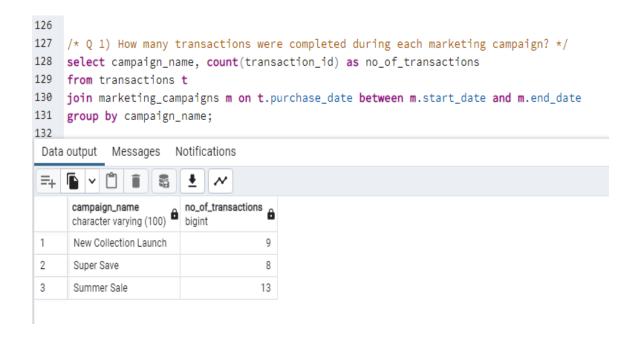
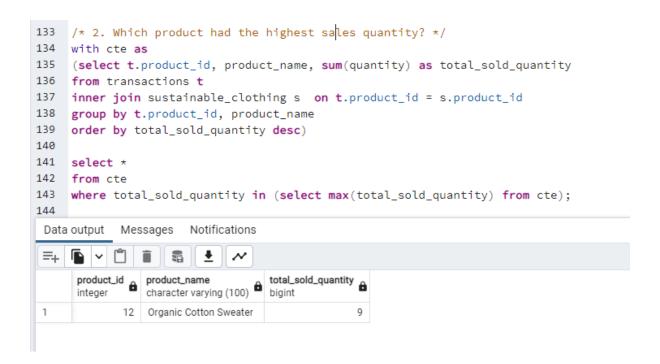
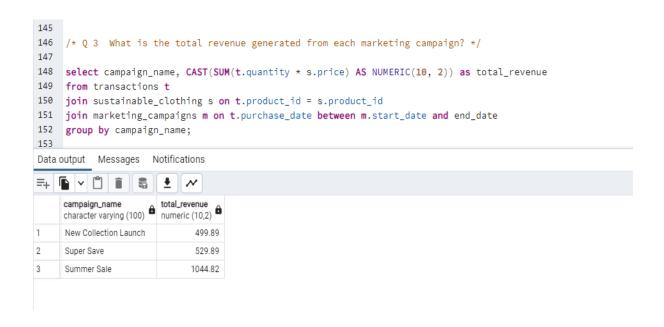
Q 1) How many transactions were completed during each marketing campaign?



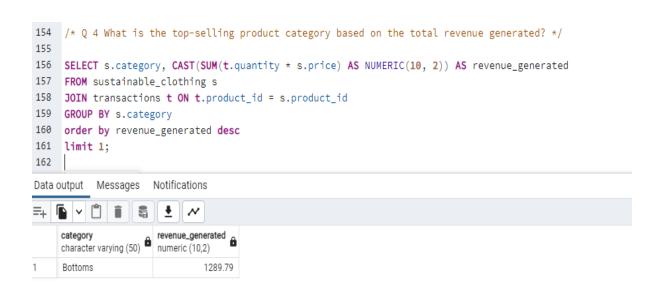
Q 2 Which product had the highest sales quantity?



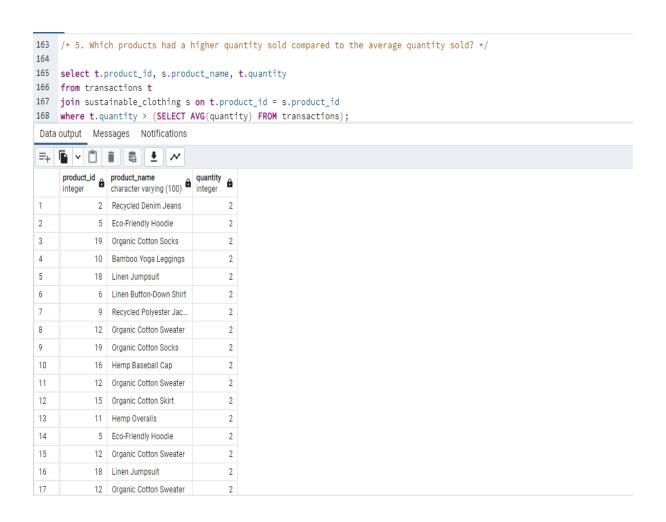
Q 3 What is the total revenue generated from each marketing campaign?



Q 4. What is the top-selling product category based on the total revenue generated?



Q 5. Which products had a higher quantity sold compared to the average quantity sold?



