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Data Management

Homework 3

1.

For percentage change, I subtracted the profits from 2013 by profits from 2012 and divided by the profits from 2012 to get the change in percentage. I then got the five area codes with the highest declining profits.

	AREACODE	PERCENTCHANGE
1	818	-18.333333333333333333333333333333333333333
2	212	-13.277777777777777777777777777777777777778
3	925	-3.429906542056074766355140186915887850470
4	845	-2.035190615835777126099706744868035190620
5	914	-1.735849056603773584905660377358490566040

2.

I divided marketing by sales to get how the percent of marketing expense of sales. I then grouped by state and year and fetched the top ten results, two years for each 5 states.

	EXTRACT(YEARFROMFACTORYDATE)	STATE	MARKETING_EXPENSE
1	2012	Nevada	67.515662134225553590124105631895919120470
2	2013	Nevada	64.566224042510396462299699857383544166260
3	2012	New York	35.611390553758109641518678594513203492230
4	2013	New York	34.221392705520613821329006182229896494380
5	2012	California	27.697700327335303454672568625685601982040
6	2013	California	26.581737047090182954942189121589806009220
7	2012	Utah	23.538478434438153060108046031787801831260
8	2013	Utah	22.550861186809547101566336719790894469830
9	2012	Washington	21.558018960006492466988532383208325670000
10	2013	Washington	20.659609684813544982051768584944046167680

3.

I set a filter to only look at Nevada, New York, California, Utah and Washington. To get the percent of marketing expenses relative to other expenses I divided marketing by total expenses. I then look at the 10 area codes within those five states that had the highest marketing expenses relative to other expenses.

	STATE	AREACODE	SUM(MARKETING/TOTALEXPENSES)
1	Utah	435	95.16263143137111873810863679480820127691
2	Nevada	775	68.97313308636581784672251587395888520626
3	Nevada	702	61.80920341631191261959337108072233388065
4	Washington	206	42.35646601597592041355053286730380723669
5	Utah	801	34.31158869118937891319777786075119529182
6	Washington	253	22.17828580780169695377057045663938421869
7	Washington	360	20.68878857520656322405726374948566105495
8	Washington	425	20.25497169860339650633502195733176146202
9	Washington	509	17.95799710413435478560394947875663335421
10	New York	518	14.11656793085069676508229507040490725647

4.

I first started by making a view that showed the sum of profits in 2013 minus the sum of profits in 2012. I grouped those by market and by product. I then created separate views that returned the top value for each market and its corresponding product and the total change. To display all of them together, I used a union.

	MARKET	PRODUCT	CHANGES
1	Central	Lemon	27442
2	East	Caffe Mocha	36974
3	South	Lemon	7799
4	West	Green Tea	67128

5.

I created a view that displayed states and area code, to join on factcoffee. I found that in year 2012 there were no states that exceeded budgeted profits. But there were states that exceed budgeted sales compared to sales.

	S	SUM(PROFIT)-SUM(BUDGETPROFIT)
1	Iowa	-109
2	Massachusetts	-588
3	Louisiana	-858
4	Connecticut	-867
5	Florida	-871

	S	(SUM(SALES)-SUM(BUDGETSALES))
1	Nevada	6190
2	Iowa	3298
3	New York	2908
4	Oregon	2282
5	California	2102