

2Market Supermarket

Business Intelligence Report

APPENDIX



SQL SYNTAX

Syntax to Create Table for Ad Data

```
CREATE TABLE ad_data(  
  ID SERIAL PRIMARY KEY,  
  Bulkmail_ad INTEGER,  
  Twitter_ad INTEGER,  
  Instagram_ad INTEGER,  
  Facebook_ad INTEGER,  
  Brochure_ad INTEGER);
```

Syntax to Create Table for Marketing Data

```
CREATE TABLE Marketing_Data(  
  ID INTEGER PRIMARY KEY,  
  Year_Birth INTEGER,  
  Age INTEGER,  
  Education VARCHAR(40),  
  Marital_Status VARCHAR(60),  
  Income NUMERIC,  
  Kidhome INTEGER,  
  Teenhome INTEGER,  
  Dt_Customer VARCHAR(10),  
  Regency INTEGER,  
  AmtLiq INTEGER,  
  AmtVege INTEGER,  
  AmtNonVeg INTEGER,  
  AmtPes INTEGER,  
  AmtChocolates INTEGER,  
  AmtComm INTEGER,  
  NumDeals INTEGER,  
  NumWebBuy INTEGER,  
  NumWalkinPur INTEGER,  
  NumVisits INTEGER,  
  Response INTEGER,  
  Complain INTEGER,  
  Country VARCHAR (60),  
  Count_success INTEGER);
```

Syntax to find out Spend on Each Type of Products by Country:

```
SELECT marketing_data."country",  
SUM ("amtliq") AS Alcoholic_Beverage_Spend,  
SUM ("amtvege") AS Vege_Spend,  
SUM ("amtnonveg") AS NonVege_Spend,  
SUM ("amtptes") AS FishProducts_Spend,  
SUM ("amtchocolates") AS Chocolate_Spend,  
SUM ("amtcomm") AS Commodities_Spend  
FROM public."marketing_data"  
GROUP BY "country";
```

SYNTAX FOR TOTAL SPEND BY COUNTRY

```
SELECT "country",  
SUM ("amtliq" + "amtvege" +  
"amtnonveg" +  
"amtptes" +  
"amtchocolates" +  
"amtcomm") AS total_spend  
FROM public."marketing_data"  
GROUP BY "country";
```

SYNTAX FOR Which social media platforms are most successful per country?

```
SELECT m."country",  
COUNT (m."id") as NumberCustomers,  
SUM (ad."bulkmail_ad") AS bulkmail,  
SUM (ad."twitter_ad") AS twitter,  
SUM (ad."instagram_ad") AS instagram,  
SUM (ad."facebook_ad") AS facebook,  
SUM (ad."brochure_ad") AS brochure,  
SUM (ad."bulkmail_ad" + ad."twitter_ad" + ad."instagram_ad" + ad."facebook_ad" +  
ad."brochure_ad") AS AD_success  
FROM public."advertising" ad  
JOIN public."marketing_data" m  
USING ("id")  
GROUP BY m."country";
```

SYNTAX FOR Which social media platforms are most successful by marital status?

```
SELECT m."marital_status",
COUNT (m."id") as NumberCustomers,
SUM (ad."bulkmail_ad") AS bulkmail,
SUM (ad."twitter_ad") AS twitter,
SUM (ad."instagram_ad") AS instagram,
SUM (ad."facebook_ad") AS facebook,
SUM (ad."brochure_ad") AS brochure,
SUM (ad."bulkmail_ad" + ad."twitter_ad" + ad."instagram_ad" + ad."facebook_ad" +
ad."brochure_ad") AS AD_success
FROM public."advertising" ad
JOIN public."marketing_data" m
USING ("id")
GROUP BY m."marital_status";
```