1)

Matt -

DECLARE @lastweekEnd DATE = (SELECT MAX(FYWeekEndingDate)

FROM dbo.DateDimension

WHERE FYWeekEndingDate < GETDATE())

DECLARE @twoweeksEnd DATE = DATEADD(WEEK, -1, @lastweekEnd)

SELECT i.Subcategory,

SUM(s.SaleAmount) 'Sales2WeeksAgo'

INTO #twoWeeks

FROM dbo.SalesDailyItemFact s

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE DateDimensionID BETWEEN CONVERT(INT, CONVERT(CHAR(8),DATEADD(DAY, -6, @twoweeksEnd),112)) AND CONVERT(INT, CONVERT(CHAR(8),@twoweeksEnd,112))

GROUP BY i.Subcategory

SELECT i.Subcategory,

SUM(s.SaleAmount) 'Sales1WeekAgo'

INTO #oneWeek

FROM dbo.SalesDailyItemFact s

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE DateDimensionID BETWEEN CONVERT(INT, CONVERT(CHAR(8),DATEADD(DAY, -6, @lastweekEnd),112)) AND CONVERT(INT, CONVERT(CHAR(8),@lastweekEnd,112))

GROUP BY i.Subcategory

SELECT TOP 1 #oneWeek.Subcategory,

Sales1WeekAgo - Sales2WeeksAgo 'SalesLift'

FROM #oneWeek

JOIN #twoWeeks ON #twoWeeks.Subcategory = #oneWeek.Subcategory

ORDER BY SalesLift DESC

Lainey –

DECLARE @LWeekEnd DATE = (SELECT MAX(FYWeekEndingDate)

FROM dbo.PDW\_DateDimension

WHERE FYWeekEndingDate <= GETDATE());

DECLARE @L2WeekEnd DATE = DATEADD(WEEK, -1, @LWeekEnd);

SELECT si.Subcategory,

SUM(sd.SaleAmount) [LWSales]

INTO #LWeek

FROM dbo.PDW\_SalesDailyItemFact sd

JOIN dbo.PDW\_StoreItemDimension si

ON si.StoreItemDimensionID = sd.StoreItemDimensionID

JOIN dbo.PDW\_DateDimension d

ON d.DateDimensionID = sd.DateDimensionID

WHERE d.FYWeekEndingDate = @LWeekEnd

GROUP BY si.Subcategory;

SELECT si.Subcategory,

SUM(sd.SaleAmount) [L2WSales]

INTO #L2Week

FROM dbo.PDW\_SalesDailyItemFact sd

JOIN dbo.PDW\_StoreItemDimension si

ON si.StoreItemDimensionID = sd.StoreItemDimensionID

JOIN dbo.PDW\_DateDimension d

ON d.DateDimensionID = sd.DateDimensionID

WHERE d.FYWeekEndingDate = @L2WeekEnd

GROUP BY si.Subcategory;

SELECT TOP (1) l.Subcategory,

l.LWSales [Last Week],

l2.L2WSales [2 Weeks Ago],

l.LWSales - l2.L2WSales [Sales Inc]

FROM #LWeek l

JOIN #L2Week l2

ON l2.Subcategory = l.Subcategory

ORDER BY [Sales Inc] DESC;

DROP TABLE #LWeek;

DROP TABLE #L2Week;

2)

Matt –

DECLARE @lastMonthEnd DATE = (SELECT MAX(FYMonthEndingDate)

FROM dbo.DateDimension

WHERE FYMonthEndingDate < GETDATE())

DECLARE @twoMonthshEnd DATE = (SELECT MAX(FYMonthEndingDate)

FROM dbo.DateDimension

WHERE FYMonthEndingDate < @lastMonthEnd)

SELECT c.FactsWeekSegment,

c.CustomerDimensionID,

d.FYWeekEndingDate,

COUNT(DISTINCT s.BasketKey) 'baskets',

SUM(s.SaleAmount) 'sales'

INTO #salesAndBaskets

FROM dbo.SalesBasketFact s

JOIN dbo.CustomerDimension c ON c.CustomerDimensionID = s.CustomerDimensionID

JOIN dbo.DateDimension d ON d.DateDimensionID = s.DateDimensionID

WHERE s.DateDimensionID BETWEEN CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, 1, @twoMonthshEnd), 112)) AND CONVERT(INT, CONVERT(CHAR(8), @lastMonthEnd, 112))

