

ODISHA CIGARETTE MARKET PENETRATION ANALYSIS

Creating Database and creating table

Table – 1 #Odisha_Smoker

```
CREATE DATABASE Odisha;  
  
use Odisha;  
  
CREATE TABLE Smoker  
  
(Id VARCHAR(50) PRIMARY KEY,  
  
Shop_id int,  
  
Gender VARCHAR (10),  
  
Age INT,  
  
Products VARCHAR(100),  
  
Brands VARCHAR(100),  
  
Reason_for_Consuming VARCHAR(100),  
  
Purchase_Behavior VARCHAR(100),  
  
Liked_Aspect VARCHAR (100),  
  
Previous_Tried_Brand VARCHAR(100),  
  
Area VARCHAR(50),  
  
Urban_Rural VARCHAR (10),  
  
Consumption_per_day VARCHAR(100),  
  
Amount_per_Day INT,  
  
Market_Trend VARCHAR(100))  
  
;
```

Table- 2 #Odisha Retail

```
CREATE TABLE RETAIL  
  
(Unique_ID INT,  
  
Shop_name varchar(50),  
  
Location VARCHAR (50),
```

Urban_Rural VARCHAR(50),

How_do_you_usually_get_ITC_Cigarettes VARCHAR(100),

Available_Brands VARCHAR(250)

);

##1 Lifetime Value (LTV) Estimation

SELECT

ID,

(SUM(Amount_per_Day) * 365 * 3) AS Estimated_Lifetime_Value_3_Yrs

FROM

Smoker

GROUP BY

ID;

| | ID | Estimated_Lifetime_Value_3_Yrs |
|---|-------|--------------------------------|
| ► | 12011 | 183960 |
| | 12012 | 183960 |
| | 12013 | 157680 |
| | 12014 | 275940 |
| | 12015 | 52560 |
| | 12016 | 65700 |
| | 12017 | 54750 |
| | 12018 | 98550 |
| | 12019 | 36135 |
| | 12020 | 15330 |
| | 12021 | 12045 |
| | 12022 | 49275 |
| | 12023 | 199290 |
| | 12024 | 32850 |
| | 12025 | 76650 |
| | 12026 | 137970 |
| | 12027 | 65700 |
| | 12028 | 84315 |
| | 12029 | 199290 |
| | 12030 | 30660 |
| | 12031 | 279225 |
| | 12032 | 65700 |
| | 12033 | 85410 |
| | 12034 | 180675 |
| | 12035 | 39420 |

##3 Brand Loyalty Index

```
SELECT
    ID,
    CASE
        WHEN Previous_Tried_Brand IS NOT NULL AND Brands IS NOT NULL THEN 1.0
        WHEN Previous_Tried_Brand IS NULL AND Brands IS NOT NULL THEN 0.5
        ELSE 0.0
    END AS Loyalty_Index
FROM
    Smoker;
```

| | ID | Loyalty_Index |
|---|-------|---------------|
| ▶ | 12011 | 1.0 |
| | 12012 | 1.0 |
| | 12013 | 1.0 |
| | 12014 | 1.0 |
| | 12015 | 1.0 |
| | 12016 | 1.0 |
| | 12017 | 1.0 |
| | 12018 | 1.0 |
| | 12019 | 1.0 |
| | 12020 | 1.0 |
| | 12021 | 1.0 |
| | 12022 | 1.0 |
| | 12023 | 1.0 |
| | 12024 | 1.0 |
| | 12025 | 1.0 |
| | 12026 | 1.0 |
| | 12027 | 1.0 |
| | 12028 | 1.0 |
| | 12029 | 1.0 |
| | 12030 | 1.0 |
| | 12031 | 1.0 |
| | 12032 | 1.0 |
| | 12033 | 1.0 |
| | 12034 | 1.0 |
| | 12035 | 1.0 |

