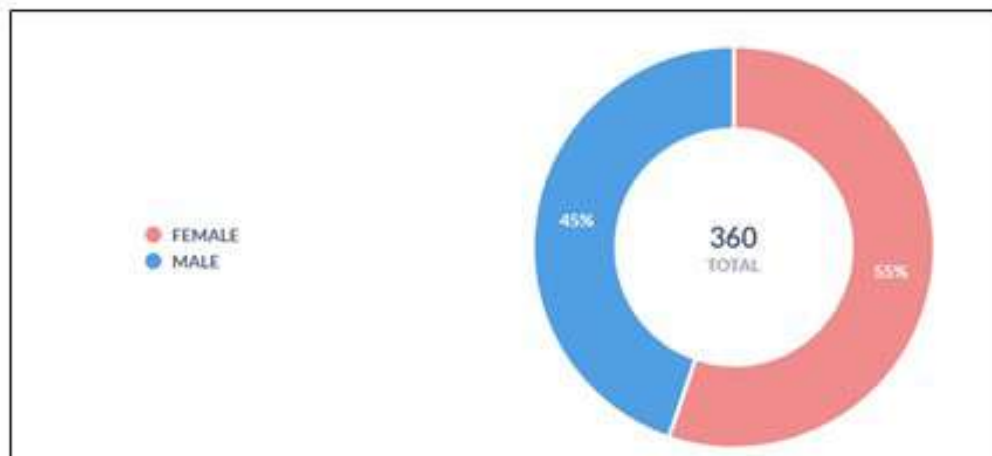


### Gráfico 1 - Distribuição de gênero

```
1 select
2     gender, count(*) as 'Quantidade de pessoas'
3 from leads_basic_details
4 group by gender
```



### Gráfico 2 - Média da idade

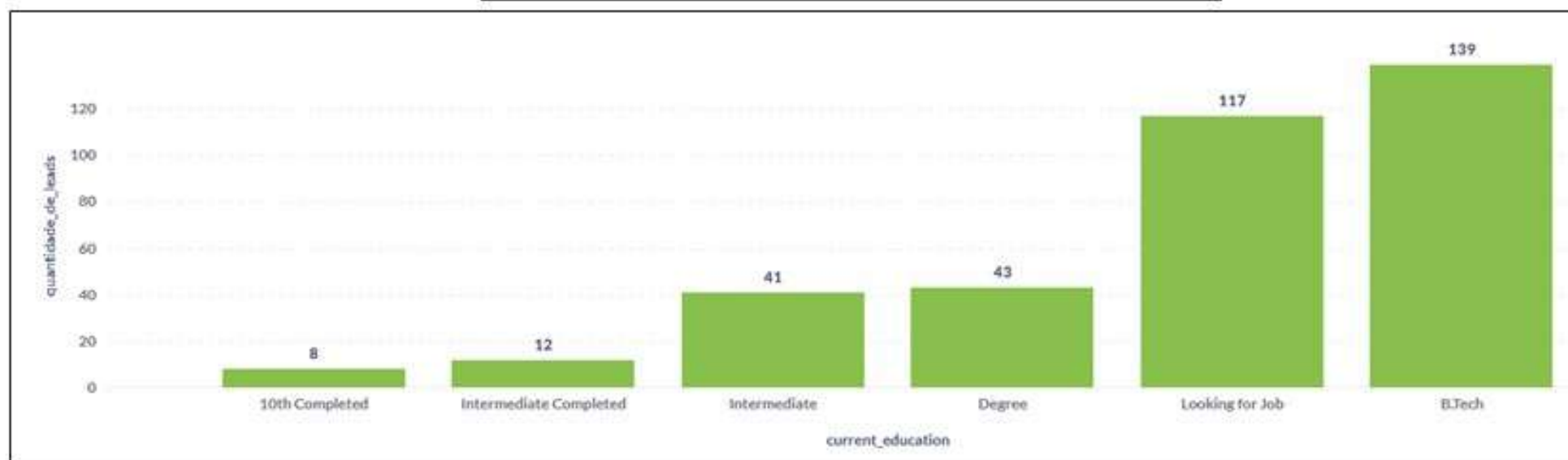
```
1 select
2     avg(age) as 'média da idade'
3 from leads_basic_details
```





Gráfico 3 - Quantidade de leads por grau de escolaridade

```
1 select
2     current_education,
3     count(lead_id) as quantidade_de_leads
4 from
5     leads_basic_details
6 group by
7     current_education
8 order by
9     quantidade_de_leads
```





## Gráfico 4 - Média de watched

```
1 select
2     language,
3     avg(watched_percentage) as 'porcentagem'
4 from leads_demo_watched_details
5 where watched_percentage > 0.5
6 group by language
```

Média de watched	
language ^	^ porcentagem
Telugu	0.76
Hindi	0.69
English	0.82

Gráfico 5 - Quantidade de ligação por plataforma ao longo do tempo

```
1- with LeadsDetails as (  
2-   select  
3-     lead_id as 'ID',  
4-     replace(lead_gen_source, "_", " ") as 'Plataforma'  
5-   from leads_basic_details  
6- ),  
7- LeadsInteraction as (  
8-   select  
9-     lead_id as 'ID2',  
10-    call_done_date as 'Data_ligação',  
11-    call_status as 'Status'  
12-   from leads_interaction_details  
13-   where call_status = "successful"  
14- ),  
15- TabelaGlobal as (  
16-   select * from LeadsDetails  
17-   inner join LeadsInteraction on LeadsDetails.ID = LeadsInteraction.ID2  
18- )  
19- select  
20-   count(ID2) as 'Quantidade',  
21-   Plataforma,  
22-   Data_ligação  
23- from TabelaGlobal  
24- group by Plataforma, Data_ligação
```

