

# 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 INFO < Invites or Invites < POT or POT < 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.