##4 Trend Analysis by Demographics

```
SELECT
Age,
Gender,
Market_Trend,
COUNT(*) AS Trend_Count
FROM
Smoker
GROUP BY
Age, Gender, Market_Trend
ORDER BY
Trend_Count DESC;
```

| | Age | Gender | Market_Trend | Trend_Count |
|---|-----|--------|-------------------------------|-------------|
| ► | 54 | Male | Shift to alternative products | 7 |
| | 52 | Male | Shift to alternative products | 6 |
| | 39 | Male | Stable | 6 |
| | 37 | Male | Decrease in demand | 5 |
| | 34 | Male | Increase in demand | 5 |
| | 48 | Male | Stable | 5 |
| | 22 | Male | Stable | 5 |
| | 38 | Male | Decrease in demand | 5 |
| | 56 | Male | Stable | 5 |
| | 40 | Male | Increase in demand | 5 |
| | 45 | Male | Stable | 4 |
| | 41 | Male | Stable | 4 |
| | 29 | Male | Shift to alternative products | 4 |
| | 58 | Male | Increase in demand | 4 |
| | 57 | Male | Stable | 4 |
| | 21 | Male | Decrease in demand | 4 |
| | 31 | Male | Stable | 4 |
| | 22 | Male | Shift to alternative products | 4 |
| | 31 | Male | Shift to alternative products | 4 |
| | 41 | Male | Decrease in demand | 4 |
| | 38 | Male | Shift to alternative products | 4 |
| | 40 | Male | Stable | 4 |
| | 21 | Male | Increase in demand | 4 |
| | 37 | Male | Stable | 4 |
| | 47 | Male | Decrease in demand | 4 |

##5 Consumption Intensity Index (CII)

```
SELECT
    Area,
    SUM(Consumption_per_Day) / COUNT(DISTINCT ID) AS Consumption_Intensity_Index
FROM
    Smoker
GROUP BY
    Area;
```

| | Area | Consumption_Intensity_Index |
|---|------------|-----------------------------|
| ► | Anandapur | 8.85135135135135 |
| | Balasore | 6.938271604938271 |
| | Baripada | 9.464788732394366 |
| | Bhadrak | 8.271428571428572 |
| | Jajpur | 8.246753246753247 |
| | Patamundai | 7.705882352941177 |

##6 Cost of Addiction Analysis

```
SELECT
    ID,
    (Amount_per_Day* 365) AS Annual_Cost_of_Addiction
FROM
    Smoker;
```

| | ID | Annual_Cost_of_Addiction |
|---|-------|--------------------------|
| ► | 12011 | 61320 |
| | 12012 | 61320 |
| | 12013 | 52560 |
| | 12014 | 91980 |
| | 12015 | 17520 |
| | 12016 | 21900 |
| | 12017 | 18250 |
| | 12018 | 32850 |
| | 12019 | 12045 |
| | 12020 | 5110 |
| | 12021 | 4015 |
| | 12022 | 16425 |
| | 12023 | 66430 |
| | 12024 | 10950 |
| | 12025 | 25550 |
| | 12026 | 45990 |
| | 12027 | 21900 |
| | 12028 | 28105 |
| | 12029 | 66430 |
| | 12030 | 10220 |
| | 12031 | 93075 |
| | 12032 | 21900 |
| | 12033 | 28470 |
| | 12034 | 60225 |
| | 12035 | 13140 |

##7 Most Preferred Product Aspects

```
SELECT
  Liked_Aspect,
  COUNT(*) AS Preference_Count
FROM
  Smoker
GROUP BY
  Liked_Aspect
ORDER BY
  Preference_Count DESC;
```

| | Liked_Aspect | Preference_Count |
|---|---------------|------------------|
| ► | Flavor | 96 |
| | Brand loyalty | 93 |
| | Packaging | 90 |
| | Availability | 81 |
| | Price | 81 |