6. What is the average revenue generated per day during the marketing campaigns?

```
/* 6. What is the average revenue generated per day during the marketing campaigns? */

172

173

select t.purchase_date, (CAST(avg(t.quantity * s.price) AS NUMERIC(10, 2))) AS avg_revenue_generated

174

FROM sustainable_clothing s

175

JOIN transactions t ON t.product_id = s.product_id

group by 1

177

order by avg_revenue_generated desc;
```

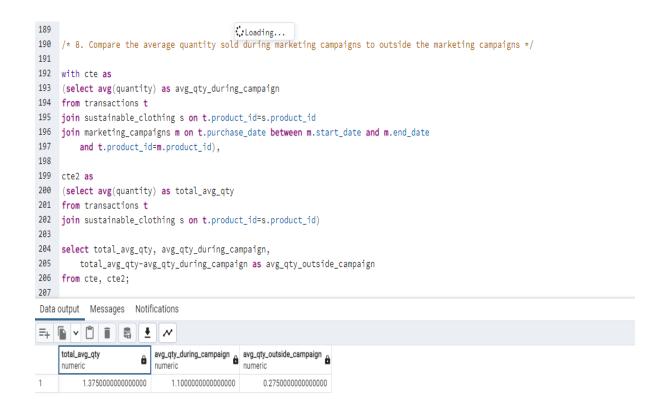
	purchase_date date	avg_revenue_generated numeric (10,2)
1	2023-09-19	149.98
2	2023-06-26	139.98
3	2023-07-12	124.99
4	2023-06-05	119.98
5	2023-09-30	119.98
6	2023-06-02	109.99
7	2023-06-15	109.98
8	2023-07-24	99.98
9	2023-09-01	99.98
10	2023-10-03	94.99
11	2023-10-08	84.98
12	2023-10-13	83.98
13	2023-10-10	83.32
14	2023-06-07	79.99
15	2023-06-18	79.99
16	2023-09-23	79.99
17	2023-09-14	79.99
18	2023-10-05	74.99
19	2023-07-16	74.99
20	2023-10-02	69.99
21	2023-10-06	69.99
22	2023-08-27	69.99
23	2023-09-28	69.99

Q 7. What is the percentage contribution of each product to the total revenue?

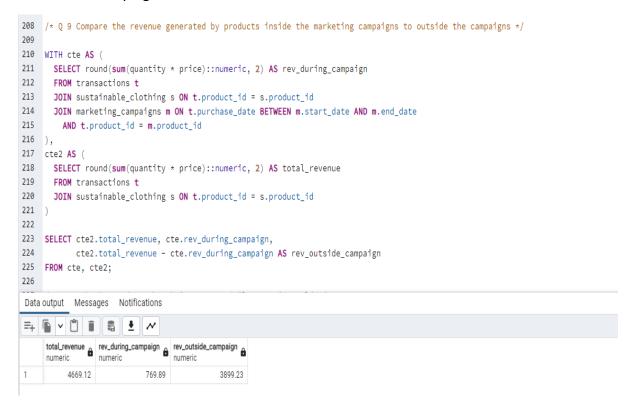
```
178
179  /* 7. What is the percentage contribution of each product to the total revenue? */
180
181  SELECT s.product_id, s.product_name, CAST((SUM(t.quantity * s.price) / total_revenue) * 100 AS NUMERIC(10, 2)) AS contribution_percentage
182  FROM sustainable_clothing s
183  JOIN transactions t ON t.product_id = s.product_id
184  CROSS JOIN (SELECT SUM(t.quantity * s.price) AS total_revenue
185  FROM sustainable_clothing s
186  JOIN transactions t ON t.product_id = s.product_id) AS revenue_total
187  GROUP BY s.product_id, s.product_name, total_revenue
188  order by contribution_percentage desc;
189
```

	product_id [PK] integer	product_name character varying (100)	contribution_percentage numeric (10,2)
1	2	Recycled Denim Jeans	13.71
2	18	Linen Jumpsuit	10.49
3	12	Organic Cotton Sweater	9.64
4	10	Bamboo Yoga Leggings	9.42
5	9	Recycled Polyester Jac	7.71
6	5	Eco-Friendly Hoodie	6.42
7	4	Bamboo Lounge Pants	5.35
8	17	Upcycled Denim Jacket	5.14
9	11	Hemp Overalls	4.82
10	7	Organic Cotton Dress	4.50
11	15	Organic Cotton Skirt	3.75
12	13	Cork Sandals	3.43
13	20	Bamboo Bathrobe	3.00
14	16	Hemp Baseball Cap	2.68
15	14	Recycled Nylon Backp	2.57
16	6	Linen Button-Down Shirt	2.57
17	19	Organic Cotton Socks	1.50
18	8	Sustainable Swim Shor	1.50
19	1	Organic Cotton T-Shirt	1.28
20	3	Hemp Crop Top	0.54

Q 8. Compare the average quantity sold during marketing campaigns to outside the marketing campaigns



Q 9. Compare the revenue generated by products inside the marketing campaigns to outside the campaigns



Q 10. Rank the products by their average daily quantity sold

