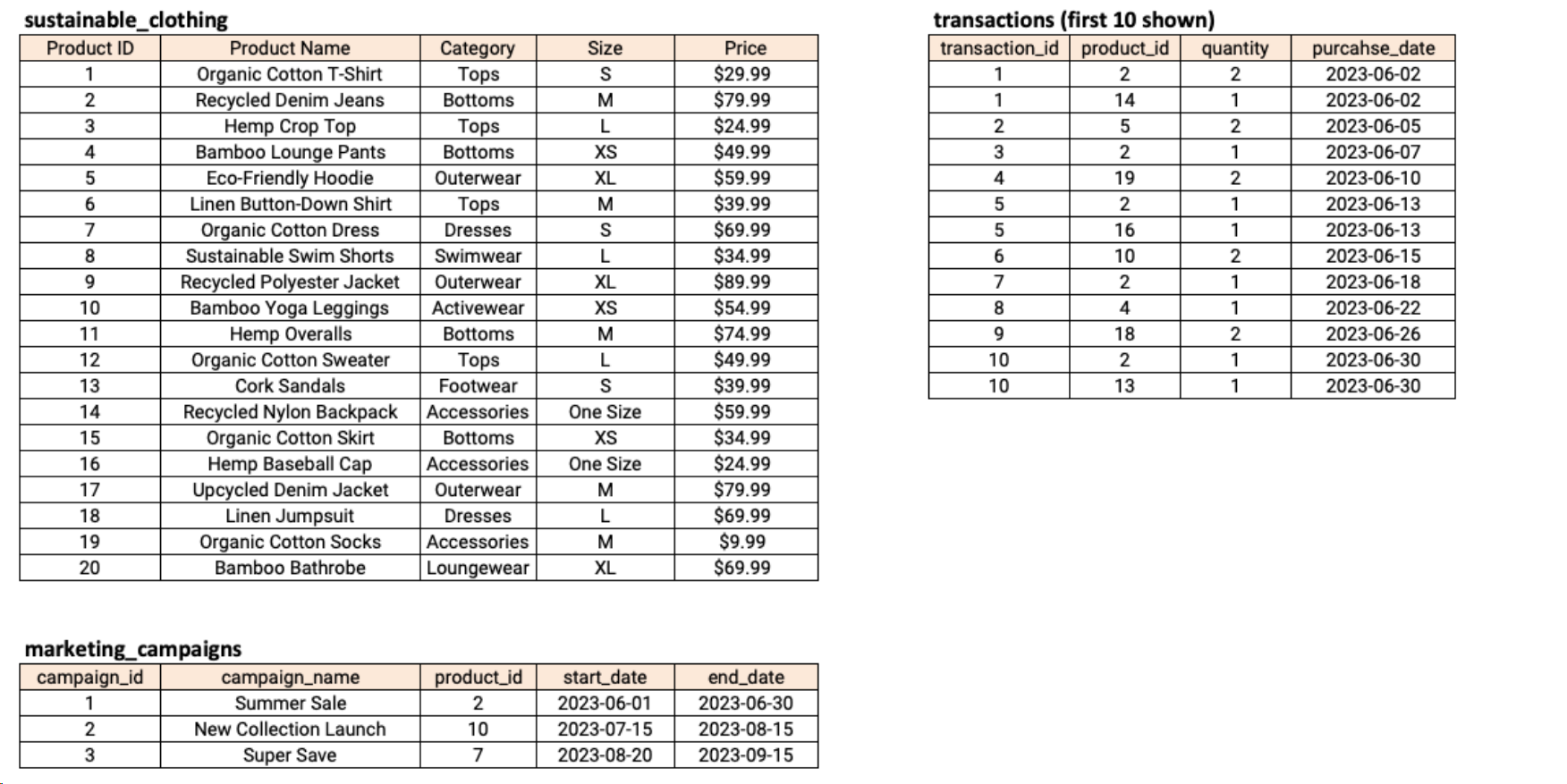
**Challenge 6 :- Marketing Analysis**

**Introduction :-**

The 'Sustainable Clothing Co.' have been running several marketing campaigns and have asked you to provide your insight into whether they have been successful or not. Analyse the following data and answer the questions to form your answer.



**Questions**

**Answer the following questions**

1. How many transactions were completed during each marketing campaign?

2. Which product had the highest sales quantity?

3. What is the total revenue generated from each marketing campaign?

4. What is the top-selling product category based on the total revenue generated?

5. Which products had a higher quantity sold compared to the average quantity sold?

6. What is the average revenue generated per day during the marketing campaigns?

7. What is the percentage contribution of each product to the total revenue?

8. Compare the average quantity sold during marketing campaigns to outside the marketing campaigns

9. Compare the revenue generated by products inside the marketing campaigns to outside the campaigns

10. Rank the products by their average daily quantity sold

**DDL Commands**

-- Create the table

CREATE TABLE sustainable\_clothing (

product\_id INT PRIMARY KEY,

product\_name VARCHAR(100),

category VARCHAR(50),

size VARCHAR(10),

price FLOAT

);

-- Insert data into the table

INSERT INTO sustainable\_clothing (product\_id, product\_name, category, size, price)

