
count(f.respondent_id) as Cnt,
Round((COUNT(*) * 100.0) / (SELECT COUNT(*)
FROM fact_survey_responses), 2) AS Percentage
from fact_survey_responses f
join dim_respondents dr on f.respondent_id = dr.respondent_id
join dim_cities dc on dc.city_id = dr.city_id
group   by   dc.city,   f.current_brands,
f.brand_perception) a
group   by   city,   brand_perception,   cnt,
percentage
order by cnt desc;
```

--Q12) Where do respondents prefer to purchase energy drinks?

```sql
Select
Purchase_location,
```

```
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Purchase_location
order by no_of_respondents desc
limit 3;


--Q13) What are the typical consumption
situations for energy drinks among respondents?

Select
Typical_consumption_situations,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Typical_consumption_situations
order by no_of_respondents desc;


--Q14) What factors influence respondents'
purchase decisions, such as price range and limited
edition packaging?

Select
Price_range,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by price_range
order by no_of_respondents desc;

Select
Limited_edition_packaging,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Limited_edition_packaging
order by no_of_respondents desc;

Select
Health_concerns,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Health_concerns
order by no_of_respondents desc;

Select
Interest_in_natural_or_organic,
count(respondent_id) no_of_respondents
from fact_survey_responses
group by Interest_in_natural_or_organic
order by no_of_respondents desc;


--Q15) Which area of business should we focus
more     on     our     product     development?
(Branding/taste/availability)

Select
Reasons_preventing_trying,
count(respondent_id) no_of_respondents
from fact_survey_responses
```

```
where current_brands = "Codex"
group by Reasons_preventing_trying
order by no_of_respondents desc;
```