##8 Predictive Analysis: Shift to Alternative Products

```
SELECT
  Gender,
  Age,
  Area,
  COUNT(*) AS Shift_Count
FROM
  smoker
WHERE
  Market_Trend = 'Shift to alternative products'
GROUP BY
  Gender, Age, Area
ORDER BY
  Shift_Count DESC;
```

| | Gender | Age | Area | Shift_Count |
|---|--------|-----|------------|-------------|
| ► | Male | 31 | Anandapur | 2 |
| | Male | 21 | Patamundai | 2 |
| | Male | 52 | Bhadrak | 2 |
| | Female | 45 | Balasore | 2 |
| | Male | 22 | Bhadrak | 2 |
| | Male | 40 | Bhadrak | 2 |
| | Male | 34 | Patamundai | 2 |
| | Male | 28 | Anandapur | 2 |
| | Male | 32 | Patamundai | 2 |
| | Male | 54 | Jajpur | 2 |
| | Male | 52 | Patamundai | 2 |
| | Male | 44 | Bhadrak | 1 |
| | Male | 29 | Baripada | 1 |
| | Male | 26 | Baripada | 1 |
| | Male | 26 | Jajpur | 1 |
| | Male | 50 | Baripada | 1 |
| | Male | 40 | Jajpur | 1 |
| | Male | 19 | Anandapur | 1 |
| | Male | 29 | Anandapur | 1 |
| | Male | 25 | Balasore | 1 |
| | Male | 22 | Balasore | 1 |
| | Male | 31 | Balasore | 1 |
| | Male | 52 | Anandapur | 1 |
| | Male | 37 | Baripada | 1 |
| | Male | 47 | Patamundai | 1 |

##9 Average Daily Consumption by Age Group

SELECT

Age_Group,

AVG(Consumption_per_day) AS Avg_Consumption

FROM

```

(
  (SELECT
    CASE
      WHEN Age BETWEEN 18 AND 25 THEN '18-25'
      WHEN Age BETWEEN 26 AND 35 THEN '26-35'
      WHEN Age BETWEEN 36 AND 45 THEN '36-45'
      ELSE '46+'
    END AS Age_Group,
    Consumption_per_day
  FROM Smoker) AS AgeConsumption
GROUP BY
  Age_Group;

```


| | Age_Group | Avg_Consumption |
|---|-----------|--------------------|
| ► | 46+ | 8.356643356643357 |
| | 18-25 | 7.9010989010989015 |
| | 36-45 | 7.981481481481482 |
| | 26-35 | 8.595959595959595 |

##10 Join query

SELECT

s.ID, s.Shop_Id, s.Gender, s.Age, s.Products, s.Brands,
s.Reason_for_Consuming,
s.Purchase_Behavior,
s.Liked_Aspect,
s.Previous_Tried_Brand,
s.Area AS Smoker_Area,
s.Urban_Rural AS Smoker_Urban_Rural,
s.Consumption_per_Day,
s.Amount_per_Day,
s.Market_Trend,
re.Shop_Name, re.Location AS Shop_Location,
re.Urban_Rural AS Shop_Urban_Rural,
re.How_do_you_usually_get_ITC_Cigarettes,
re.Available_Brands

FROM Smoker s

JOIN retail re ON s.shop_ID = re.Unique_ID;

