1. Total Campaigns –widget

select count(distinct [CampaignName]) as campaigncount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_CampaignMaster]

1. Homecare – Widget

select count(distinct [CampaignName]) as campaigncount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_CampaignMaster]

where [Category] ='Home Care'

1. Food & Beverage – widget

select count(distinct [CampaignName]) as campaigncount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_CampaignMaster]

where [Category] ='Food & Beverage'

1. Personal Care – widget

select count(distinct [CampaignName]) as campaigncount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_CampaignMaster]

where [Category] ='Personal Care'

1. Trader Campaigns – widget

select count(distinct [CampaignName]) as campaigncount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_CampaignMaster]

where [Target] ='Trader'

1. Consumer Campaigns – widget

select count(distinct [CampaignName]) as campaigncount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_CampaignMaster]

where [Target] ='Consumer'

1. Connected – Widget

select sum(counts) as Counts from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare]

where KPI = 'Connected'

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts)as a

1. Reached – widget

select sum(counts) as Counts from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare]

where KPI = 'Reached'

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts)as a

--where a.CampaignName = @CampaignName and a.Brand=@brand and a.Target=@target and a.Category = @category and a.channel = @channel and a.Region =@region and a.SKU=@sku

--and a.InteractionDate between @startdate and @enddate

9.Interacted – Widget

select sum(counts) as Counts from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare]

where KPI = 'interacted'

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts)as a

--where a.CampaignName = @CampaignName and a.Brand=@brand and a.Target=@target and a.Category = @category and a.channel = @channel and a.Region =@region and a.SKU=@sku

--and a.InteractionDate between @startdate and @enddate

1. Redeemed – widget

select sum(counts) as Counts from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare]

where KPI = 'Redeemed'

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts)as a

--where a.CampaignName = @CampaignName and a.Brand=@brand and a.Target=@target and a.Category = @category and a.channel = @channel and a.Region =@region and a.SKU=@sku

--and a.InteractionDate between @startdate and @enddate

1. Campaigns at a glance – widget

select \* from (

select KPI,[CampaignName],target,channel,counts,Region,Brand,SKU

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare] )as a

pivot(

sum(counts)

for KPI in ([Connected],[Interacted],[Reached],[Redeemed])) as pvt