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;