**SQL Queries for Marketing Campaign Performance**

**KPI’s:**

1. **Total Acquisition Cost:**

SELECT SUM(acquisition\_cost) AS Total\_acquisition\_cost

FROM Marketing\_Campaign;

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1. **Average Conversion Rate:**

SELECT AVG(conversion\_rate) AS Avg\_conversion\_rate

FROM Marketing\_Campaign;

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1. **Average ROI:**

SELECT AVG(ROI) AS Average\_ROI

FROM Marketing\_Campaign;

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1. **Total Clicks:**

SELECT SUM(Clicks) AS Total\_Clicks

FROM Marketing\_Campaign;

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1. **Total Impressions:**

SELECT SUM(Impressions) AS Total\_Impressions

FROM Marketing\_Campaign;

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1. **Average Engagement Score:**

SELECT AVG(engagement\_score) AS Average\_engagement\_score

FROM Marketing\_Campaign;

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**Chart’s:**

1. **Daily Trends:**

SELECT date,

AVG(conversion\_rate) AS Avg\_Conversion\_Rate,

AVG(ROI) AS Avg\_ROI,

SUM(clicks) AS Total\_Clicks

FROM

marketing\_campaign

GROUP BY

date

ORDER BY

date;

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1. **Channel Effectiveness:**

SELECT channel\_used,

SUM(clicks) AS Total\_Clicks,

SUM(Impressions) AS Total\_Impressions

FROM

Marketing\_Campaign

GROUP BY

Channel\_Used

ORDER BY Total\_Clicks DESC;

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1. **Total Acquisition by Month:**

SELECT Month(date) AS Month,

SUM(acquisition\_cost) AS Total\_Acquisition\_cost

FROM

Marketing\_Campaign

GROUP BY

Month(date)

ORDER BY Month;

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1. **Customer Segment Performance**:

SELECT customer\_segment,

Count(\*) \* 100 / (SELECT Count(\*) FROM Marketing\_Campaign) AS Segment\_percentage

FROM

Marketing\_Campaign

GROUP BY customer\_segment

ORDER BY Segment\_percentage DESC;

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