AND c.CustomerDimensionID <> 1

GROUP BY c.FactsWeekSegment ,

c.CustomerDimensionID ,

d.FYWeekEndingDate

SELECT FactsWeekSegment,

FYWeekEndingDate,

AVG(baskets) 'Baskets',

AVG(sales) 'Sales'

FROM #salesAndBaskets

GROUP BY FactsWeekSegment ,

FYWeekEndingDate

Lainey –

DECLARE @LastMonthEnd DATE = (SELECT MAX(FYMonthEndingDate)

FROM dbo.PDW\_DateDimension

WHERE FYMonthEndingDate <= GETDATE());

DECLARE @LastMonthEndInt INT = CAST(CONVERT(VARCHAR(10),@LastMonthEnd,112) AS INT),

@LastMonthBegInt INT = (SELECT MIN(DateDimensionID)

FROM dbo.PDW\_DateDimension

WHERE FYMonthEndingDate = @LastMonthEnd);

SELECT c.CustomerDimensionID,

c.FactsWeekSegment,

d.FYWeekEndingDate,

SUM(sl.SaleAmount) [Sales],

COUNT(DISTINCT sl.BasketKey) [Baskets]

INTO #LastMonth

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_CustomerDimension c

ON c.CustomerDimensionID = sl.CustomerDimensionID

JOIN dbo.PDW\_DateDimension d

ON d.DateDimensionID = sl.DateDimensionID

WHERE sl.DateDimensionID BETWEEN @LastMonthBegInt AND @LastMonthEndInt

AND c.CustomerDimensionID > 1

GROUP BY c.CustomerDimensionID, c.FactsWeekSegment, d.FYWeekEndingDate;

SELECT FactsWeekSegment [Facts Segment],

FYWeekEndingDate [Week],

AVG(Sales) [Avg Sales],

AVG(Baskets) [Avg Baskets]

FROM #LastMonth

GROUP BY FactsWeekSegment, FYWeekEndingDate

ORDER BY FYWeekEndingDate, [Facts Segment];

DROP TABLE #LastMonth;

3)

Matt –

SELECT s.CustomerDimensionID,

SUM(s.SaleAmount) 'sales'

INTO #sales

FROM dbo.SalesLineItemFact s

WHERE DateDimensionID BETWEEN CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, -30, GETDATE()), 112)) AND CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, -1, GETDATE()), 112))

AND s.POSDepartmentDimensionID = 1

AND s.CustomerDimensionID <> 1

GROUP BY s.CustomerDimensionID

SELECT CustomerDimensionID

FROM #sales

WHERE sales > (SELECT AVG(sales) FROM #sales)

Lainey –

SELECT sl.CustomerDimensionID,

SUM(sl.Quantity) [Items]

INTO #GroceryItems

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_StoreItemDimension si

ON si.StoreItemDimensionID = sl.StoreItemDimensionID

AND si.NielsenDepartment = 'GROCERY'

WHERE DateDimensionID >= CAST(CONVERT(VARCHAR(10), DATEADD(DAY, -30, GETDATE()), 112) AS INT)

AND sl.CustomerDimensionID > 1

GROUP BY sl.CustomerDimensionID;

DECLARE @AvgItems DECIMAL(20,3) = (SELECT AVG(Items)

FROM #GroceryItems);

SELECT \*

FROM #GroceryItems

WHERE Items > @AvgItems

ORDER BY Items DESC;

4)

Matt -

DECLARE @cyMonthEndDate DATE = (SELECT MAX(FYMonthEndingDate)

FROM dbo.DateDimension

WHERE FYMonthEndingDate < GETDATE())

DECLARE @cyMonthEnd INT = CONVERT(INT,CONVERT(CHAR(8),@cyMonthEndDate,112))

DECLARE @cyMonthBegin INT = (SELECT MIN(DateDimensionID)

FROM dbo.DateDimension

WHERE FYMonthEndingDate = @cyMonthEndDate)

DECLARE @lyMonthEndDate DATE = (SELECT DISTINCT d.FYMonthEndingDate

FROM dbo.DateDimension d

JOIN (SELECT DISTINCT FYMonthNumber, FYYearNumber

FROM dbo.DateDimension

WHERE FYMonthEndingDate = @cyMonthEndDate) mth ON mth.FYMonthNumber = d.FYMonthNumber AND mth.FYYearNumber-1 = d.FYYearNumber

)

DECLARE @lyMonthEnd INT = CONVERT(INT,CONVERT(CHAR(8),@lyMonthEndDate,112))

