

1

Provide a list of products with a base price greater than 500 and that are featured in Promo type of “BOGOF” (Buy One Get One Free) ?

```
SELECT  p.product_name,  
        e.base_price  
FROM    fact_events e  
JOIN    dim_products p  
ON      e.product_code = p.product_code  
WHERE   e.base_price > 500 AND promo_type = "BOGOF";
```

High Value BOGOF Products

1



AtliQ Double Bed Sheet
Base Price: 1190

2



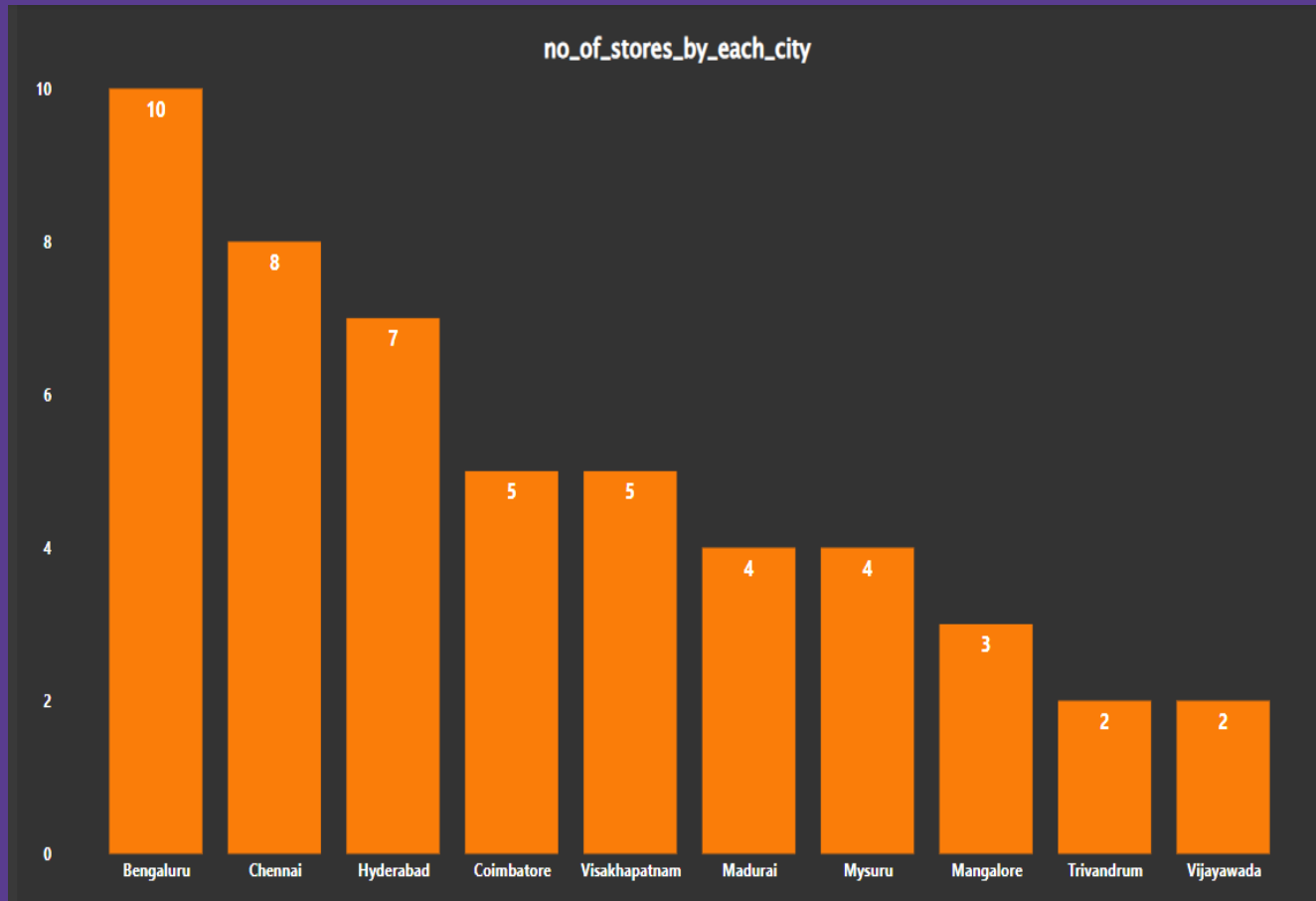
AtliQ Immersion Rod
Base Price: 1020

2

Generates a report that provides an overview of the no of stores in each city ?

```
SELECT city, count(*) AS no_of_stores  
FROM dim_stores  
GROUP BY city  
ORDER BY no_of_stores DESC;
```

Store Distribution Analysis



Top 3 Cities Having More Stores

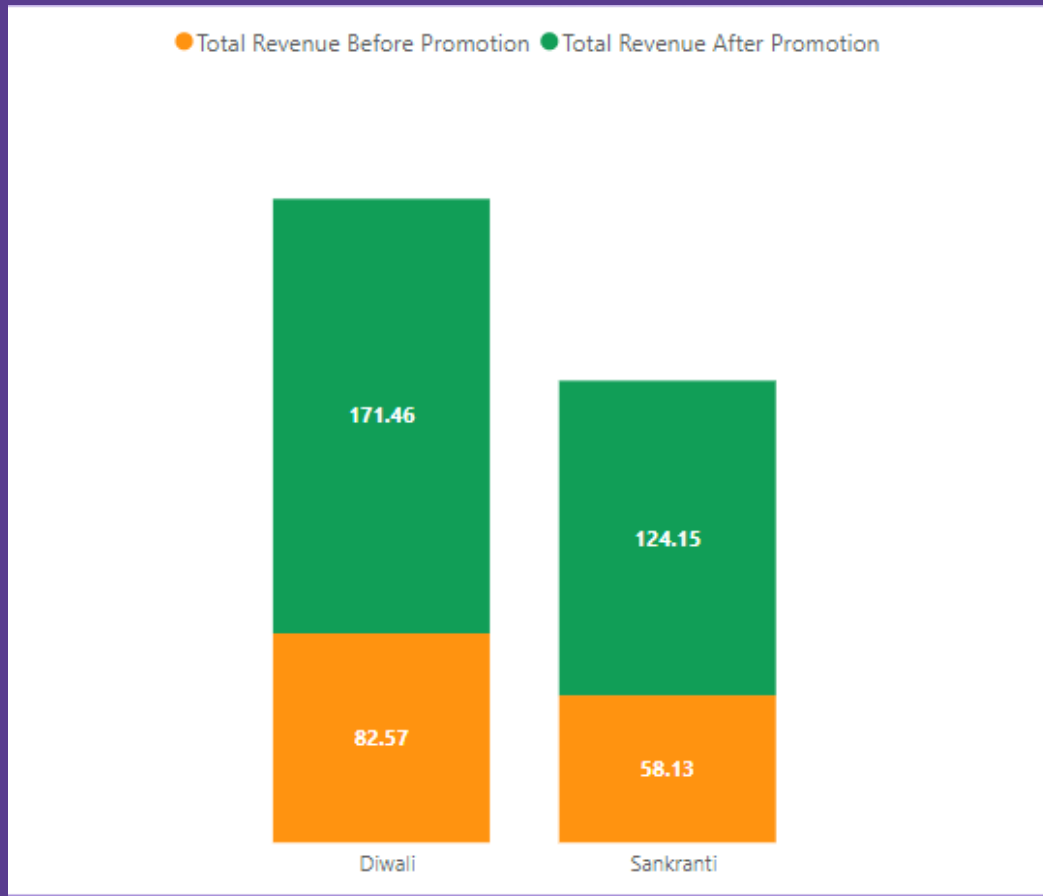
1. Bengaluru – 10 stores
2. Chennai – 8 stores
3. Hyderabad – 7 stores