| ID | Shop_Id | Gender | Age | Products | Brands | Reason_for_Consuming | Purchase_Behavior | Liked_Aspect | Previous_Tried_Brand | Smoker_Area | Smoker_Urban_Rural | Consumption_per_Day | Amount_per_Day | Market_Trend |
|-------|---------|--------|-----|-------------|-----------------------|----------------------|-------------------|---------------|----------------------|-------------|--------------------|---------------------|----------------|-------------------------------|
| 12011 | 1001 | Male | 49 | Four Square | Godfrey Philips India | Addiction | Single stick | Availability | Flake | Patamundai | Urban | 12 | 168 | Shift to alternative products |
| 12012 | 1001 | Male | 21 | Navy Cut | ITC Limited | Stress relief | Bulk | Flavor | None | Patamundai | Urban | 12 | 168 | Shift to alternative products |
| 12013 | 1001 | Male | 47 | Marlboro | Godfrey Philips India | Stress relief | Pack | Price | Navy Cut | Jagpur | Rural | 12 | 144 | Stable |
| 12014 | 1002 | Male | 55 | Flake | Unknown | Addiction | Pack | Flavor | Pall Mall | Anandapur | Urban | 18 | 252 | Stable |
| 12015 | 1002 | Male | 52 | Flake | Unknown | Enjoyment | Single stick | Brand loyalty | Classic | Bhadrak | Urban | 4 | 48 | Shift to alternative products |
| 12016 | 1002 | Male | 51 | B&H | Godfrey Philips India | Stress relief | Bulk | Brand loyalty | None | Patamundai | Urban | 5 | 60 | Shift to alternative products |
| 12017 | 1003 | Female | 41 | Four Square | Godfrey Philips India | Enjoyment | Bulk | Flavor | Four Square | Bhadrak | Urban | 5 | 50 | Decrease in demand |
| 12018 | 1003 | Female | 52 | Navy Cut | ITC Limited | Enjoyment | Single stick | Packaging | Marlboro | Patamundai | Urban | 6 | 90 | Shift to alternative products |
| 12019 | 1003 | Male | 23 | Flake | Unknown | Stress relief | Single stick | Packaging | Pall Mall | Belasore | Rural | 3 | 33 | Increase in demand |
| 12020 | 1004 | Male | 52 | Four Square | Godfrey Philips India | Social influence | Pack | Brand loyalty | Marlboro | Jagpur | Rural | 1 | 14 | Increase in demand |
| 12021 | 1004 | Male | 45 | Four Square | Godfrey Philips India | Stress relief | Bulk | Price | Gold Flake | Patamundai | Urban | 1 | 11 | Stable |
| 12022 | 1004 | Female | 20 | Gold Flake | ITC Limited | Stress relief | Single stick | Brand loyalty | B&H | Jagpur | Rural | 3 | 45 | Stable |
| 12023 | 1005 | Male | 39 | Classic | ITC Limited | Stress relief | Pack | Packaging | Gold Flake | Bhadrak | Urban | 13 | 182 | Stable |
| 12024 | 1005 | Male | 19 | Marlboro | Godfrey Philips India | Addiction | Pack | Flavor | B&H | Anandapur | Urban | 2 | 30 | Increase in demand |
| 12025 | 1005 | Male | 37 | Classic | ITC Limited | Addiction | Single stick | Flavor | Flake | Jagpur | Rural | 5 | 70 | Decrease in demand |
| 12026 | 1006 | Male | 35 | Pall Mall | Unknown | Habit | Bulk | Flavor | Pall Mall | Anandapur | Urban | 9 | 126 | Stable |
| 12027 | 1006 | Male | 39 | Four Square | Godfrey Philips India | Habit | Single stick | Price | Flake | Anandapur | Urban | 4 | 60 | Increase in demand |
| 12028 | 1006 | Male | 19 | Marlboro | Godfrey Philips India | Enjoyment | Bulk | Availability | Four Square | Bhadrak | Urban | 7 | 77 | Stable |
| 12029 | 1007 | Male | 41 | Flake | Unknown | Habit | Bulk | Packaging | B&H | Anandapur | Urban | 13 | 182 | Stable |
| 12030 | 1007 | Male | 42 | Flake | Unknown | Stress relief | Bulk | Price | Pall Mall | Jagpur | Rural | 2 | 28 | Stable |
| 12031 | 1007 | Male | 50 | Navy Cut | ITC Limited | Social influence | Pack | Brand loyalty | Classic | Jagpur | Rural | 17 | 255 | Stable |
| 12032 | 1008 | Male | 41 | Pall Mall | Unknown | Enjoyment | Single stick | Availability | Flake | Belasore | Rural | 4 | 60 | Shift to alternative products |
| 12033 | 1008 | Male | 44 | Navy Cut | ITC Limited | Social influence | Single stick | Packaging | B&H | Bhadrak | Urban | 6 | 78 | Shift to alternative products |
| 12034 | 1008 | Male | 29 | B&H | Godfrey Philips India | Habit | Single stick | Price | Flake | Baripada | Urban | 11 | 165 | Shift to alternative products |
| 12035 | 1009 | Male | 41 | Gold Flake | ITC Limited | Habit | Single stick | Price | B&H | Jagpur | Rural | 3 | 36 | Stable |
| 12036 | 1009 | Male | 58 | Navy Cut | ITC Limited | Enjoyment | Single stick | Price | Classic | Bhadrak | Urban | 2 | 26 | Increase in demand |