DECLARE @lyMonthBegin INT = (SELECT MIN(DateDimensionID)

FROM dbo.DateDimension

WHERE FYMonthEndingDate = @lyMonthEndDate)

SELECT l.StoreNumber,

SUM(s.SaleAmount) 'onlineSalesCY',

COUNT(DISTINCT s.BasketKey) 'onlineBasketsCY'

INTO #cyOnline

FROM dbo.SalesBasketFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

WHERE s.DateDimensionID BETWEEN @cyMonthBegin AND @cyMonthEnd

AND s.CheckoutTypeDimensionID = 3

GROUP BY l.StoreNumber

SELECT l.StoreNumber,

SUM(s.SaleAmount) 'plSalesCY',

COUNT(DISTINCT s.BasketKey) 'plBasketsCY'

INTO #cyPL

FROM dbo.SalesLineItemFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE s.DateDimensionID BETWEEN @cyMonthBegin AND @cyMonthEnd

AND i.PrivateLabel\_Key = 0

GROUP BY l.StoreNumber

SELECT l.StoreNumber,

SUM(s.SaleAmount) 'onlineSalesLY',

COUNT(DISTINCT s.BasketKey) 'onlineBasketsLY'

INTO #lyOnline

FROM dbo.SalesBasketFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

WHERE s.DateDimensionID BETWEEN @lyMonthBegin AND @lyMonthEnd

AND s.CheckoutTypeDimensionID = 3

GROUP BY l.StoreNumber

SELECT l.StoreNumber,

SUM(s.SaleAmount) 'plSalesLY',

COUNT(DISTINCT s.BasketKey) 'plBasketsLY'

INTO #lyPL

FROM dbo.SalesLineItemFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE s.DateDimensionID BETWEEN @lyMonthBegin AND @lyMonthEnd

AND i.PrivateLabel\_Key = 0

GROUP BY l.StoreNumber

SELECT #cyOnline.StoreNumber ,

onlineSalesCY ,

onlineBasketsCY ,

plSalesCY ,

plBasketsCY ,

onlineSalesLY ,

onlineBasketsLY ,

plSalesLY ,

plBasketsLY,

(onlineSalesCY - onlineSalesLY) / onlineSalesLY 'onlineSalesPctChg',

CONVERT(DECIMAL,(onlineBasketsCY - onlineBasketsLY)) / CONVERT(DECIMAL,onlineBasketsLY) 'onlineBasketsPctChg',

(plSalesCY - plSalesLY) / plSalesLY 'plSalesPctChg',

CONVERT(DECIMAL,(plBasketsLY - plBasketsCY)) / CONVERT(DECIMAL,plBasketsLY) 'plBasketPctChg'

FROM #cyOnline

JOIN #cyPL ON #cyPL.StoreNumber = #cyOnline.StoreNumber

JOIN #lyOnline ON #lyOnline.StoreNumber = #cyOnline.StoreNumber

JOIN #lyPL ON #lyPL.StoreNumber = #cyOnline.StoreNumber

Lainey –

DECLARE @LastMoEnd DATE = (SELECT MAX(FYMonthEndingDate)

FROM dbo.PDW\_DateDimension

WHERE FYMonthEndingDate <= GETDATE());

DECLARE @LastMoEndInt INT = CAST(CONVERT(VARCHAR(10),@LastMoEnd,112) AS INT),

@LastMoBegInt INT = (SELECT MIN(DateDimensionID)

FROM dbo.PDW\_DateDimension

WHERE FYMonthEndingDate = @LastMoEnd);

DECLARE @LYMoBegInt INT = (SELECT MIN(DateDimensionID)

FROM dbo.PDW\_DateDimension

WHERE FYMonthEndingDate = DATEADD(WEEK, -52, @LastMoEnd)),

@LYMoEndInt INT = (SELECT MAX(DateDimensionID)

FROM dbo.PDW\_DateDimension

WHERE FYMonthEndingDate = DATEADD(WEEK, -52, @LastMoEnd));

SELECT l.StoreNumber,

l.StoreName,

SUM(sl.SaleAmount) [CYSales],

COUNT(DISTINCT sl.BasketKey) [CYBaskets]

INTO #CYPL

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_StoreItemDimension si

ON si.StoreItemDimensionID = sl.StoreItemDimensionID

JOIN dbo.PDW\_LocationDimension l

ON l.LocationDimensionID = sl.LocationDimensionID

WHERE si.PrivateLabel = 'Private Label'

