1. Redemptions – Widget

select sum(metriccount) from (

select 'Coupons Redeemed' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Coupon Redemption'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

1. Missed Calls Received Widget

select sum(metriccount) from (

select 'Missed Call' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Missed Call'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

1. SMS Sent & SMS Delivered Widget

select sum(metriccount) from (

select 'SMS Delivered' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'SMS'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

1. OBD Calls – widget

select sum(metriccount) from (

select 'OBD ENGAGEMENT' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'OBD Engagement'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

1. Call Metrics – Daily

select call\_metric,sum(metriccount),[InteractionDate] from (

select 'OBD ENGAGEMENT' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'OBD Engagement'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Missed Call' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Missed Call'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Coupons Redeemed' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Coupon Redemption'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by call\_metric,[InteractionDate]

1. Call Metrics – Weekly

select call\_metric,sum(metriccount),datepart(week,[InteractionDate]) [InteractionDate] from (

select 'OBD ENGAGEMENT' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'OBD Engagement'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Missed Call' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Missed Call'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Coupons Redeemed' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Coupon Redemption'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by call\_metric,[InteractionDate]

1. Call Metrics – Monthly

select call\_metric,sum(metriccount),datepart(month,[InteractionDate]) [InteractionDate] from (

select 'OBD ENGAGEMENT' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'OBD Engagement'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Missed Call' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Missed Call'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Coupons Redeemed' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Coupon Redemption'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by call\_metric,[InteractionDate]

1. Call Metrics – Quarterly

select call\_metric,sum(metriccount),datepart(quarter,[InteractionDate]) [InteractionDate] from (

select 'OBD ENGAGEMENT' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'OBD Engagement'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Missed Call' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Missed Call'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]

--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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

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

union all

select 'Coupons Redeemed' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget,cast([InteractionDate] as date) [InteractionDate], b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_DMTransAggregate] B

where b.[Type of Call] = 'Coupon Redemption'

group by b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Target,b.Category,b.Channel,b.Region,b.[DM],b.[Cohort],b.[DuringAfterBefore]) 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.[DM] = @DM and a.[Cohort] = @Cohort and a.[DuringAfterBefore] =@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by call\_metric,[InteractionDate]

1. KPI Metrics - Daily

select KPI, sum(counts) as Counts, [InteractionDate] from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[SKU],cast([InteractionDate] as date) [InteractionDate],counts

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

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[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.[DM] =@DM and a.[Cohort]=@Cohort and a.[DuringAfterBefore]=@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by KPI, [InteractionDate]

1. KPI METRICS - Weekly

select KPI, sum(counts) as Counts, datepart(week,[InteractionDate]) [InteractionDate] from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[SKU],cast([InteractionDate] as date) [InteractionDate],counts

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

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[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.[DM] =@DM and a.[Cohort]=@Cohort and a.[DuringAfterBefore]=@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by KPI, [InteractionDate]

1. KPI - Metrics – Monthly

select KPI, sum(counts) as Counts, datepart(month,[InteractionDate]) [InteractionDate] from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[SKU],cast([InteractionDate] as date) [InteractionDate],counts

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

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[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.[DM] =@DM and a.[Cohort]=@Cohort and a.[DuringAfterBefore]=@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by KPI, [InteractionDate]

1. KPI – Metrics – Quarterly

select KPI, sum(counts) as Counts, datepart(quarter,[InteractionDate]) [InteractionDate] from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[SKU],cast([InteractionDate] as date) [InteractionDate],counts

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

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[DM],[Cohort],[DuringAfterBefore],[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.[DM] =@DM and a.[Cohort]=@Cohort and a.[DuringAfterBefore]=@DuringAfterBefore

and a.InteractionDate between @startdate and @enddate

group by KPI, [InteractionDate]