**CAPSTONE PROJECT**

**SECTION A: CAPSTONE PROJECT**

/\* 1. Within the space of the last three years, what was the profit worth of the breweries,

inclusive of the anglophone and the francophone territories? \*/

select sum(profit) from public.capstone;

--answer = 105,587,420

/\*2. Compare the total profit between these two territories in order for the territory manager,

Mr. Stone made a strategic decision that will aid profit maximization in 2020.\*/

select sum(profit) from public.capstone

where countries in ('Nigeria', 'Ghana');

--answer = 42,389,260 (Anglophone)

select sum(profit) from public.capstone

where countries not in ('Nigeria', 'Ghana');

--answer = 63,198,160 (Francophone)

/\*3. Country that generated the highest profit in 2019\*/

select countries, years, sum(profit) as total\_sum from public.capstone

where years= 2019

group by countries, years

order by total\_sum desc

limit 1;

--answer = Ghana

/\*4. Help him find the year with the highest profit.\*/

select years, sum(profit) as total\_profit from public.capstone

group by years

order by total\_profit desc

limit 1;

--answer = 2017

/\*5. Which month in the three years was the least profit generated?\*/

select months, years, sum(profit) as least\_profit from public.capstone

group by months, years

order by least\_profit asc

limit 1;

--answer = February 2019 1,366,880(the month with the least profit in a single year)

select months, sum(profit) as least\_profit from public.capstone

group by months

order by least\_profit asc

limit 1;

--answer = April 8,573,830(the month with the least profit in the 3 years combined)

select months, years, profit from public.capstone

order by profit

limit 1;

--answer = December 2017 35000(the month with the least profit in a single country in

--a single year)

/\*6. What was the minimum profit in the month of December 2018?\*/

select months, years, profit from public.capstone

where months = 'December'and years = 2018

order by profit

limit 1;

--answer = 38150

/\*7. Compare the profit in percentage for each of the month in 2019\*/

select months, sum(profit),

round(sum(cast(profit as decimal))/ (select sum(cast(profit as decimal))

from public.capstone where years =2019) \* 100, 2) as percentage

from public.capstone

where years = 2019

group by months;

/\*8. Which particular brand generated the highest profit in Senegal?\*/

select brands, countries, sum(profit) as total\_profit

from public.capstone

where countries = 'Senegal'

group by brands, countries

order by total\_profit desc

limit 1

--answer = Castle Lite

**SECTION B: BRAND ANALYSIS**

/\*1. Within the last two years, the brand manager wants to know the top three brands

consumed in the francophone countries\*/

select brands, sum(quantity) as total\_quantity

from public.capstone

where countries in ('Togo', 'Benin', 'Senegal')

and years in (2018,2019)

group by brands

order by total\_quantity desc

limit 3

--answer = Trophy, Hero, Eagle Lager

/\*2. Find out the top two choice of consumer brands in Ghana\*/

select brands, sum(quantity) total\_quantity

from public.capstone

where countries = 'Ghana'

group by brands

order by total\_quantity desc

limit 2;

-- answer = Eagle Lager and Castle Lite

/\*3. Find out the details of beers consumed in the past three years in the most oil reached

country in West Africa.\*/

select brands,

sum(quantity) as total\_quantity,

sum(cost) as total\_cost,

sum(profit) as total\_profit

from public.capstone

where countries = 'Nigeria'

and brands not like '%malt'

group by brands;

/\*4. Favorites malt brand in Anglophone region between 2018 and 2019\*/

select brands, sum(quantity) as total\_quantity

from public.capstone

where brands in ('beta malt', 'grand malt')

and years in (2018, 2019)

and countries not in ('Senegal', 'Togo', 'Benin')

group by brands

order by total\_quantity desc

limit 1;

--answer = Grand Malt

/\*5. Which brands sold the highest in 2019 in Nigeria?\*/

select brands, sum(quantity) as total\_quantity, countries

from public.capstone

where countries = 'Nigeria'

and years = 2019

group by brands, countries

order by total\_quantity desc

limit 1;

--answer = Hero

/\*6. Favorites brand in South\_South region in Nigeria\*/

select brands, region, countries, sum(quantity) as total\_quantity

from public.capstone

where countries = 'Nigeria'

and region = 'southsouth'

group by brands, region, countries

order by total\_quantity desc

limit 1;

--answer = Eagle Lager

/\*7. Beer consumption in Nigeria\*/

select brands, sum(quantity) as total\_quantity

from public.capstone

where countries = 'Nigeria'

and brands in ('eagle lager', 'trophy', 'hero', 'budweiser', 'castle lite')

group by brands

order by total\_quantity;

/\*8. Level of consumption of Budweiser in the regions in Nigeria\*/

select brands, sum(quantity) as total\_quantity, region

from public.capstone

where countries = 'Nigeria'

and brands = 'budweiser'

group by brands, region;

/\*9. Level of consumption of Budweiser in the regions in Nigeria in 2019 (Decision on Promo)\*/

select brands, sum(quantity) as total\_quantity, region

from public.capstone

where countries = 'Nigeria'

and brands = 'budweiser'

and years = 2019

group by brands, region;

**SECTION C: COUNTRIES ANALYSIS**

/\*1. Country with the highest consumption of beer.\*/

select countries, sum(quantity) as total\_quantity

from public.capstone

where brands in ('eagle lager', 'trophy', 'hero', 'budweiser', 'castle lite')

group by countries

order by total\_quantity desc

limit 1;

--answer = Senegal

/\*2. Highest sales personnel of Budweiser in Senegal\*/

select sales\_rep, sum(quantity) as total\_quantity

from public.capstone

where countries = 'Senegal'

and brands = 'budweiser'

group by sales\_rep

order by total\_quantity desc

limit 1;

--answer = Jones

/\*3. Country with the highest profit of the fourth quarter in 2019\*/

select countries, sum(profit) as total\_profit

from public.capstone

where years = 2019

and months in ('November', 'October', 'December')

group by countries

order by total\_profit desc

limit 1;

--answer = Ghana