kpi\_summary\_call\_metrics\_weekly = "select KPI, sum(counts) as Counts, CONCAT(datepart(week,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) AS Year from ( select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],counts from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare] where KPI = 'Reached' group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts union all select [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],sum(b.MobileCount) metriccount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B where b.[Type of Call] = 'Missed Call' group by [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) union all select [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],sum(b.MobileCount) metriccount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B where b.[Type of Call] = 'Coupon Redemption' and b.[Voucher Code Valid] = 'Y' group by [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) ) 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 group by KPI, CONCAT(datepart(week,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]));";

kpi\_summary\_call\_metrics\_monthly = "select KPI, sum(counts) as Counts, CONCAT(datepart(Month,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) AS Year from ( select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],counts from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare] where KPI = 'Reached' group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts union all select [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],sum(b.MobileCount) metriccount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B where b.[Type of Call] = 'Missed Call' group by [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) union all select [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],sum(b.MobileCount) metriccount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B where b.[Type of Call] = 'Coupon Redemption' and b.[Voucher Code Valid] = 'Y' group by [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) ) 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 group by KPI, CONCAT(datepart(Month,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])); ";

kpi\_summary\_call\_metrics\_quarterly = "select KPI, sum(counts) as Counts, CONCAT(datepart(quarter,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) AS Year from ( select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],counts from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_TempFixKPIDuplicateAggregare] where KPI = 'Reached' group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate],counts union all select [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],sum(b.MobileCount) metriccount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B where b.[Type of Call] = 'Missed Call' group by [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) union all select [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate],sum(b.MobileCount) metriccount from [Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B where b.[Type of Call] = 'Coupon Redemption' and b.[Voucher Code Valid] = 'Y' group by [Type of Call] ,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) ) 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 group by KPI, CONCAT(datepart(quarter,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]));";

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kpi\_dmsummary\_call\_metrics\_quarterly = "select call\_metric as KPI,sum(metriccount) as Counts,CONCAT(datepart(quarter,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) as Year 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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] 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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] 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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,CONCAT(datepart(quarter,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]))";

kpi\_dmsummary\_call\_metrics\_weekly = "select call\_metric as KPI,sum(metriccount) as Counts, CONCAT(datepart(week,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) AS Year 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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] 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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] 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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, CONCAT(datepart(week,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]))";

kpi\_dmsummary\_call\_metrics\_monthly = "select call\_metric as KPI,sum(metriccount) as Counts, CONCAT(datepart(month,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) as Year 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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] 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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] 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,b.[DM],b.[Cohort],b.[DuringAfterBefore],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,CONCAT(datepart(month,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]))";

kpi\_dmsummary\_kpi\_metrics\_quarterly = "select KPI, sum(counts) as Counts, CONCAT(datepart(quarter,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) as Year 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, CONCAT(datepart(quarter,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]))";

kpi\_dmsummary\_kpi\_metrics\_weekly = "select KPI, sum(counts) as Counts, CONCAT(datepart(week,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) as Year 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, CONCAT(datepart(week,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]))";

kpi\_dmsummary\_kpi\_metrics\_monthly = "select KPI, sum(counts) as Counts, CONCAT(datepart(month,[InteractionDate]), ' ' ,datepart(year,[InteractionDate])) as Year 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, CONCAT(datepart(month,[InteractionDate]), ' ' ,datepart(year,[InteractionDate]))";