1. For ‘calls profiling’ , ‘SMS Sent’, ‘SMS Delivered’ and ‘OBD Calls Made’ widgets

select call\_metric,sum(metriccount) Counts from (

select 'Missed Call' as

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

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

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

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

union all

select 'OBD ENGAGEMENT' as

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

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

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

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

union all

select 'SMS DELIVERED' as

call\_metric,'SMS SENT & DELIVERED' as widget, b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

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

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

union all

select 'BPO CALLS' as

call\_metric,'BPO CALLS MADE' as widget, b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

where b.[Type of Call] = 'BPO CALL'

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

union all

select 'REDEMPTION' as

call\_metric,'CALLS PROFILING & CALL METRICS' as widget, b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,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 b.[Type of Call],b.InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region

) 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 call\_metric

1. For ‘Average Call duration’ widget

select avg(AVERAGE) from (

select KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],cast([InteractionDate] as date) [InteractionDate] ,avg(avg\_duration) as AVERAGE

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

where KPI = 'Connected'

group by KPI,[Target],[Channel],[Category],[CampaignName],[Region],[Brand],[SKU],[InteractionDate])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. For ‘Users Profiling’ widget

select KPI, sum(counts) as Counts from (

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

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

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

group by KPI

1. For ‘KPI – Metrics’ – daily

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

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

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

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

group by KPI, [InteractionDate]

1. For ‘Call Metrics’ – Daily

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

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

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

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

where KPI = 'Reached'

--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,[InteractionDate]

union all

select call\_metric,sum(metriccount) Counts,InteractionDate from (

select 'Missed Call' as

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

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

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

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

union all

select 'OBD ENGAGEMENT' as

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

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

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

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

union all

select 'SMS DELIVERED' as

call\_metric,'SMS SENT & DELIVERED' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

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

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

union all

select 'BPO CALLS' as

call\_metric,'BPO CALLS MADE' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

where b.[Type of Call] = 'BPO CALL'

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

union all

select 'REDEMPTION' as

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

) 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 call\_metric,InteractionDate;

1. For ‘KPI – Metrics’ – weekly

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

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

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

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

group by KPI, [InteractionDate]

1. For KPI – Metrics – Monthly

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

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

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

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

group by KPI, [InteractionDate]

1. For KPI – Metrics – Quarterly

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

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

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

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

group by KPI, [InteractionDate]

1. For Call – Metrics – Weekly

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

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

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

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

where KPI = 'Reached'

--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,datepart(week,[InteractionDate])

union all

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

select 'Missed Call' as

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

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

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

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

union all

select 'OBD ENGAGEMENT' as

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

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

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

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

union all

select 'SMS DELIVERED' as

call\_metric,'SMS SENT & DELIVERED' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

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

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

union all

select 'BPO CALLS' as

call\_metric,'BPO CALLS MADE' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

where b.[Type of Call] = 'BPO CALL'

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

union all

select 'REDEMPTION' as

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

) 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 call\_metric,datepart(week,[InteractionDate]);

1. For Call Metric – Monthly

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

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

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

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

where KPI = 'Reached'

--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,datepart(month,[InteractionDate])

union all

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

select 'Missed Call' as

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

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

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

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

union all

select 'OBD ENGAGEMENT' as

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

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

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

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

union all

select 'SMS DELIVERED' as

call\_metric,'SMS SENT & DELIVERED' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

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

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

union all

select 'BPO CALLS' as

call\_metric,'BPO CALLS MADE' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

where b.[Type of Call] = 'BPO CALL'

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

union all

select 'REDEMPTION' as

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

) 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 call\_metric,datepart(month,[InteractionDate]);

1. For Call Metric – Quarterly

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

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

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

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

where KPI = 'Reached'

--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,datepart(quarter,[InteractionDate])

union all

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

select 'Missed Call' as

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

from

[Unilever\_CampaignDashboard].[dbo].[SingleViewDashboard\_Tempfix\_TransactiondetialAggregate] B

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

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

union all

select 'OBD ENGAGEMENT' as

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

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

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

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

union all

select 'SMS DELIVERED' as

call\_metric,'SMS SENT & DELIVERED' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

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

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

union all

select 'BPO CALLS' as

call\_metric,'BPO CALLS MADE' as widget, cast(b.InteractionDate as date) InteractionDate, b.CampaignName,b.Brand,b.SKU,b.Incentive,b.Target,b.Category,b.Channel,b.Region,sum(b.MobileCount) metriccount

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

where b.[Type of Call] = 'BPO CALL'

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

union all

select 'REDEMPTION' as

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

) 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 call\_metric,datepart(quarter,[InteractionDate]);