##11 Average Purchase Frequency per Smoker by Shop

SELECT

s.Shop_Id,

AVG(s.Consumption_per_day) AS Avg_Quantity_Purchase

FROM Smoker s

JOIN retail re ON s.shop_ID = re.Unique_ID

GROUP BY s.Shop_Id;

| | Shop_Id | Avg_Quantity_Purchase |
|---|---------|-----------------------|
| ► | 1001 | 12 |
| | 1002 | 9 |
| | 1003 | 4.666666666666667 |
| | 1004 | 1.666666666666667 |
| | 1005 | 6.666666666666667 |
| | 1006 | 6.666666666666667 |
| | 1007 | 10.666666666666666 |
| | 1008 | 7 |
| | 1009 | 3.6666666666666665 |
| | 1010 | 14.333333333333334 |
| | 1011 | 11.333333333333334 |
| | 1012 | 7.333333333333333 |
| | 1013 | 6.666666666666667 |
| | 1014 | 12.666666666666666 |
| | 1015 | 10.666666666666666 |
| | 1016 | 8.666666666666666 |
| | 1017 | 10.333333333333334 |
| | 1018 | 7.666666666666667 |
| | 1019 | 8.666666666666666 |
| | 1020 | 8.333333333333334 |
| | 1021 | 10.666666666666666 |
| | 1022 | 6.666666666666667 |
| | 1023 | 12 |
| | 1024 | 4.333333333333333 |

##12 Total Consumption per Shop

```
SELECT
    s.Shop_Id,
    SUM(s.Consumption_per_Day) AS Total_Consumption
FROM Smoker s
JOIN retail re ON s.shop_ID = re.Unique_ID
GROUP BY s.Shop_Id;
```

| | Shop_Id | Total_Consumption |
|---|---------|-------------------|
| ▶ | 1001 | 36 |
| | 1002 | 27 |
| | 1003 | 14 |
| | 1004 | 5 |
| | 1005 | 20 |
| | 1006 | 20 |
| | 1007 | 32 |
| | 1008 | 21 |
| | 1009 | 11 |
| | 1010 | 43 |
| | 1011 | 34 |
| | 1012 | 22 |
| | 1013 | 20 |
| | 1014 | 38 |
| | 1015 | 32 |
| | 1016 | 26 |
| | 1017 | 31 |
| | 1018 | 23 |
| | 1019 | 26 |
| | 1020 | 25 |
| | 1021 | 32 |
| | 1022 | 20 |
| | 1023 | 36 |
| | 1024 | 13 |
| | 1025 | 19 |
| | 1026 | 13 |
| | 1027 | 18 |

```

SELECT re.unique_id,
       COUNT(re.unique_id) / (SELECT COUNT(*) FROM Smoker) * 100 AS retention_rate
FROM Smoker s
JOIN Retail re ON s.shop_id = re.unique_id
GROUP BY re.unique_id
ORDER BY retention_rate DESC
LIMIT 10;

```

| | unique_id | retention_rate |
|---|-----------|----------------|
| ► | 1001 | 0.6803 |
| | 1002 | 0.6803 |
| | 1003 | 0.6803 |
| | 1004 | 0.6803 |
| | 1005 | 0.6803 |
| | 1006 | 0.6803 |
| | 1007 | 0.6803 |
| | 1008 | 0.6803 |
| | 1009 | 0.6803 |
| | 1010 | 0.6803 |

##14 Top 3 Most Popular Brands in Urban vs. Rural Areas

```

SELECT
  s.Urban_Rural,
  s.Brands,
  COUNT(*) AS Brand_Popularity
FROM
  Smoker s
JOIN
  retail re ON s.Shop_Id = re.Unique_ID
GROUP BY
  s.Urban_Rural, s.Brands
ORDER BY
  s.Urban_Rural, Brand_Popularity DESC
LIMIT 3;

```

| | Urban_Rural | Brands | Brand_Popularity |
|---|-------------|------------------------|------------------|
| ► | Rural | ITC Limited | 62 |
| | Rural | Godfrey Phillips India | 58 |
| | Rural | Unknown | 38 |