AND sl.DateDimensionID BETWEEN @LastMoBegInt AND @LastMoEndInt

GROUP BY l.StoreNumber, l.StoreName;

SELECT l.StoreNumber,

l.StoreName,

SUM(sl.SaleAmount) [LYSales],

COUNT(DISTINCT sl.BasketKey) [LYBaskets]

INTO #LYPL

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_StoreItemDimension si

ON si.StoreItemDimensionID = sl.StoreItemDimensionID

JOIN dbo.PDW\_LocationDimension l

ON l.LocationDimensionID = sl.LocationDimensionID

WHERE si.PrivateLabel = 'Private Label'

AND sl.DateDimensionID BETWEEN @LYMoBegInt AND @LYMoEndInt

GROUP BY l.StoreNumber, l.StoreName;

SELECT l.StoreNumber,

l.StoreName,

SUM(sl.SaleAmount) [CYSales],

COUNT(DISTINCT sl.BasketKey) [CYBaskets]

INTO #CYOnline

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_LocationDimension l

ON l.LocationDimensionID = sl.LocationDimensionID

WHERE sl.DateDimensionID BETWEEN @LastMoBegInt AND @LastMoEndInt

AND sl.CheckoutTypeDimensionID = 3

GROUP BY l.StoreNumber, l.StoreName;

SELECT l.StoreNumber,

l.StoreName,

SUM(sl.SaleAmount) [LYSales],

COUNT(DISTINCT sl.BasketKey) [LYBaskets]

INTO #LYOnline

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_LocationDimension l

ON l.LocationDimensionID = sl.LocationDimensionID

WHERE sl.DateDimensionID BETWEEN @LYMoBegInt AND @LYMoEndInt

AND sl.CheckoutTypeDimensionID = 3

GROUP BY l.StoreNumber, l.StoreName;

SELECT cp.StoreNumber,

cp.StoreName,

(cp.CYSales - lp.LYSales) / lp.LYSales [PL Sales % Inc],

CAST((cp.CYBaskets - lp.LYBaskets) AS DECIMAL(20,4)) / CAST(lp.LYBaskets AS DECIMAL(20,4)) [PL Baskets % Inc],

(co.CYSales - lo.LYSales) / lo.LYSales [Online Sales % Inc],

CAST((co.CYBaskets - lo.LYBaskets) AS DECIMAL(20,4)) / CAST(lo.LYBaskets AS DECIMAL(20,4)) [Online Baskets % Inc]

FROM #CYPL cp

JOIN #LYPL lp

ON lp.StoreNumber = cp.StoreNumber

LEFT JOIN #CYOnline co

ON co.StoreNumber = cp.StoreNumber

LEFT JOIN #LYOnline lo

ON lo.StoreNumber = cp.StoreNumber

ORDER BY cp.StoreNumber;

DROP TABLE #CYPL;

DROP TABLE #LYPL;

DROP TABLE #CYOnline;

DROP TABLE #LYOnline;

5)

Matt -

SELECT TOP 1 \*

INTO #lastAd

FROM T\_DIM\_ODS.dbo.AD\_Maintenance

WHERE mai\_typid = 110

AND DATEADD(DAY, mai\_days, mai\_begindate) < GETDATE()

ORDER BY DATEADD(DAY, mai\_days, mai\_begindate) DESC

DROP TABLE #sales

SELECT igr\_igrid 'ItemGroup',

igr\_descrip 'ItemGroupDescription',

--SUM(SaleAmount) 'sales'

SUM(CASE WHEN DateDimensionID BETWEEN CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, -30, mai\_begindate), 112)) AND CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, -1, mai\_begindate), 112)) THEN SaleAmount ELSE NULL END) 'beforeSales',

SUM(CASE WHEN DateDimensionID BETWEEN CONVERT(INT, CONVERT(CHAR(8), mai\_begindate, 112)) AND CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, mai\_days, mai\_begindate),112)) THEN SaleAmount ELSE NULL END) 'afterSales'

INTO #sales

FROM #lastAd

JOIN T\_DIM\_ODS.dbo.AD\_ItemGroup ON mai\_maiid = igr\_maiid

JOIN T\_DIM\_ODS.dbo.AD\_Item ON igr\_igrid = ite\_igrid

JOIN dbo.StoreItemDimension ON ite\_upc = UPC

JOIN dbo.SalesDailyItemFact ON SalesDailyItemFact.StoreItemDimensionID = StoreItemDimension.StoreItemDimensionID

