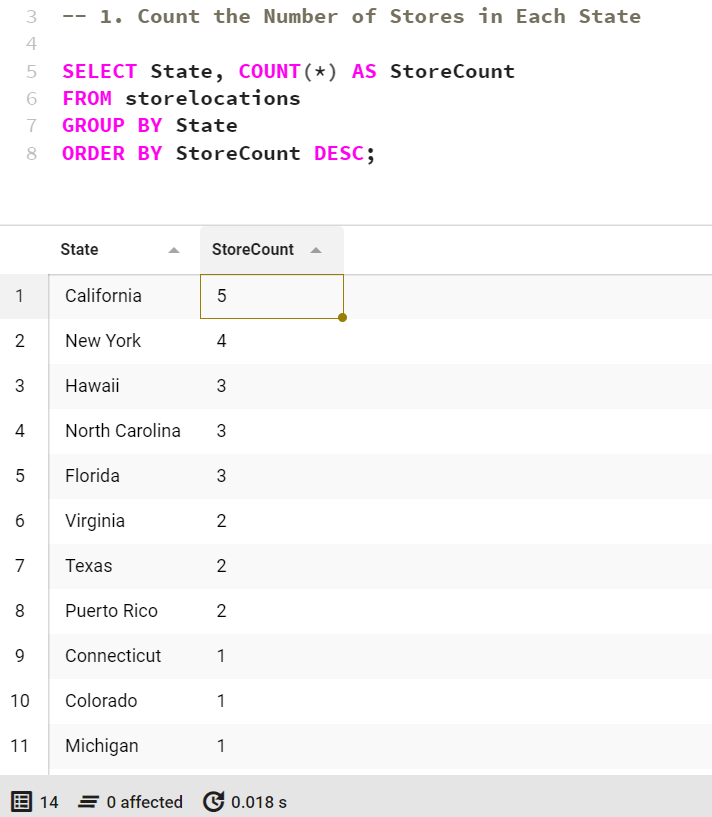
-- Queries

-- 1. Number of Stores in Each State

SELECT State, COUNT(\*) AS StoreCount

FROM storelocations

GROUP BY State;

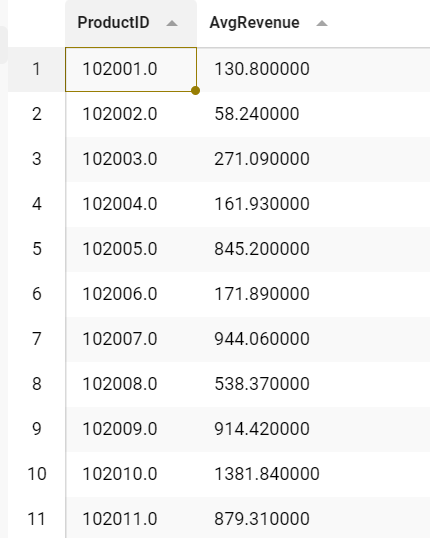


-- 2. Average Revenue Generated by Each Product

SELECT ProductID, AVG(Revenue) AS AvgRevenue

FROM sales\_data

GROUP BY ProductID;

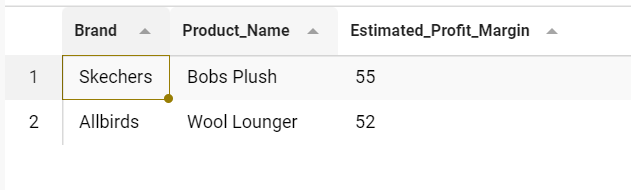


-- 3. Competitors with a Profit Margin Above 50%

SELECT Brand, Product\_Name, Estimated\_Profit\_Margin

FROM competitors

WHERE Estimated\_Profit\_Margin > 50;

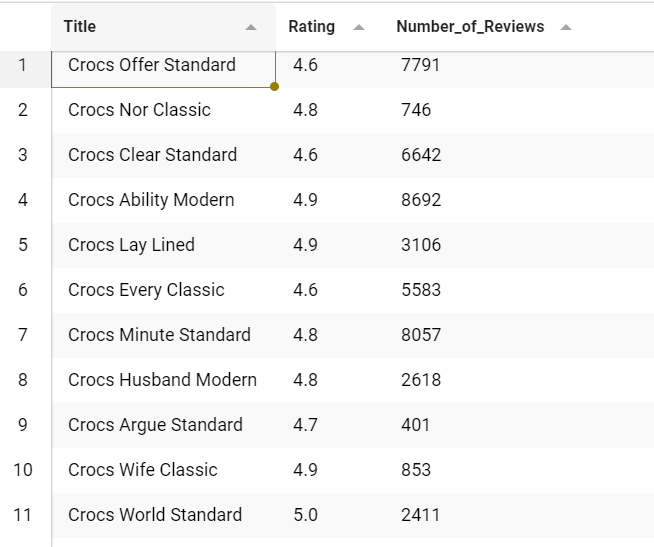


-- 4. Customer Reviews for Products with Ratings Above 4.5

SELECT Title, Rating, Number\_of\_Reviews

FROM CustomerReviews

WHERE Rating > 4.5;