3

Generates a report that displays along with the total revenue generated Before and After Campaign ?

```
SELECT
campaign_name,
ROUND(SUM(base_price * `quantity_sold(before_promo)` ) / 1000000,2)
      AS total_revenue_before_promotion,
ROUND(SUM(CASE
      WHEN promo_type = 'BOGOF' THEN base_price * 0.5 * (`quantity_sold(after_promo)` * 2)
      WHEN promo_type = '500 Cashback' THEN (base_price - 500) * `quantity_sold(after_promo)`
      WHEN promo_type = '50% OFF' THEN base_price * 0.5 * `quantity_sold(after_promo)`
      WHEN promo_type = '33% OFF' THEN base_price * 0.67 * `quantity_sold(after_promo)`
      WHEN promo_type = '25% OFF' THEN base_price * 0.75 * `quantity_sold(after_promo)` END) / 1000000,2)
      AS total_revenue_after_promotion
FROM
fact_events
JOIN
dim_campaigns USING (campaign_id)
GROUP BY campaign_name;
```

Total Revenue Analysis



*Revenue in Millions

4

Produce report that calculates the incremental sold quantity (ISU%) for each category during the Diwali Campaign . Additionally Provide Rankings for the Categories based on their ISU % ?

```
With Diwali_campaign_sale as ( Select category ,  
    Round(Sum(  
        Case  
        When promo_type = "BOGOF" Then `quantity_sold(after_promo)`*2  
        Else `quantity_sold(after_promo)`  
        End  
        - `quantity_sold(before_promo)` ) * 100)  
    / Sum(`quantity_sold(before_promo)`),2) as `ISU%`  
From fact_events  
Join  
dim_products using(product_code)  
Join  
dim_campaigns using(campaign_id)  
Where campaign_name = "Diwali"  
Group by category)  
  
Select  
Category ,  
`ISU%`,  
row_number() Over(order by `ISU%` desc) as rank_order  
From Diwali_campaign_sale ;
```

Category wise Diwali Campaign Performance

Category	ISU %	Rank
Home Appliances	588.45	1
Home Care	203.14	2
Combo1	202.36	3
Personal Care	31.06	4
Grocery & Staples	18.05	5

- “Home Appliances” got 1st Rank with 588.45% of ISU.
- “Home Care” got 2nd Rank with 203.14% of ISU.
- “Combo 1” got 3rd Rank with 202.36% of ISU.

5

Create a report featuring the Top 5 Products, Ranked by Incremental Revenue Percentage , Across All Campaigns ?

```
SELECT
```

```
product_name,
```

```
category,
```

```
ROUND((SUM(CASE
```

```
    WHEN promo_type = 'BOGOF' THEN base_price * 0.5 * (`quantity_sold(after_promo)` * 2)
```

```
    WHEN promo_type = '500 Cashback' THEN (base_price - 500) * `quantity_sold(after_promo)`
```

```
    WHEN promo_type = '50% OFF' THEN base_price * 0.5 * `quantity_sold(after_promo)`
```

```
    WHEN promo_type = '33% OFF' THEN base_price * 0.67 * `quantity_sold(after_promo)`
```

```
    WHEN promo_type = '25% OFF' THEN base_price * 0.75 * `quantity_sold(after_promo)`
```

```
    ELSE 0
```

```
END)
```

```
- SUM(base_price * `quantity_sold(before_promo)`)) / SUM(base_price * `quantity_sold(before_promo)` * 100,2) AS `IR%`
```

```
FROM
```

```
fact_events
```

```
JOIN
```

```
dim_products USING (product_code)
```

```
GROUP BY product_name , category
```

```
ORDER BY `IR%` DESC
```

```
LIMIT 5;
```

Top Performing Products By Incremental Revenue Percentage

product_name	category	IR% ▼
Atliq_waterproof_Immersion_Rod	Home Appliances	266.19
Atliq_High_Glo_15W_LED_Bulb	Home Appliances	262.98
Atliq_Double_Bedsheet_set	Home Care	258.27
Atliq_Curtains	Home Care	255.34
Atliq_Farm_Chakki_Atta (1KG)	Grocery & Staples	160.01