**SALES GROWTH QUERY**

Declare @seventhDay Date =

(Select

DATEADD(DAY, 6,MIN(CAST(s.sales\_transaction\_date as Date)))

from

[Electric Veheicle Sales DB].[dbo].[Sales] s

where

s.product\_id =

(

select p.product\_id

from [Electric Veheicle Sales DB].[dbo].Products p

where p.model = 'Sprint'

)

)

Select

\*,

'Cumm Total 7D\_Prev' = CAST(lag(Inner\_table.[Cumm Total 7D], 1) over(order by CAST(Inner\_table.Transaction\_Date as Date)) as float),

'Growth %' = ((CAST(Inner\_table.[Cumm Total 7D] as float) -

CAST(lag(Inner\_table.[Cumm Total 7D], 1) over(order by CAST(Inner\_table.Transaction\_Date as Date)) as float))

/CAST(lag(Inner\_table.[Cumm Total 7D], 1) over(order by CAST(Inner\_table.Transaction\_Date as Date)) as float))

From

(

SELECT

Transaction\_Date = CAST(s.sales\_transaction\_date as Date),

'Unit Sold' = count(\*),

'Cumm Total 7D' =

(CASE

WHEN CAST(s.sales\_transaction\_date as Date) >= @seventhDay

then SUM(count(\*)) OVER(order by CAST(s.sales\_transaction\_date as Date) ROWS BETWEEN 6 PRECEDING AND CURRENT ROW)

ELSE NULL

END)

FROM

[Electric Veheicle Sales DB].[dbo].[Sales] s

where

s.product\_id =

(

select p.product\_id

from [Electric Veheicle Sales DB].[dbo].Products p

where p.model = 'Sprint'

)

group by CAST(s.sales\_transaction\_date as Date)

) as Inner\_table

where Month(Inner\_table.Transaction\_Date) = 10

and Year(Inner\_table.Transaction\_Date) = 2016

order by CAST(Inner\_table.Transaction\_Date as Date)

**GROWTH COMPARISON QUERY**

SELECT

Outer\_table.Transaction\_Date,

Outer\_table.[Sprint Unit Sold],

Outer\_table.[Growth %]

FROM

(

Select

\*,

'Growth %' = ((CAST(Inner\_table.[Sprint Unit Sold] as float) -

CAST(lag(Inner\_table.[Sprint Unit Sold], 1) over(order by CAST(Inner\_table.Transaction\_Date as Date)) as float))

/CAST(lag(Inner\_table.[Sprint Unit Sold], 1) over(order by CAST(Inner\_table.Transaction\_Date as Date)) as float)),

Index# = ROW\_NUMBER() over(order by Inner\_table.Transaction\_Date)

From

(

SELECT

Transaction\_Date = CAST(s.sales\_transaction\_date as Date),

'Sprint Unit Sold' = count(\*)

FROM

[Electric Veheicle Sales DB].[dbo].[Sales] s

where

s.product\_id =

(

select p.product\_id

from [Electric Veheicle Sales DB].[dbo].Products p

where p.model = 'Sprint'

)

group by CAST(s.sales\_transaction\_date as Date)

) as Inner\_table

) Outer\_table

where Outer\_table.Index# <= 21

order by CAST(Outer\_table.Transaction\_Date as Date)

**EMAIL ANALYSIS QUERY**

Declare @sprintLaunchDate Date =

(

Select p.production\_start\_date

from [Electric Veheicle Sales DB].dbo.Products p

where p.model = 'Sprint'

)

select

Email\_Sent = count(e.email\_id),

Clicked = sum(cast(e.clicked as decimal)),

Opened = sum(cast(e.opened as decimal)),

Bounced = sum(cast(e.bounced as decimal)),

Open\_Rate = sum(cast(e.opened as decimal))/count(e.email\_id),

Click\_Rate = sum(cast(e.clicked as decimal)) / (count(e.email\_id) - sum(cast(e.bounced as decimal)))

from

[Electric Veheicle Sales DB].dbo.emails e

where

e.email\_subject\_id =

(

select

es.email\_subject\_id

from

[Electric Veheicle Sales DB].dbo.email\_subject es

where es.email\_subject like '%Sprint%'

)

and Cast(e.sent\_date as Date) between DATEADD(month, -2, @sprintLaunchDate) and @sprintLaunchDate