```
create table marketing_data
(
marketingid int not null primary key,
salesdate date,
geo varchar(2),
impressions float,
clicks float
)


ALTER SESSION SET NLS_DATE_FORMAT = 'YYYY-MM-DD';



insert into marketing_data values ('1', '2016-01-01','TX','2532','45');
insert into marketing_data values ('2', '2016-01-01','CA','3425','63');
insert into marketing_data values ('3', '2016-01-01','NY','3532','25');
insert into marketing_data values ('4', '2016-01-01','MN','1342','784');
insert into marketing_data values ('5', '2016-01-02','TX','3643','23');
insert into marketing_data values ('6', '2016-01-02','CA','1354','53');
insert into marketing_data values ('7', '2016-01-02','NY','4643','85');
insert into marketing_data values ('8', '2016-01-02','MN','2366','85');
insert into marketing_data values ('9', '2016-01-03','TX', '2353','57');
insert into marketing_data values ('10', '2016-01-03','CA','5258','36');
insert into marketing_data values ('11', '2016-01-03','NY','4735','63');
insert into marketing_data values ('12', '2016-01-03','MN','5783','87');
insert into marketing_data values ('13', '2016-01-04','TX','5783','47');
insert into marketing_data values ('14', '2016-01-04','CA','7854','85');
insert into marketing_data values ('15', '2016-01-04','NY','4754','36');
insert into marketing_data values ('16', '2016-01-04','MN','9345','24');
insert into marketing_data values ('17', '2016-01-05','TX','2535','63');
insert into marketing_data values ('18', '2016-01-05','CA','4678','73');
insert into marketing_data values ('19', '2016-01-05','NY','2364','33');
insert into marketing_data values ('20', '2016-01-05','MN','3452','25');



create table store_revenue
(
storeid int not null primary key,
storedate date,
brand_id int,
```

```
store_location varchar(250),
revenue float
);



insert into store_revenue values ('1', '2016-01-01', '1', 'United States-CA','100');
insert into store_revenue values ('2', '2016-01-01', '1', 'United States-TX', '420');
insert into store_revenue values ('3', '2016-01-01', '1', 'United States-NY', '142');
insert into store_revenue values ('4', '2016-01-02', '1', 'United States-CA', '231');
insert into store_revenue values ('5', '2016-01-02', '1', 'United States-TX', '2342');

insert into store_revenue values ('6', '2016-01-02', '1', 'United States-NY', '232');
insert into store_revenue values ('7', '2016-01-03', '1', 'United States-CA', '100');
insert into store_revenue values ('8', '2016-01-03', '1', 'United States-TX', '420');
insert into store_revenue values ('9', '2016-01-03', '1', 'United States-NY', '3245');
insert into store_revenue values ('10', '2016-01-04',     '1', 'United States-CA', '34');

insert into store_revenue values ('11', '2016-01-04',     '1', 'United States-TX', '3');
insert into store_revenue values ('12', '2016-01-04', '1', 'United States-NY', '54');
insert into store_revenue values ('13', '2016-01-05', '1', 'United States-CA', '45');
insert into store_revenue values ('14', '2016-01-05',     '1', 'United States-TX',
'423');
insert into store_revenue values ('15', '2016-01-05', '1', 'United States-NY', '234');

insert into store_revenue values ('16', '2016-01-01', '2', 'United States-CA', '234');
insert into store_revenue values ('17', '2016-01-01',     '2', 'United States-TX',
'234');
insert into store_revenue values ('18', '2016-01-01',     '2', 'United States-NY',
'142');
insert into store_revenue values ('19', '2016-01-02', '2', 'United States-CA', '234');
insert into store_revenue values ('20', '2016-01-02',     '2', 'United States-TX',
'3423');

insert into store_revenue values ('21', '2016-01-02',     '2', 'United States-NY',
'2342');
insert into store_revenue values ('22', '2016-01-03', '2', 'United States-CA',
'234234');
insert into store_revenue values ('23', '2016-01-06', '3', 'United States-TX', '3');
insert into store_revenue values ('24', '2016-01-03', '2', 'United States-TX', '3');
insert into store_revenue values ('25', '2016-01-03', '2', 'United States-NY', '234');

insert into store_revenue values ('26', '2016-01-04', '2', 'United States-CA', '2');
insert into store_revenue values ('27', '2016-01-04', '2', 'United States-TX',
```

'2354');
insert into store_revenue values ('28', '2016-01-04', '2', 'United States-NY', '45235');
insert into store_revenue values ('29', '2016-01-05', '2', 'United States-CA', '23');
insert into store_revenue values ('30', '2016-01-05', '2', 'United States-TX', '4');

insert into store_revenue values ('31', '2016-01-05', '2', 'United States-NY', '124');

/*Q1 Generate a query to get the sum of the clicks of the marketing data*/
select sum(clicks) from marketing_data

/*Q2 Generate a query to gather the sum of revenue by store_location from the store_revenue table*/
select store_location, sum(revenue) from store_revenue group by store_location

/*Q3 Merge these two datasets so we can see impressions, clicks, and revenue together by date and geo. Please ensure all records from each table are accounted for*/
select sum(R.revenue), S.impressions, S.clicks from marketing_data S join store_revenue R on S.marketingid = R.storeid group by S.geo, S.salesdate, S.impressions, S.clicks

/*Q4 In your opinion, what is the most efficient store and why?*/
We should use revenue divided by impressions and clicks and see how much revenue per impression and click generate. By doing this, we can see the effectiveness of these stores

/*Q5 (Challenge) Generate a query to rank in order the top 10 revenue producing states*/
select store_location
from (select store_location,
dense_rank() over (order by revenue desc) as rnum
from store_revenue)
where rnum<=10;