

SQL Project Questions – Sales Funnel Daily

Dataset: **sales_funnel_daily_realistic_raw**

These questions are designed to demonstrate end-to-end SQL skills including data understanding, data cleaning, validation, aggregation, and analytical thinking.

- 1 1. Display all records from the raw sales funnel table.
- 1 2. Count the total number of activity records.
- 1 3. Count the total number of unique IRs.
- 1 4. List all Reporting Seniors and the number of IRs working under each.
- 1 5. Identify records with missing values in any critical column.
- 1 6. Find IRs who were absent on certain days (not present in daily records).
- 1 7. Identify records where INFO is below the daily target of 5.
- 1 8. Calculate the percentage of records meeting the INFO target.
- 1 9. Detect funnel logic violations where $\text{INFO} < \text{Invites}$ or $\text{Invites} < \text{POT}$ or $\text{POT} < \text{Closings}$.
- 1 10. Create a cleaned analytical view from the raw data.
- 1 11. Replace NULL values with appropriate defaults in the cleaned view.
- 1 12. Flag each record as Valid, Below Target, or Invalid Funnel.
- 1 13. Calculate daily totals for INFO, Invites, POT, and Closings.
- 1 14. Calculate overall funnel conversion rates.
- 1 15. Calculate Reporting Senior-wise total INFO and Closings.
- 1 16. Find Reporting Senior-wise conversion rate.
- 1 17. Rank IRs by total Closings using window functions.
- 1 18. Identify the top 3 IRs under each Reporting Senior.
- 1 19. Find IRs who consistently fail to meet the INFO target.
- 1 20. Analyze gender-wise performance and conversion rates.
- 1 21. Find days with unusually high or low Closings.
- 1 22. Calculate cumulative Closings over time.
- 1 23. Identify IRs whose performance is above the team average.
- 1 24. Detect Reporting Seniors with below-average team performance.
- 1 25. Prepare a final KPI-ready dataset for dashboarding.