WHERE DateDimensionID BETWEEN CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, -30, mai\_begindate), 112)) AND CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, mai\_days, mai\_begindate), 112))

GROUP BY igr\_igrid ,

igr\_descrip,

mai\_begindate ,

mai\_days

SELECT TOP 1 ItemGroup,

igr\_descrip,

ItemGroupDescription,

afterSales - beforeSales 'Lift'

FROM #sales

JOIN T\_DIM\_ODS.dbo.AD\_ItemGroup ON ItemGroup = igr\_igrid

ORDER BY Lift DESC

Lainey –

DECLARE @LastMega INT = (SELECT TOP (1) mai\_maiid

FROM [HVCORP10\CORP].OfficeShared.dbo.AD\_Maintenance

WHERE mai\_endDate <= GETDATE()

AND mai\_typid = 110

ORDER BY mai\_endDate DESC);

SELECT DISTINCT PromotionDimensionID,

igr\_igrid,

ItemGroupDescription,

UPC,

BeginDate

INTO #MegaItems

FROM dbo.PDW\_PromotionDimension

WHERE mai\_maiid = @LastMega;

SELECT m.igr\_igrid,

m.ItemGroupDescription,

SUM(sd.SaleAmount) [Ad Sales]

INTO #AdSales

FROM dbo.PDW\_SalesDailyItemFact sd

JOIN #MegaItems m

ON m.PromotionDimensionID = sd.PromotionDimensionID

GROUP BY m.igr\_igrid, m.ItemGroupDescription;

SELECT m.igr\_igrid,

m.ItemGroupDescription,

SUM(sd.SaleAmount) [Last 30 Sales]

INTO #Last30Sales

FROM dbo.PDW\_SalesDailyItemFact sd

JOIN #MegaItems m

ON m.UPC = sd.UPC

WHERE sd.DateDimensionID BETWEEN CAST(CONVERT(VARCHAR(10), DATEADD(DAY, -31, m.BeginDate), 112) AS INT) AND CAST(CONVERT(VARCHAR(10), DATEADD(DAY, -1, m.BeginDate), 112) AS INT)

GROUP BY m.igr\_igrid, m.ItemGroupDescription;

SELECT TOP (1) a.ItemGroupDescription,

a.[Ad Sales],

l.[Last 30 Sales],

a.[Ad Sales] - l.[Last 30 Sales] [Lift]

FROM #AdSales a

JOIN #Last30Sales l

ON l.igr\_igrid = a.igr\_igrid

ORDER BY Lift DESC;

DROP TABLE #MegaItems;

DROP TABLE #AdSales;

DROP TABLE #Last30Sales;

6)

Matt –

SELECT DISTINCT s.CustomerDimensionID,

l.StoreTypeDescription,

c.ShopStyleSegment

INTO #foodStores

FROM dbo.SalesBasketFact s

JOIN dbo.CustomerDimension c ON c.CustomerDimensionID = s.CustomerDimensionID

JOIN dbo.LocationDimension loc ON loc.LocationDimensionID = s.LocationDimensionID

JOIN (SELECT DISTINCT storenumber, storetypedescription FROM dbo.LocationDimension) l ON l.StoreNumber = c.FrequentStore

WHERE DateDimensionID > CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, -61, GETDATE()), 112))

AND loc.LocationTypeID IN (1, 2, 7)

AND l.StoreTypeDescription <> 'N/A'

AND s.CustomerDimensionID <> 1

SELECT DISTINCT s.CustomerDimensionID,

l.StoreTypeDescription,

c.ShopStyleSegment

INTO #cStores

FROM dbo.SalesBasketFact s

JOIN dbo.CustomerDimension c ON c.CustomerDimensionID = s.CustomerDimensionID

JOIN dbo.LocationDimension loc ON loc.LocationDimensionID = s.LocationDimensionID

JOIN (SELECT DISTINCT storenumber, storetypedescription FROM dbo.LocationDimension) l ON l.StoreNumber = c.FrequentStore

WHERE DateDimensionID > CONVERT(INT, CONVERT(CHAR(8), DATEADD(DAY, -61, GETDATE()), 112))

AND loc.LocationTypeID IN (5)

AND l.StoreTypeDescription <> 'N/A'

AND s.CustomerDimensionID <> 1

SELECT #cStores.ShopStyleSegment,

#cStores.StoreTypeDescription,

COUNT(#cStores.CustomerDimensionID) 'bothCustomers'