-- 5. Top 5 Most Sold Products by Quantity

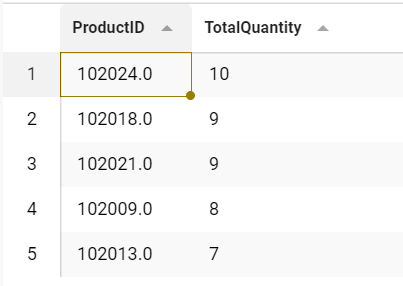
SELECT ProductID, SUM(Quantity) AS TotalQuantity

FROM sales\_data

GROUP BY ProductID

ORDER BY TotalQuantity DESC

LIMIT 5;

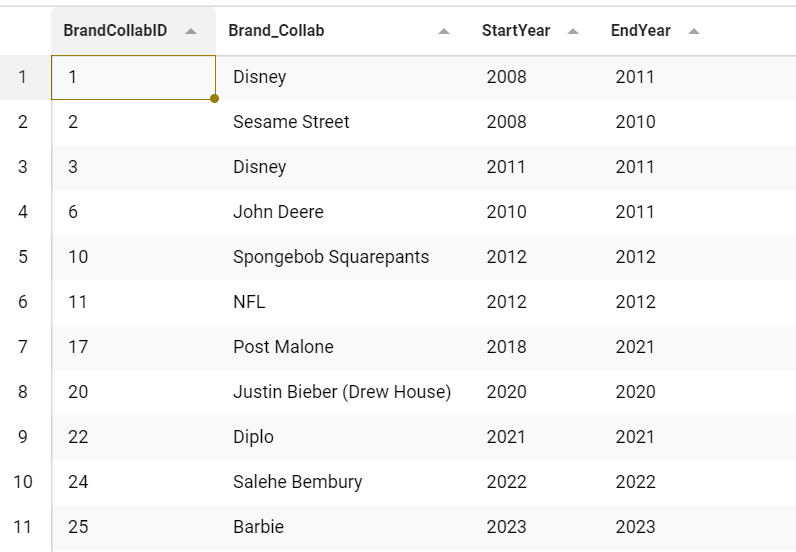


-- 6. All Marketing Campaigns Targeting Gen Z

SELECT BrandCollabID, Brand\_Collab, StartYear, EndYear

FROM marketingcampaign

WHERE TargetAudience = 'Gen Z';



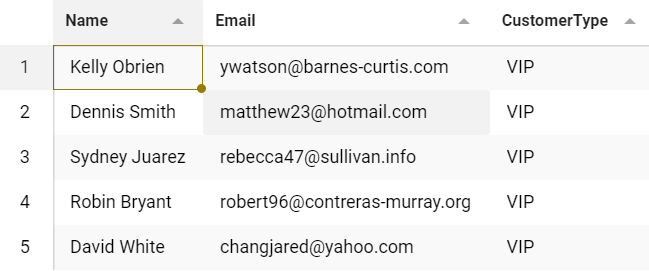
-- 7. Customers Who Have Made VIP Purchases

SELECT DISTINCT c.Name, c.Email, c.CustomerType

FROM customer\_demographics c

JOIN sales\_data s ON c.CustomerType = s.CustomerType

WHERE s.CustomerType = 'VIP';

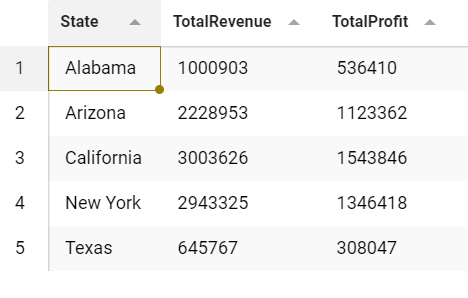


-- 8. Total Revenue and Profit for Each State

SELECT State, SUM(Revenue) AS TotalRevenue, SUM(Revenue - Cost\_of\_Sales) AS TotalProfit

FROM business

GROUP BY State;

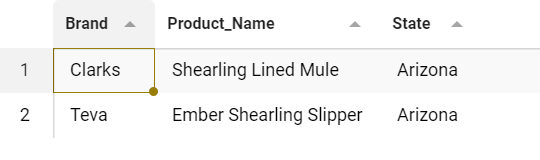


-- 9. Competitors Selling Products in Arizona

SELECT Brand, Product\_Name, State

FROM competitors

WHERE State = 'Arizona';



