**SQL Code:**

**SQL Query 1: Top 5 Brands by Receipts Scanned Among Users 21 and Over**

This query identifies the top brands based on the number of receipts scanned by users aged 21 and older.

SELECT brand, COUNT(receipt\_id) AS receipts\_scanned

FROM transactions

JOIN users ON transactions.user\_id = users.user\_id

WHERE DATEDIFF(year, users.birth\_date, transactions.scan\_date) >= 21

GROUP BY brand

ORDER BY receipts\_scanned DESC

LIMIT 5;

**SQL Query 2: Top 5 Brands by Sales Among Users with Accounts for at Least Six Months**

This query ranks the top brands by sales, targeting users who have held an account for six months or more.

SELECT brand, SUM(transactions.final\_sale) AS total\_sales

FROM transactions

JOIN users ON transactions.user\_id = users.user\_id

WHERE DATEDIFF(month, users.created\_date, transactions.scan\_date) >= 6

GROUP BY brand

ORDER BY total\_sales DESC

LIMIT 5;

**SQL Query 3: Leading Brand in the Dips & Salsa Category**

This query identifies the top-selling brand in the Dips & Salsa category based on total sales.

SELECT brand, SUM(final\_sale) AS total\_sales

FROM transactions

JOIN products ON transactions.barcode = products.barcode

WHERE products.category\_1 = 'Dips & Salsa'

GROUP BY brand

ORDER BY total\_sales DESC

LIMIT 1;