Ad-hoc_request 1

#High-Value Discounted Products

#Provide a list of products with a base price greater than 500 that are featured under the promo type 'BOGOF' (Buy One Get One Free).

```
select distinct f.product_code, p.product_name, base_price, f.promo_type
from fact_events f
join dim_products as p on f.product_code = p.product_code where base_price > 500 and
 promo_type = "BOGOF" ;
```

product_code	product_name	base_price	promo_type
P08	Atliq_Double_Bedsheet_set	1190	BOGOF
P14	Atliq_waterproof_Immersi...	1020	BOGOF

Result 1

Ad-hoc_request 2

#Generate a report that provides an overview of the number of stores in each city,

#sorted in descending order of store count. The report should include city and store count.

```
select City, count(store_id) as Total_Stores
from dim_stores group by city order by Total_Stores DESC;
```

Result Grid | Filter Rows: | Export: | Wrap Cell Content:

City	Total_Stores
Bengaluru	10
Chennai	8
Hyderabad	7
Coimbatore	5
Visakhapatnam	5
Madurai	4
Mysuru	4
Mangalore	3
Trivandrum	2
Vijayawada	2

Ad-hoc_request 3

#Generate a report that displays each campaign along with the total revenue generated before and after the campaign. The report should include: campaign_name, total_revenue (before_promotion),

and total_revenue (after_promotion). Display the values in millions.

```
SELECT campaign_name,concat(round(sum(base_price * `quantity_sold(before_promo)`)/1000000,2),'M')

 as `Total_Revenue(Before_Promotion)`,
concat(round(sum(
case
when promo_type = "BOGOF" then base_price * 0.5 * 2*(`quantity_sold(after_promo)`)
when promo_type = "50% OFF" then base_price * 0.5 * `quantity_sold(after_promo)`
when promo_type = "25% OFF" then base_price * 0.75* `quantity_sold(after_promo)`
when promo_type = "33% OFF" then base_price * 0.67 * `quantity_sold(after_promo)`
when promo_type = "500 cashback" then (base_price-500)*  `quantity_sold(after_promo)`
end)/1000000,2),'M') as `Total_Revenue(After_Promotion)`
 FROM retail_events_db.fact_events join dim_campaigns c using (campaign_id) group by campaign_id
```

campaign_name	Total_Revenue(Before_Prom	Total_Revenue(After_Promot
Diwali	82.57M	171.46M
Sankranti	58.13M	124.15M

Ad-hoc_request 4

#Produce a report that calculates the Incremental Sold Quantity Percentage (ISU%) for each category during the Diwali campaign. Additionally, rank the categories based on ISU%. The report should include category, isu%, and rank order.Produce a report that calculates the Incremental Sold Quantity Percentage (ISU%) for each category during the Diwali campaign. Additionally, rank the categories based on ISU%. The report should include category, isu%, and rank order.

```
 with cte1 as(
SELECT category,product_name,sum(base_price * `quantity_sold(before_promo)`) as Total_Revenue_BP,
sum(
case
when promo_type = "BOGOF" then base_price * 0.5 * 2*(`quantity_sold(after_promo)`)
when promo_type = "50% OFF" then base_price * 0.5 * `quantity_sold(after_promo)`
when promo_type = "25% OFF" then base_price * 0.75* `quantity_sold(after_promo)`
when promo_type = "33% OFF" then base_price * 0.67 * `quantity_sold(after_promo)`
when promo_type = "500 cashback" then (base_price-500)*  `quantity_sold(after_promo)`
end) as Total_Revenue_AP FROM retail_events_db.fact_events
join dim_products using (product_code)
join dim_campaigns using(campaign_id)
group by product_name,category),
```

```
cte2 as(
select *,(total_revenue_AP - total_revenue_BP) as IR,
((total_revenue_AP - total_revenue_BP)/total_revenue_BP) * 100 as `IR%`
from cte1)
#Create a report featuring the Top 5 products ranked by Incremental Revenue Percentage (IR%) across all camp
select product_name,category,`IR`,`IR%`, rank() over(order by`IR%` DESC ) as Rank_IR from cte2 limit 5
```

campaign_name	category	ISU%	ISU%_Rank
Diwali	Home Appliances	588.4512	1
Diwali	Home Care	203.1367	2
Diwali	Combo1	202.3584	3
Diwali	Personal Care	31.0574	4
Diwali	Grocery & Staples	18.0478	5

Ad-hoc_request 5

#Create a report featuring the Top 5 products ranked by Incremental Revenue Percentage (IR%) across all campaigns. The report should include product name, category, and ir%.

```
select product_name,category,`IR`,`IR%`, rank() over(order by`IR%` DESC ) as Rank_IR
from cte2 limit 5
```

product_name	category	IR	IR%	Rank_IR
Atliq_waterproof_Immersi...	Home Appliances	17561340.00	266.187384	1
Atliq_High_Glo_15W_LED...	Home Appliances	7589050.00	262.983626	2
Atliq_Double_Bedsheet_set	Home Care	12917450.00	258.267904	3
Atliq_Curtains	Home Care	3517500.00	255.335366	4
Atliq_Farm_Chakki_Atta (1...	Grocery & Staples	17363475.00	160.005483	5