**Market Campaign Insights Analysis**

**Data Analysis Using SQL**

Created the dataset manually using the sql commands and loading it into the powerBI and making it an interactive Dashboards.

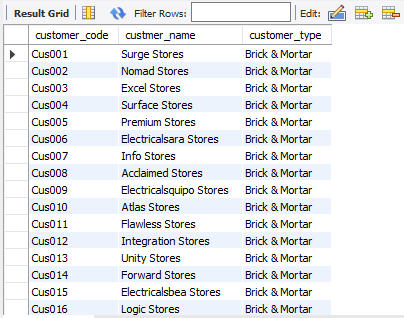
**SQL Commands to analysis the data**

1. Show all customer records

**Query:-**

SELECT \* FROM customers;

**Output:-**

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1. Show total number of customers

**Query:-**

SELECT count(\*) FROM customers;

**Output:-**

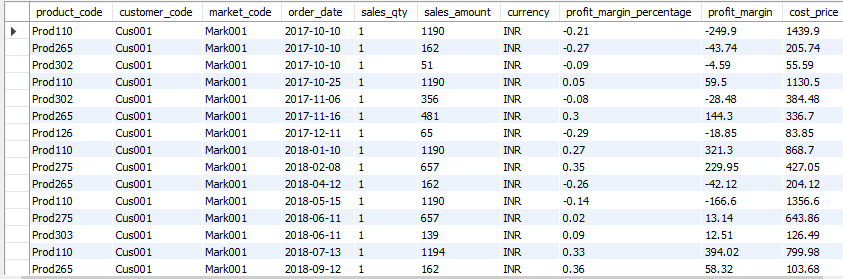
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1. Show transactions for Chennai market (market code for chennai is Mark001

**Query:-**

SELECT \* FROM transactions where market\_code='Mark001';

**Output:-**



1. Show distrinct product codes that were sold in chennai

**Query:-**

SELECT distinct product\_code FROM transactions where market\_code='Mark001';

**Output:-**

Table

Description automatically generated with medium confidence

1. Show transactions where currency is US dollars

**Query:-**

SELECT \* from transactions where currency="USD"

**Output:-**

Table

Description automatically generated

1. Show transactions in 2020 join by date table

**Query:-**

SELECT transactions.\*, date.\* FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020;

**Output:-**

Table

Description automatically generated

1. Show total revenue in year 2020

**Query:-**

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and transactions.currency="INR\r" or transactions.currency="USD\r";

**Output:-**

**Graphical user interface, text

Description automatically generated with medium confidence**

1. Show total revenue in year 2020, January Month

**Query:-**

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and and date.month\_name="January" and (transactions.currency="INR\r" or transactions.currency="USD\r");

**Output:-**

Graphical user interface, text, application

Description automatically generated

1. Show total revenue in year 2020 in Chennai

**Query:-**

SELECT SUM(transactions.sales\_amount) FROM transactions INNER JOIN date ON transactions.order\_date=date.date where date.year=2020 and transactions.market\_code="Mark001";

**Output:-**

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