-- 10. Top 3 Best-Selling Products in Each State

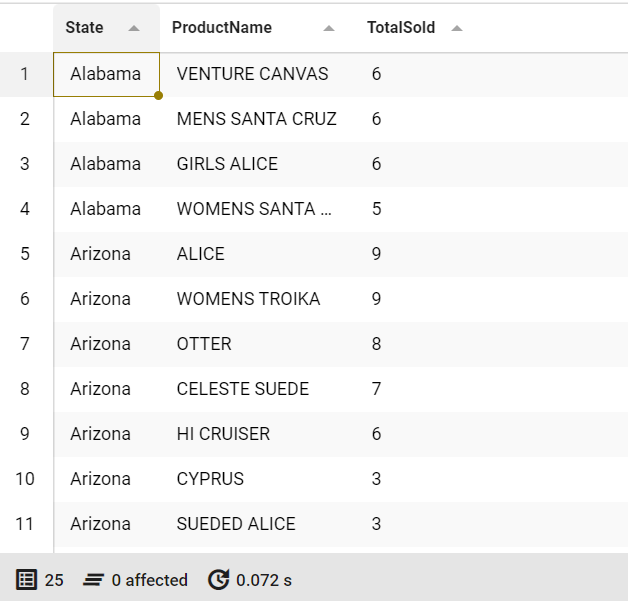
SELECT s.State, p.ProductName, SUM(s.Quantity) AS TotalSold

FROM sales\_data s

JOIN ProductCatalog p ON s.ProductID = p.ProductID

GROUP BY s.State, p.ProductName

ORDER BY s.State, TotalSold DESC;



-- 11. Customers with Purchases in More Than Four Stores

SELECT cd.Name, cd.Email, COUNT(DISTINCT s.Store\_PK) AS StoreCount

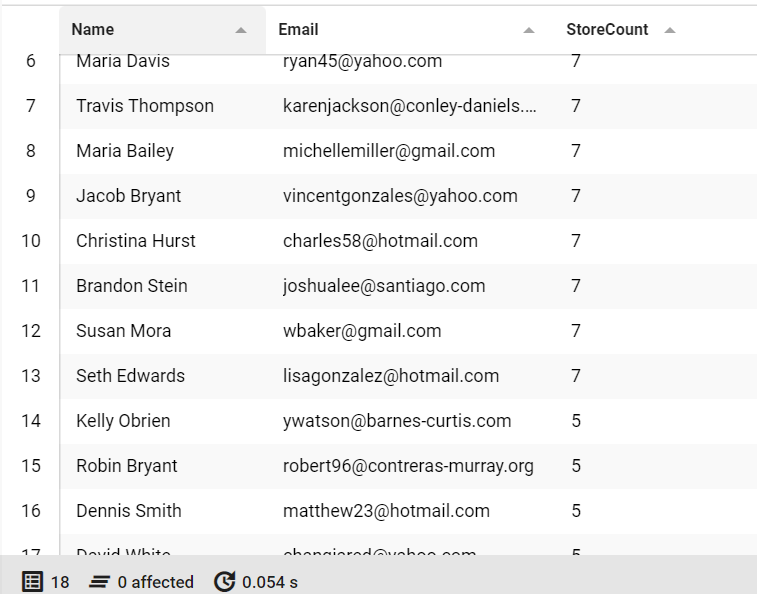
FROM customer\_demographics cd

JOIN sales\_data s ON cd.CustomerType = s.CustomerType

GROUP BY cd.Name, cd.Email

HAVING StoreCount > 4

ORDER BY StoreCount DESC;



-- 12. State-Level Profit and Loss Report

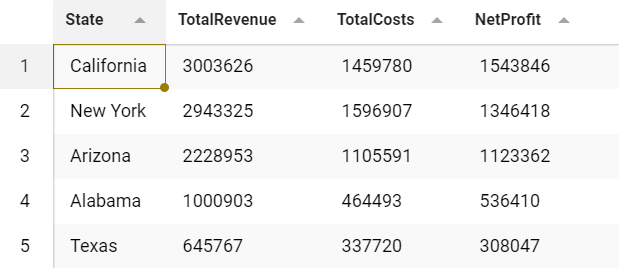
SELECT b.State, SUM(b.Revenue) AS TotalRevenue, SUM(b.Cost\_of\_Sales) AS TotalCosts,

SUM(b.Revenue - b.Cost\_of\_Sales) AS NetProfit

FROM business b

GROUP BY b.State

ORDER BY NetProfit DESC;



