



DESAFIO

Gere planos de ação a partir
de análises com SQL





RESPOSTAS



**Duplique este
arquivo, responda e
o submeta na
plataforma**

**(utilize quantos slides forem
necessários)**

Dashboard

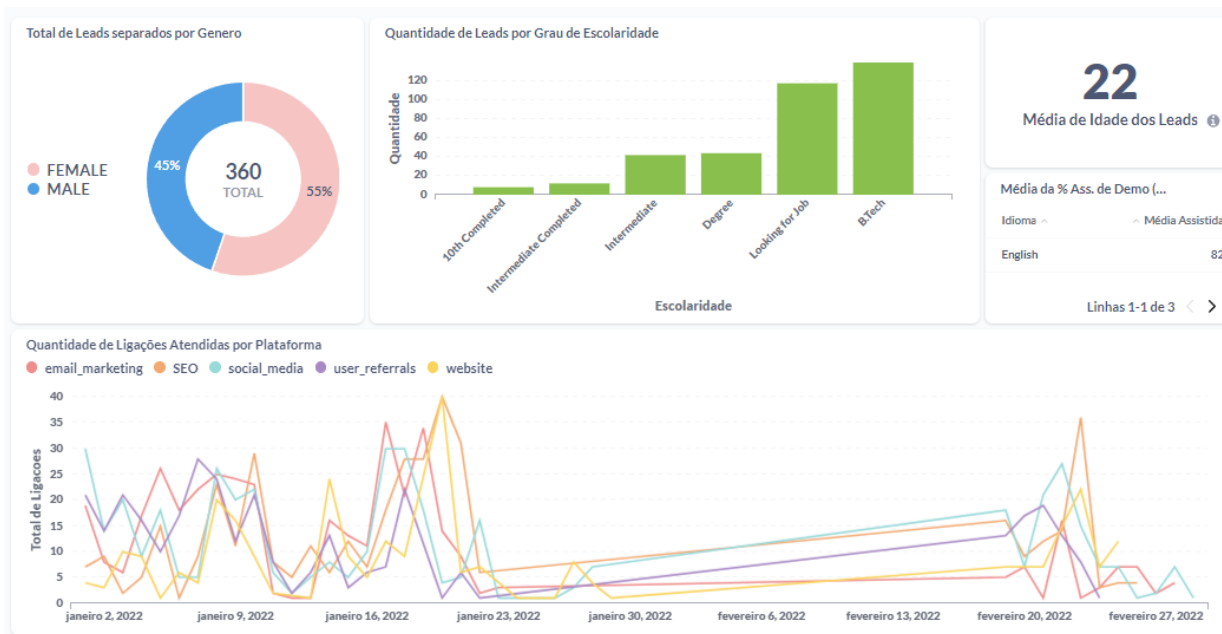




Gráfico 1 - Total de Leads separados por Gênero

```
Select Gender as Genero,  
count(lead_id) as Usuários  
from leads_basic_details  
Group by Genero
```

Gráfico 2 – Média da Idade dos Leads

```
select round(avg(age),0) as Média_Idade  
from leads_basic_details
```

Gráfico 3 - Quantidade de Leads por Grau de Escolaridade

```
select current_education as  
Escolaridade,  
count(lead_id) as Quantidade  
from leads_basic_details  
group by Escolaridade  
order by Quantidade
```

Gráfico 4 - Média da % Ass. de Demo (Acima de 50%)

```
Select language as Idioma,  
round(avg(watched_percentage)*100,0)  
as Md_Assistida  
From leads_demo_watched_details  
where watched_percentage > 0.5  
group by Idioma  
order by Md_Assistida desc
```

Gráfico 5 - Quantidade de Ligações Atendidas
por Plataforma

```
Select call_done_date as Data,  
lead_gen_source as Plataforma,  
count(*) as Quantidade_Ligacoes  
from leads_interaction_details  
left join leads_basic_details on  
leads_basic_details.lead_id =  
leads_interaction_details.lead_id  
where call_status = 'successful'  
group by Data,Plataforma  
order by Data
```