##15 Brand Switching Rate per Shop

```
SELECT
    s.Shop_Id,
    SUM(CASE WHEN s.Previous_Tried_Brand <> s.Brands THEN 1 ELSE 0 END) * 100.0 / COUNT(*) AS Brand_Switching_Rate
FROM
    Smoker s
JOIN
    retail re ON s.Shop_Id = re.Unique_ID
GROUP BY
    s.Shop_Id;
```

| | Shop_Id | Brand_Switching_Rate |
|---|---------|----------------------|
| ▶ | 1001 | 100.00000 |
| | 1002 | 100.00000 |
| | 1003 | 100.00000 |
| | 1004 | 100.00000 |
| | 1005 | 100.00000 |
| | 1006 | 100.00000 |
| | 1007 | 100.00000 |
| | 1008 | 100.00000 |
| | 1009 | 100.00000 |
| | 1010 | 100.00000 |
| | 1011 | 100.00000 |
| | 1012 | 100.00000 |
| | 1013 | 100.00000 |
| | 1014 | 100.00000 |
| | 1015 | 100.00000 |
| | 1016 | 100.00000 |
| | 1017 | 100.00000 |
| | 1018 | 100.00000 |
| | 1019 | 100.00000 |
| | 1020 | 100.00000 |
| | 1021 | 100.00000 |
| | 1022 | 100.00000 |
| | 1023 | 100.00000 |
| | 1024 | 100.00000 |
| | 1025 | 100.00000 |
| | 1026 | 100.00000 |
| | 1027 | 100.00000 |

##16 Favorite Purchase Channel for ITC Cigarettes by Smoker Region (Urban vs. Rural)

```

SELECT
    s.Urban_Rural,
    re.How_do_you_usually_get_ITC_Cigarettes,
    COUNT(*) AS Channel_Preference_Count
FROM
    Smoker s
JOIN
    retail re ON s.Shop_Id = re.Unique_ID
GROUP BY
    s.Urban_Rural, re.How_do_you_usually_get_ITC_Cigarettes
ORDER BY
    Channel_Preference_Count DESC;

```

| | Urban_Rural | How_do_you_usually_get_ITC_Cigarettes | Channel_Preference_Count |
|---|-------------|---------------------------------------|--------------------------|
| ► | Urban | Wholesellers | 127 |
| | Urban | Private hawkers | 83 |
| | Rural | Wholesellers | 77 |
| | Urban | company salesman | 73 |
| | Rural | Private hawkers | 49 |
| | Rural | company salesman | 32 |

##17 Revenue Impact by Reason for Consumption

```

SELECT
    s.Reason_for_Consuming,
    AVG(s.Amount_per_Day) AS Avg_Revenue_Impact
FROM
    Smoker s
GROUP BY
    s.Reason_for_Consuming
ORDER BY
    Avg_Revenue_Impact DESC;

```

| | Reason_for_Consuming | Avg_Revenue_Impact |
|---|----------------------|--------------------|
| ► | Social influence | 108.7849 |
| | Enjoyment | 107.3250 |
| | Habit | 106.1515 |
| | Addiction | 101.9176 |
| | Stress relief | 94.3690 |

##2 Customer Segmentation by Consumption and Spending Behavior

```

SELECT
  ID,
  CASE
    WHEN Consumption_per_Day >= 15 AND Amount_per_Day >= 200 THEN 'Heavy User - High Spender'
    WHEN Consumption_per_Day >= 15 AND Amount_per_Day < 200 THEN 'Heavy User - Low Spender'
    WHEN Consumption_per_Day < 15 AND Amount_per_Day >= 200 THEN 'Light User - High Spender'
    ELSE 'Light User - Low Spender'
  END AS Customer_Segment
FROM
  smoker;

```

##18 Customer Satisfaction Analysis by 'Liked Aspect' of the Product

```

SELECT
  s.Liked_Aspect,
  COUNT(*) AS Satisfaction_Count
FROM
  Smoker s
GROUP BY
  s.Liked_Aspect
ORDER BY
  Satisfaction_Count DESC;