INTO #both

FROM #foodStores

JOIN #cStores ON #cStores.CustomerDimensionID = #foodStores.CustomerDimensionID

GROUP BY #cStores.ShopStyleSegment,

#cStores.StoreTypeDescription

SELECT #both.ShopStyleSegment,

#both.StoreTypeDescription,

CONVERT(DECIMAL,bothCustomers) / CONVERT(DECIMAL,cStore.cStoreCustomers) 'cStorePct',

CONVERT(DECIMAL,bothCustomers) / CONVERT(DECIMAL,food.foodCustomers) 'foodPct'

FROM (SELECT shopstylesegment, StoreTypeDescription, COUNT(CustomerDimensionID) 'cStoreCustomers' FROM #cStores GROUP BY ShopStyleSegment, StoreTypeDescription) cStore

JOIN (SELECT ShopStyleSegment, StoreTypeDescription, COUNT(CustomerDimensionID) 'foodCustomers' FROM #foodStores GROUP BY ShopStyleSegment, StoreTypeDescription) food ON food.ShopStyleSegment = cStore.ShopStyleSegment AND food.StoreTypeDescription = cStore.StoreTypeDescription

JOIN #both ON #both.ShopStyleSegment = food.ShopStyleSegment AND #both.StoreTypeDescription = food.StoreTypeDescription

Lainey –

SELECT DISTINCT StoreNumber

INTO #CStores

FROM dbo.PDW\_LocationDimension

WHERE LocationTypeID = 5;

SELECT DISTINCT c.CustomerDimensionID,

c.ShopStyleSegment,

c.FrequentStore,

CASE WHEN cs.StoreNumber IS NOT NULL

THEN 1

ELSE 0

END [HasCStore]

INTO #FoodStoreCust

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_CustomerDimension c

ON c.CustomerDimensionID = sl.CustomerDimensionID

JOIN dbo.PDW\_LocationDimension l

ON l.LocationDimensionID = sl.LocationDimensionID

LEFT JOIN #CStores cs

ON cs.StoreNumber = c.FrequentStore

WHERE c.CustomerDimensionID > 1

AND sl.DateDimensionID >= CAST(CONVERT(VARCHAR(10), DATEADD(DAY, -60, GETDATE()), 112) AS INT)

AND l.LocationTypeID IN (1,2,7);

SELECT DISTINCT c.CustomerDimensionID,

c.ShopStyleSegment,

c.FrequentStore,

CASE WHEN cs.StoreNumber IS NOT NULL

THEN 1

ELSE 0

END [HasCStore]

INTO #CStoreCust

FROM dbo.PDW\_SalesLineItemFact sl

JOIN dbo.PDW\_CustomerDimension c

ON c.CustomerDimensionID = sl.CustomerDimensionID

JOIN dbo.PDW\_LocationDimension l

ON l.LocationDimensionID = sl.LocationDimensionID

LEFT JOIN #CStores cs

ON cs.StoreNumber = c.FrequentStore

WHERE c.CustomerDimensionID > 1

AND sl.DateDimensionID >= CAST(CONVERT(VARCHAR(10), DATEADD(DAY, -60, GETDATE()), 112) AS INT)

AND l.LocationTypeID = 5;

SELECT f.ShopStyleSegment,

f.HasCStore [Frequent Store Has C-Store],

COUNT(DISTINCT f.CustomerDimensionID) [Food Store Cust],

COUNT(DISTINCT c.CustomerDimensionID) [Food and C-Store Cust],

CAST(COUNT(DISTINCT c.CustomerDimensionID) AS DECIMAL(20,4))/ CAST(COUNT(DISTINCT f.CustomerDimensionID) AS DECIMAL(20,4)) [Pct Food Shopping C-Store]

FROM #FoodStoreCust f

LEFT JOIN #CStoreCust c

ON c.CustomerDimensionID = f.CustomerDimensionID

GROUP BY f.HasCStore, f.ShopStyleSegment

ORDER BY f.ShopStyleSegment, f.HasCStore;

SELECT c.ShopStyleSegment,

c.HasCStore [Frequent Store Has C-Store],

COUNT(DISTINCT c.CustomerDimensionID) [C-Store Cust],

COUNT(DISTINCT f.CustomerDimensionID) [C-Store and Food Cust],

CAST(COUNT(DISTINCT f.CustomerDimensionID) AS DECIMAL(20,4)) / CAST(COUNT(DISTINCT c.CustomerDimensionID) AS DECIMAL(20,4)) [Pct C-Store Shopping Food]

