

# Marketing Campaign KPI's

KPI's

## 1.Total customers

```
SELECT COUNT(DISTINCT ID) as total_customer  
FROM marketing_campaign
```

	total_customer
1	2240

## 1. total campaigns

```
SELECT  
    DISTINCT((CASE WHEN AcceptedCmp1 IS NOT NULL THEN 1 ELSE 0 END +  
    CASE WHEN AcceptedCmp2 IS NOT NULL THEN 1 ELSE 0 END +  
    CASE WHEN AcceptedCmp3 IS NOT NULL THEN 1 ELSE 0 END +  
    CASE WHEN AcceptedCmp4 IS NOT NULL THEN 1 ELSE 0 END +  
    CASE WHEN AcceptedCmp5 IS NOT NULL THEN 1 ELSE 0 END)) AS total_campaigns  
FROM marketing_campaign
```

	total_campaigns
1	5

## 2. total website visits

```
SELECT  
    SUM(NumWebVisitsMonth) as total_web_visitis  
FROM marketing_campaign
```

	total_web_visitis
1	11909

## 3. total complains

```
SELECT  
    COUNT(Complain) as total_complains  
FROM marketing_campaign  
WHERE Complain = 1
```

	total_complains
1	21

4. Total purchases

5. `SELECT`  
    `SUM(NumDealsPurchases)+SUM(NumWebPurchases)+SUM(NumCatalogPurchases)+SUM(Nu`  
    `mStorePurchases)`  
6. `FROM`  
    `marketing_campaign`

Results		Messages	
total_purchases			
1	33291		

7. customer marital status

```
SELECT
    Marital_Status, COUNT(ID)
FROM marketing_campaign
GROUP BY Marital_Status
```

Results		Messages	
	Marital_Status	(No column name)	
1	Single	480	
2	Divorced	232	
3	Together	580	
4	Married	864	
5	YOLO	2	
6	Widow	77	
7	Alone	3	
8	Absurd	2	

8. spending by product

```
SELECT
    SUM(MntWines)+SUM(MntFruits)+SUM(MntMeatProducts)+SUM(MntFishProducts)+SUM(
MntSweetProducts)+SUM(MntGoldProds) AS total_spending
FROM marketing_campaign
```

Results		Messages	
total_spending			
1	1356988		