Marketing Campaign KPI's

KPI's

1.Total customers

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

| Results | Messages |
| total_customer |
| 1 | 2240 |
```

1. total campaigns

2. total website visits

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

Results Messages
total_web_visitis

1 11909
```

3. total complains

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

Results Messages
total_complains
1 21
```

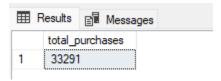
4. Total purchases

5. SELECT

 ${\color{red} SUM(NumDealsPurchases) + SUM(NumWebPurchases) + SUM(NumCatalogPurchases) + SUM(NumStorePurchases) + SUM(NumStorePurchases)} + {\color{red} SUM(NumWebPurchases) + SUM(NumCatalogPurchases) + SUM(NumCatalogPurchases) + SUM(NumCatalogPurchases)} + {\color{red} SUM(NumCatalogPurchases) + SUM(NumCatalogPurchases) + SUM(NumCatalogPurchases)} + {\color{red} SUM(NumCatalogPurchases) + SUM(NumCatalogPurchases) + SUM(NumCatalogPurchases)} + {\color{red} SUM(NumCatalogPu$

6. FROM

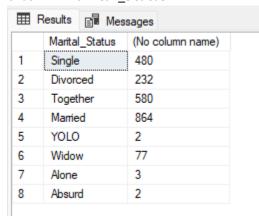
marketing_campaign



7. customer marital status

SELECT

Marital_Status, COUNT(ID)
FROM marketing_campaign
GROUP BY Marital_Status



8. spending by product

SELECT

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