FROM #CStoreCust c

LEFT JOIN #FoodStoreCust f

ON f.CustomerDimensionID = c.CustomerDimensionID

GROUP BY c.HasCStore, c.ShopStyleSegment

ORDER BY c.ShopStyleSegment, c.HasCStore;

DROP TABLE #CStores;

DROP TABLE #FoodStoreCust;

DROP TABLE #CStoreCust;

7)

Matt –

SELECT StoreItemDimensionID,

COUNT(DISTINCT BasketKey) 'baskets'

INTO #basketCounts

FROM dbo.SalesLineItemFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

WHERE CustomerDimensionID = 10105848

AND l.LocationTypeID <> 5

AND DateDimensionID > CONVERT(INT, CONVERT(CHAR(8), GETDATE()-61, 112))

GROUP BY StoreItemDimensionID

SELECT COUNT(DISTINCT BasketKey) 'totalBaskets'

INTO #totalBaskets

FROM dbo.SalesBasketFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

WHERE CustomerDimensionID = 10105848

AND l.LocationTypeID <> 5

AND DateDimensionID > CONVERT(INT, CONVERT(CHAR(8), GETDATE()-61, 112))

SELECT StoreItemDimensionID,

CONVERT(DECIMAL, baskets) / CONVERT(DECIMAL, totalBaskets) 'boughtPct'

INTO #pcts

FROM #basketCounts

JOIN #totalBaskets ON 1=1

GROUP BY CONVERT(DECIMAL, baskets) / CONVERT(DECIMAL, totalBaskets) ,

StoreItemDimensionID

SELECT CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .75 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '75Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .5 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '50Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .25 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '25Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct < .25 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '<25Pct'

FROM #pcts

Lainey –

DECLARE @CustID INT = (SELECT CustomerDimensionID

FROM dbo.PDW\_CustomerDimension

WHERE FirstName = 'Lainey'

AND LastName = 'Johnson'

AND City = 'Johnston');

SELECT \*

INTO #Baskets

FROM dbo.PDW\_SalesLineItemFact sl

WHERE sl.CustomerDimensionID = @CustID

AND sl.DateDimensionID >= CAST(CONVERT(VARCHAR(8), DATEADD(DAY, -61, GETDATE()), 112) AS INT);

DECLARE @TotalBaskets DECIMAL(10,4) = (SELECT COUNT(DISTINCT BasketKey)

FROM #Baskets);

SELECT b.StoreItemDimensionID,

COUNT(DISTINCT BasketKey) [Baskets],

CAST(COUNT(DISTINCT BasketKey) AS DECIMAL(10,4)) / @TotalBaskets [Pct of Baskets]

INTO #BasketPcts

FROM #Baskets b

GROUP BY b.StoreItemDimensionID;

DECLARE @TotalItems DECIMAL(10,4) = (SELECT COUNT(DISTINCT StoreItemDimensionID)

FROM #Baskets);

SELECT SUM(CASE WHEN [Pct of Baskets] >= 0.75

THEN 1

ELSE 0

END) / @TotalItems [75% of Baskets],

SUM(CASE WHEN [Pct of Baskets] >= 0.5

THEN 1

ELSE 0

END) / @TotalItems [50% of Baskets],

SUM(CASE WHEN [Pct of Baskets] >= 0.25

THEN 1

ELSE 0

END) / @TotalItems [25% of Baskets],

SUM(CASE WHEN [Pct of Baskets] < 0.25

THEN 1

ELSE 0

END) / @TotalItems [< 25% of Baskets]

FROM #BasketPcts;

DROP TABLE #Baskets;

DROP TABLE #BasketPcts;

8)

Matt –

SELECT StoreItemDimensionID,

s.CustomerDimensionID,

c.ShopStyleSegment,

c.FactsWeekSegment,

COUNT(DISTINCT BasketKey) 'baskets'

INTO #basketCounts

FROM dbo.SalesLineItemFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

JOIN dbo.CustomerDimension c ON c.CustomerDimensionID = s.CustomerDimensionID

WHERE l.LocationTypeID <> 5

AND DateDimensionID > CONVERT(INT, CONVERT(CHAR(8), GETDATE()-61, 112))