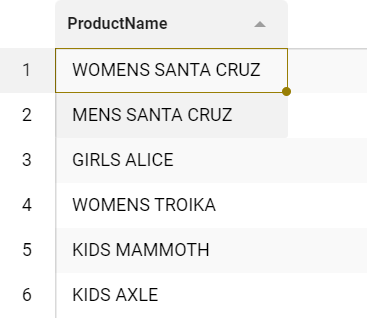
-- 13. Products with No EBay Listings

SELECT p.ProductName

FROM ProductCatalog p

LEFT JOIN EBayProducts ep ON p.ProductName = ep.ProductName

WHERE ep.ProductName IS NULL;



-- 14. Count the Number of Products Listed on EBay by Competitor

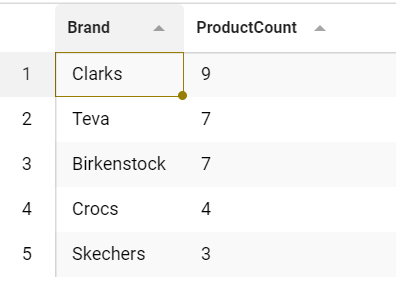
SELECT c.Brand, COUNT(ep.ProductName) AS ProductCount

FROM competitors c

JOIN EBayProducts ep ON c.Brand\_ID = ep.CompetitorID

GROUP BY c.Brand

ORDER BY ProductCount DESC;



-- 15. eBay products with prices greater than $75

SELECT ep.ProductName, c.Price\_in\_USD, ep.PurchaseLink

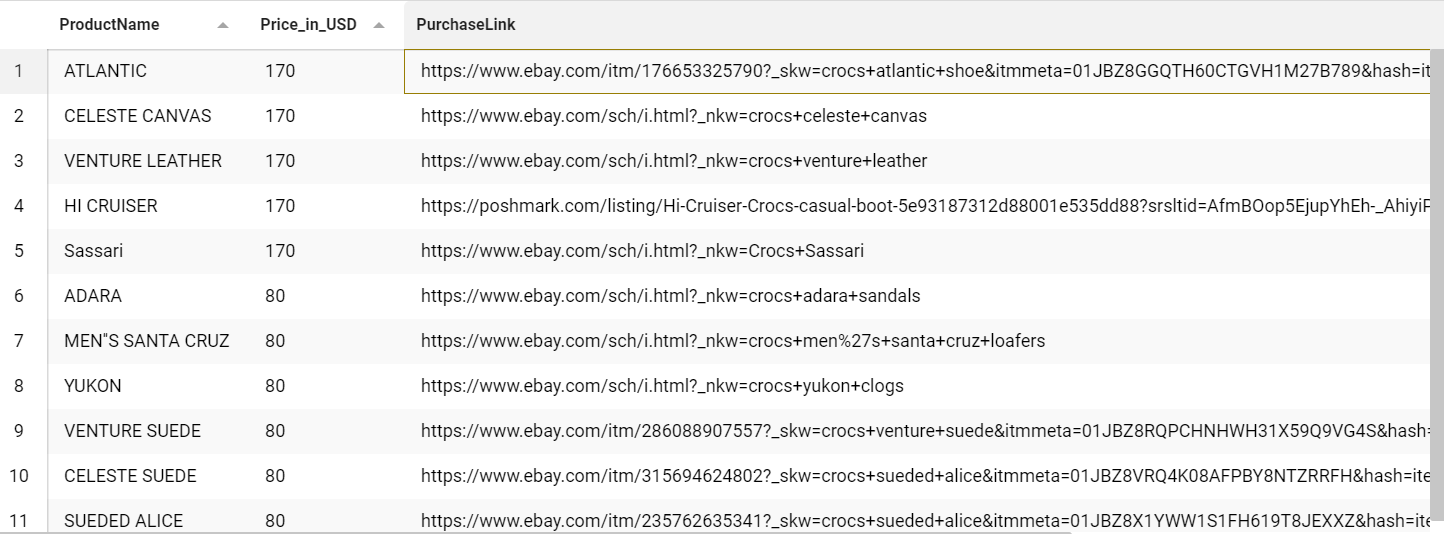
FROM EBayProducts ep

JOIN competitors c ON ep.CompetitorID = c.Brand\_ID

WHERE c.Price\_in\_USD > 75

AND ep.PurchaseLink IS NOT NULL

AND ep.PurchaseLink NOT IN ('Unavailable', '-');



-- 16. EBay Products Grouped by Competitor Material

SELECT c.Material, COUNT(ep.ProductName) AS ProductCount

FROM competitors c

JOIN EBayProducts ep ON c.Brand\_ID = ep.CompetitorID

GROUP BY c.Material

ORDER BY ProductCount DESC;

