1. Response Time SLA widget

select sum(counts) as sumtotal,[OBD Response Bracket],date1 from (

select [OBD Response Bracket], (count([Entry\_ID])) as counts, cast([Campaign Entry create date] as date) as date1,[Provider],[Region]

from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [OBD Response Bracket] is not null

group by [OBD Response Bracket],[Campaign Entry create date],[Provider],[Region]) as a

where [Provider] =@provider and [Region] = @region and date1 between @startdate and @enddate

group by [OBD Response Bracket],date1,[Provider],[Region]

1. Recharge Success rate over time widget

select sum(counts) as sumtotal,[Recharge Tme Bracket],[Reward Status\_1],date1,[Provider],[Region] from (

select [Recharge Tme Bracket],(count([Entry\_ID])) as counts,[Reward Status\_1],cast([Campaign Entry create date] as date) as date1,[Provider],[Region]

from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [Recharge Tme Bracket] is not null

group by [Recharge Tme Bracket],[Reward Status\_1],[Provider],[Region],cast([Campaign Entry create date] as date) ) as a

where [Provider] =@provider and [Region] = @region and date1 between @startdate and @enddate

group by [Recharge Tme Bracket],date1,[Reward Status\_1],[Provider],[Region]

1. SMS delivery SLA widget

select sum(counts) as sumtotal,[SMS SLA Bracket] ,date1,[Provider],[Region] from (

select [SMS SLA Bracket],(count([Entry\_ID])) as counts, cast([Campaign Entry create date] as date) as date1,[Provider],[Region]

from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [SMS SLA Bracket] is not null

group by [SMS SLA Bracket], cast([Campaign Entry create date] as date),[Provider],[Region]) as a

where [Provider] =@provider and [Region] = @region and date1 between @startdate and @enddate

group by [SMS SLA Bracket],date1,[Provider],[Region]

1. Cost per Acquisition Indicator

select distinct [Campaign Name],[Placeholder\_2] from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [Campaign Name] is not null and [Placeholder\_1] = 'Cost per Acquisition' and [Campaign Name] = 'Wheel'

1. Cost per Consumer(Redemption) Indicator

select distinct [Campaign Name],[Placeholder\_2] from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [Campaign Name] is not null and [Placeholder\_1] = 'Cost per Consumer (Redemption)' and [Campaign Name] = 'Wheel'

1. Cost per Entry(Redemption) indicator

select distinct [Campaign Name],[Placeholder\_2] from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [Campaign Name] is not null and [Placeholder\_1] = 'Cost per Entry(Redemption)' and [Campaign Name] = 'Wheel'

1. Cost Bifurcation Pie Chart

select distinct [Campaign Name],Placeholder\_1,[Placeholder\_2] from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [Campaign Name] is not null and [Placeholder\_1] in ('Fixed','Variable') and [Campaign Name] = 'Wheel'

1. Cost Distribution Bar Chart

select distinct [Campaign Name],Placeholder\_1,[Placeholder\_2] from [Unilever\_CampaignDashboard].[dbo].[SLACOST]

where [Campaign Name] is not null and [Campaign Name] in ('Wheel\_HHT','Wheel\_Viral')