AND s.CustomerDimensionID <> 1

GROUP BY s.StoreItemDimensionID ,

s.CustomerDimensionID ,

c.ShopStyleSegment ,

c.FactsWeekSegment

SELECT s.CustomerDimensionID,

COUNT(DISTINCT BasketKey) 'totalBaskets'

INTO #totalBaskets

FROM dbo.SalesBasketFact s

JOIN dbo.LocationDimension l ON l.LocationDimensionID = s.LocationDimensionID

WHERE l.LocationTypeID <> 5

AND DateDimensionID > CONVERT(INT, CONVERT(CHAR(8), GETDATE()-61, 112))

AND s.CustomerDimensionID <> 1

GROUP BY s.CustomerDimensionID

SELECT

#basketCounts.CustomerDimensionID,

ShopStyleSegment,

FactsWeekSegment,

StoreItemDimensionID,

CONVERT(DECIMAL, baskets) / CONVERT(DECIMAL, totalBaskets) 'boughtPct'

INTO #pcts

FROM #basketCounts

JOIN #totalBaskets ON #totalBaskets.CustomerDimensionID = #basketCounts.CustomerDimensionID

GROUP BY CONVERT(DECIMAL, baskets) / CONVERT(DECIMAL, totalBaskets) ,

#basketCounts.CustomerDimensionID ,

ShopStyleSegment ,

FactsWeekSegment ,

StoreItemDimensionID

SELECT

FactsWeekSegment,

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .75 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '75Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .5 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '50Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .25 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '25Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct < .25 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '<25Pct'

FROM #pcts

GROUP BY FactsWeekSegment

SELECT

ShopStyleSegment,

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .75 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '75Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .5 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '50Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct >= .25 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '25Pct',

CONVERT(DECIMAL,COUNT(CASE WHEN boughtPct < .25 THEN StoreItemDimensionID ELSE NULL END)) / CONVERT(DECIMAL,COUNT(StoreItemDimensionID)) '<25Pct'

FROM #pcts

GROUP BY ShopStyleSegment

9)

Matt 1 –

SELECT DISTINCT s.CustomerDimensionID, COUNT(DISTINCT i.StoreItemDimensionID) 'items'

INTO #softDrinks

FROM dbo.SalesLineItemFact s

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE i.Subcategory = 'Carbonated Soft Drink'

AND s.DateDimensionID > CONVERT(INT,CONVERT(CHAR(8).DATEADD(DAY, -31, GETDATE()),112))

AND s.CustomerDimensionID <> 1

SELECT DISTINCT s.CustomerDimensionID

INTO #pepsi

FROM dbo.SalesLineItemFact s

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE i.NielsenParentCompany LIKE '%pepsi%'

AND i.Subcategory = 'Carbonated Soft Drink'

AND s.DateDimensionID > CONVERT(INT,CONVERT(CHAR(8).DATEADD(DAY, -31, GETDATE()),112))

SELECT CustomerDimensionID

INTO #noPepsi

FROM #softDrinks

EXCEPT

SELECT CustomerDimensionID

FROM #pepsi

SELECT #softDrinks.CustomerDimensionID ,

items

FROM #softDrinks

JOIN #noPepsi ON #noPepsi.CustomerDimensionID = #softDrinks.CustomerDimensionID

ORDER BY items DESC

Matt 2 –

SELECT DISTINCT s.CustomerDimensionID, COUNT(DISTINCT i.StoreItemDimensionID) 'items'

INTO #softDrinks

FROM dbo.SalesLineItemFact s

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE i.Subcategory = 'Carbonated Soft Drink'

AND s.DateDimensionID > CONVERT(INT,CONVERT(CHAR(8).DATEADD(DAY, -31, GETDATE()),112))

AND s.CustomerDimensionID <> 1

SELECT DISTINCT s.CustomerDimensionID

INTO #pepsi

FROM dbo.SalesLineItemFact s

JOIN dbo.StoreItemDimension i ON i.StoreItemDimensionID = s.StoreItemDimensionID

WHERE i.NielsenParentCompany LIKE '%pepsi%'

AND i.Subcategory = 'Carbonated Soft Drink'

AND s.DateDimensionID > CONVERT(INT,CONVERT(CHAR(8).DATEADD(DAY, -31, GETDATE()),112))

SELECT #softDrinks.CustomerDimensionID,

items

FROM #softDrinks

LEFT JOIN #Pepsi ON #Pepsi.CustomerDimensionID = #softDrinks.CustomerDimensionID

WHERE #Pepsi.CustomerDimensionID IS NULL

ORDER BY items DESC