VALUES

(1, 'Organic Cotton T-Shirt', 'Tops', 'S', 29.99),

(2, 'Recycled Denim Jeans', 'Bottoms', 'M', 79.99),

(3, 'Hemp Crop Top', 'Tops', 'L', 24.99),

(4, 'Bamboo Lounge Pants', 'Bottoms', 'XS', 49.99),

(5, 'Eco-Friendly Hoodie', 'Outerwear', 'XL', 59.99),

(6, 'Linen Button-Down Shirt', 'Tops', 'M', 39.99),

(7, 'Organic Cotton Dress', 'Dresses', 'S', 69.99),

(8, 'Sustainable Swim Shorts', 'Swimwear', 'L', 34.99),

(9, 'Recycled Polyester Jacket', 'Outerwear', 'XL', 89.99),

(10, 'Bamboo Yoga Leggings', 'Activewear', 'XS', 54.99),

(11, 'Hemp Overalls', 'Bottoms', 'M', 74.99),

(12, 'Organic Cotton Sweater', 'Tops', 'L', 49.99),

(13, 'Cork Sandals', 'Footwear', 'S', 39.99),

(14, 'Recycled Nylon Backpack', 'Accessories', 'One Size', 59.99),

(15, 'Organic Cotton Skirt', 'Bottoms', 'XS', 34.99),

(16, 'Hemp Baseball Cap', 'Accessories', 'One Size', 24.99),

(17, 'Upcycled Denim Jacket', 'Outerwear', 'M', 79.99),

(18, 'Linen Jumpsuit', 'Dresses', 'L', 69.99),

(19, 'Organic Cotton Socks', 'Accessories', 'M', 9.99),

(20, 'Bamboo Bathrobe', 'Loungewear', 'XL', 69.99);

-- Create the table

CREATE TABLE marketing\_campaigns (

campaign\_id INT PRIMARY KEY,

campaign\_name VARCHAR(100),

product\_id INT,

start\_date DATE,

end\_date DATE,

FOREIGN KEY (product\_id) REFERENCES sustainable\_clothing (product\_id)

);

-- Insert data into the table

INSERT INTO marketing\_campaigns (campaign\_id, campaign\_name, product\_id, start\_date, end\_date)

VALUES

(1, 'Summer Sale', 2, '2023-06-01', '2023-06-30'),

(2, 'New Collection Launch', 10, '2023-07-15', '2023-08-15'),

(3, 'Super Save', 7, '2023-08-20', '2023-09-15');

-- Create the table

CREATE TABLE transactions (

transaction\_id INT PRIMARY KEY,

product\_id INT,

quantity INT,

purchase\_date DATE,

FOREIGN KEY (product\_id) REFERENCES sustainable\_clothing (product\_id)

);

-- Insert data into the table

INSERT INTO transactions (transaction\_id, product\_id, quantity, purchase\_date)

VALUES

(1, 2, 2, '2023-06-02'),

(2, 14, 1, '2023-06-02'),

(3, 5, 2, '2023-06-05'),

(4, 2, 1, '2023-06-07'),

(5, 19, 2, '2023-06-10'),

(6, 2, 1, '2023-06-13'),

(7, 16, 1, '2023-06-13'),

(8, 10, 2, '2023-06-15'),

(9, 2, 1, '2023-06-18'),

(10, 4, 1, '2023-06-22'),

(11, 18, 2, '2023-06-26'),

(12, 2, 1, '2023-06-30'),

(13, 13, 1, '2023-06-30'),

(14, 4, 1, '2023-07-04'),

(15, 6, 2, '2023-07-08'),

(16, 15, 1, '2023-07-08'),

(17, 9, 2, '2023-07-12'),

(18, 20, 1, '2023-07-12'),

(19, 11, 1, '2023-07-16'),

(20, 10, 1, '2023-07-20'),

(21, 12, 2, '2023-07-24'),

(22, 5, 1, '2023-07-29'),

(23, 10, 1, '2023-07-29'),

(24, 10, 1, '2023-08-03'),

(25, 19, 2, '2023-08-08'),

(26, 3, 1, '2023-08-14'),

(27, 10, 1, '2023-08-14'),

(28, 16, 2, '2023-08-20'),

(29, 18, 1, '2023-08-27'),

(30, 12, 2, '2023-09-01'),

(31, 13, 1, '2023-09-05'),

(32, 7, 1, '2023-09-05'),

(33, 6, 1, '2023-09-10'),

(34, 15, 2, '2023-09-14'),

(35, 9, 1, '2023-09-14'),

(36, 11, 2, '2023-09-19'),

(37, 17, 1, '2023-09-23'),

(38, 2, 1, '2023-09-28'),

(39, 14, 1, '2023-09-28'),

(40, 5, 2, '2023-09-30'),

(41, 16, 1, '2023-10-01'),

(42, 12, 2, '2023-10-01'),

(43, 1, 1, '2023-10-01'),

(44, 7, 1, '2023-10-02'),

(45, 18, 2, '2023-10-03'),

(46, 12, 1, '2023-10-03'),

(47, 13, 1, '2023-10-04'),

(48, 4, 1, '2023-10-05'),

(49, 12, 2, '2023-10-05'),

(50, 7, 1, '2023-10-06'),

(51, 4, 2, '2023-10-08'),

(52, 8, 2, '2023-10-08'),

(53, 16, 1, '2023-10-09'),

(54, 19, 1, '2023-10-09'),

(55, 1, 1, '2023-10-10'),

(56, 18, 2, '2023-10-10'),

(57, 2, 1, '2023-10-10'),

(58, 15, 2, '2023-10-11'),

(59, 17, 2, '2023-10-13'),

(60, 13, 1, '2023-10-13'),

(61, 10, 2, '2023-10-13'),

(62, 9, 1, '2023-10-13'),

(63, 19, 2, '2023-10-13'),

(64, 20, 1, '2023-10-14')