```

| | Liked_Aspect | Satisfaction_Count |
|---|---------------|--------------------|
| ► | Flavor | 96 |
| | Brand loyalty | 93 |
| | Packaging | 90 |
| | Availability | 81 |
| | Price | 81 |

##19 Market Share Prediction for Each Brand

```

SELECT
  s.Brands,
  COUNT(s.ID) AS Current_Market_Share,
  (COUNT(s.ID) * 1.05) AS Predicted_Market_Share_Next_Year  ##Assuming a 5% growth rate
FROM
  Smoker s
JOIN
  retail re ON s.Shop_Id = re.Unique_ID
GROUP BY
  s.Brands;

```

| | Brands | Current_Market_Share | Predicted_Market_Share_Next_Year |
|---|------------------------|----------------------|----------------------------------|
| ► | Godfrey Phillips India | 169 | 177.45 |
| | ITC Limited | 162 | 170.10 |
| | Unknown | 110 | 115.50 |

##20 Brand Loyalty Prediction (Retention Rate)

```

SELECT
    s.Brands,
    SUM(CASE WHEN s.Previous_Tried_Brand = s.Brands THEN 1 ELSE 0 END) * 100.0 / COUNT(*) AS Current_Retention_Rate,
    (SUM(CASE WHEN s.Previous_Tried_Brand = s.Brands THEN 1 ELSE 0 END) * 1.03) * 100.0 / COUNT(*) AS Predicted_Retention_Rate -- Assuming a 3% increase
FROM
    Smoker s
GROUP BY
    s.Brands;

```

| | Brands | Current_Retention_Rate | Predicted_Retention_Rate |
|---|------------------------|------------------------|--------------------------|
| ► | Godfrey Phillips India | 0.00000 | 0.0000000 |
| | ITC Limited | 0.00000 | 0.0000000 |
| | Unknown | 0.00000 | 0.0000000 |

##21 Consumption Trend Prediction Based on Market Trend Perception

```

SELECT
    s.Market_Trend,
    AVG(s.Consumption_per_Day) AS Current_Consumption,
    (AVG(s.Consumption_per_Day) * 1.06) AS Predicted_Consumption -- Assuming a 6% increase
FROM
    Smoker s
GROUP BY
    s.Market_Trend;

```

| | Market_Trend | Current_Consumption | Predicted_Consumption |
|---|-------------------------------|---------------------|-----------------------|
| ► | Shift to alternative products | 7.803738317757009 | 8.27196261682243 |
| | Stable | 8.223880597014926 | 8.717313432835821 |
| | Decrease in demand | 9.410526315789474 | 9.975157894736842 |
| | Increase in demand | 7.580952380952381 | 8.035809523809524 |

##22 Projected Customer Shift by Brand Based on Liked Aspects

```

SELECT
    s.Liked_Aspect,
    s.Brands,
    COUNT(s.ID) AS Current_Customer_Count,
    (COUNT(s.ID) * 1.04) AS Predicted_Customer_Count -- Assuming a 4% increase
FROM
    Smoker s
GROUP BY
    s.Liked_Aspect, s.Brands;

```


| | Liked_Aspect | Brands | Current_Customer_Count | Predicted_Customer_Count |
|---|---------------|------------------------|------------------------|--------------------------|
| ► | Availability | Godfrey Phillips India | 34 | 35.36 |
| | Flavor | ITC Limited | 35 | 36.40 |
| | Price | Godfrey Phillips India | 34 | 35.36 |
| | Flavor | Unknown | 25 | 26.00 |
| | Brand loyalty | Unknown | 19 | 19.76 |
| | Brand loyalty | Godfrey Phillips India | 38 | 39.52 |
| | Flavor | Godfrey Phillips India | 36 | 37.44 |
| | Packaging | ITC Limited | 36 | 37.44 |
| | Packaging | Unknown | 27 | 28.08 |
| | Brand loyalty | ITC Limited | 36 | 37.44 |
| | Price | Unknown | 20 | 20.80 |
| | Availability | Unknown | 19 | 19.76 |
| | Price | ITC Limited | 27 | 28.08 |
| | Packaging | Godfrey Phillips India | 27 | 28.08 |
| | Availability | ITC Limited | 28 | 29.12 |