AD HOC Insights

```sql
USE retail_events_db


--List of Products with base price more than 500 and featured in Promo_type as 'BOGOF'.

SELECT  A2.product_name,
A1.base_price,
A1.promo_type
FROM fact_events as A1
LEFT JOIN dim_products as A2
ON A1.product_code = A2.product_code
WHERE A1.base_price > 500 AND A1.promo_type = 'BOGOF';


--Overview of Number of Stores in Each City

SELECT city AS City,
COUNT(city) as Store_count
FROM dim_stores
GROUP BY city
ORDER BY Store_count DESC

--Total Revenue of Each Campaign before and after the Promotion.

SELECT  A1.campaign_name,
        SUM(A2.base_price * A2.quantity_sold_before_promo) AS
[Total_Revenue(before_promo)],
        SUM(A2.base_price * A2.quantity_sold_after_promo) AS [Total_Revenue(after_promo)]
FROM dim_campaigns AS A1
LEFT JOIN fact_events AS A2
ON A1.campaign_id = A2.campaign_id
GROUP BY A1.campaign_name


SELECT
    A3.category,
    SUM(((A2.quantity_sold_after_promo - A2.quantity_sold_before_promo) /
A2.quantity_sold_before_promo) * 100) AS [ISU%],
    ROW_NUMBER() OVER (ORDER BY SUM(((A2.quantity_sold_after_promo -
A2.quantity_sold_before_promo) / A2.quantity_sold_before_promo) * 100)DESC) AS [RANK]
FROM
    dim_campaigns AS A1
LEFT JOIN
    fact_events AS A2 ON A1.campaign_id = A2.campaign_id
LEFT JOIN
    dim_products AS A3 ON A2.product_code = A3.product_code
```

```sql
GROUP BY
    A3.category;



SELECT
    A3.category,
    ((SUM(A2.quantity_sold_after_promo) - SUM(A2.quantity_sold_before_promo)) /
NULLIF(SUM(A2.quantity_sold_before_promo), 0)) * 100 AS [ISU%]
FROM
    dim_campaigns AS A1
LEFT JOIN
    fact_events AS A2 ON A1.campaign_id = A2.campaign_id
LEFT JOIN
    dim_products AS A3 ON A2.product_code = A3.product_code
GROUP BY
    A3.category;
```