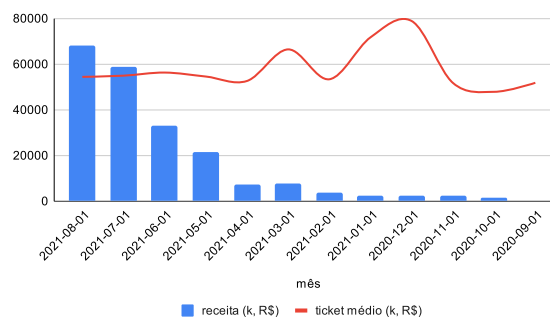
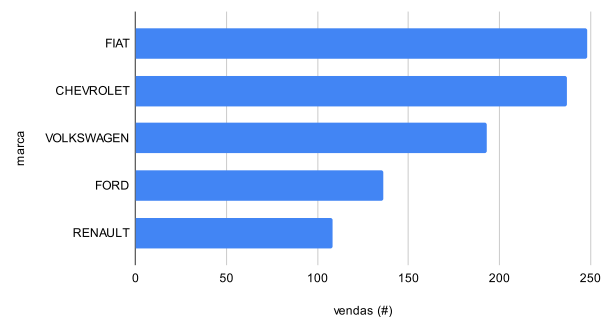


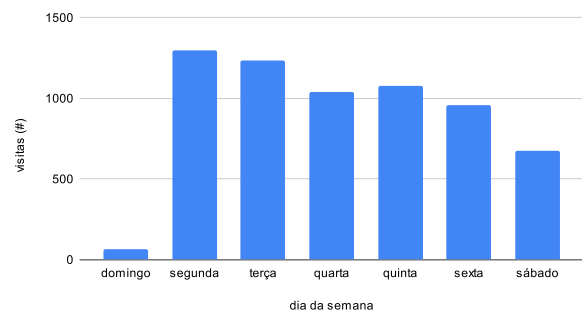
Receita



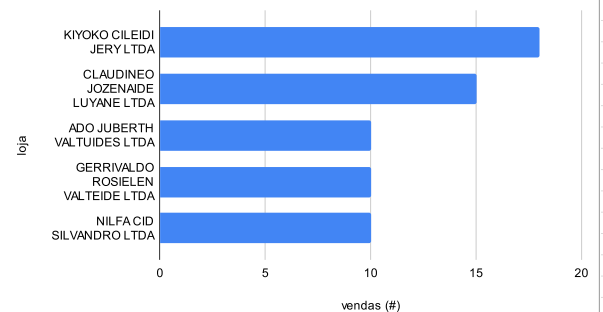
Top 5 marcas mais vendidas



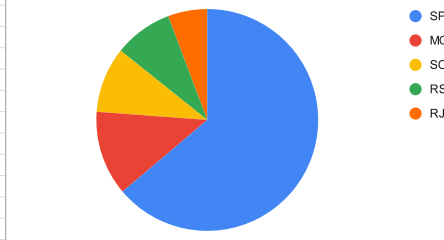
Dias da semana mais visitados



Top 5 lojas que mais venderam no mês



Estados que mais venderam no mês



1 - Receita, leads, conversão e ticket médio mês a mês	2 - Estados que mais venderam	3 - Marcas que mais venderam no mês	4 - Lojas que mais venderam	5 - Dias da semana com maior número de visitas ao site
<pre>with leads as (select date_trunc('month', visit_page_date)::date as visit_page_month, count(*) as visit_page_count from sales_funnel group by visit_page_month order by visit_page_month desc), payments as (select date_trunc('month', fun.paid_date)::date as paid_month, count(fun.paid_date) as paid_count, sum(pro.price * (1+fun.discount)) as receita from sales_funnel as fun left join sales_products as pro on fun.product_id = pro.product_id where fun.paid_date is not null group by paid_month order by paid_month) select leads.visit_page_month as "mês", leads.visit_page_month as "leads (#)", payments.paid_count as "Vendas (#)", (payments.receita/1000) as "receita (k, R\$)", (payments.paid_count::float/leads.visit_page_count::float) as "conversão (%)", (payments.receita/payments.paid_count/1000) as "ticket médio (k, R\$)" from leads left join payments on leads.visit_page_month = paid_month</pre>	<pre>select 'Brazil' as pais, cus.state as estado, count(fun.paid_date) as "vendas(#)" from sales_funnel as fun left join sales_customers as cus on fun.customer_id = cus.customer_id where paid_date between '2021-08-01' and '2021-08-31' group by pais, estado order by "vendas(#)" desc limit 5</pre>	<pre>select pro.brand as marca, count(fun.paid_date) as "vendas (#)" from sales_funnel as fun left join sales_products as pro on fun.product_id = pro.product_id where paid_date between '2021-08-01' and '2021-08-31' group by marca order by "vendas (#)" desc limit 5</pre>	<pre>select sto.store_name as loja, count(fun.paid_date) as "vendas (#)" from sales_funnel as fun left join sales_stores as sto on fun.store_id = sto.store_id where paid_date between '2021-08-01' and '2021-08-31' group by loja order by "vendas (#)" desc limit 5</pre>	<pre>select extract('dow' from visit_page_date) as dia_semana, case when extract('dow' from visit_page_date) = 0 then 'domingo' when extract('dow' from visit_page_date) = 1 then 'segunda' when extract('dow' from visit_page_date) = 2 then 'terça' when extract('dow' from visit_page_date) = 3 then 'quarta' when extract('dow' from visit_page_date) = 4 then 'quinta' when extract('dow' from visit_page_date) = 5 then 'sexta' when extract('dow' from visit_page_date) = 6 then 'sábado' else null end as "dia da semana", count(*) as "visitas (#)" from sales_funnel where visit_page_date between '2021-08-01' and '2021-08-31' group by dia_semana order by dia_semana</pre>