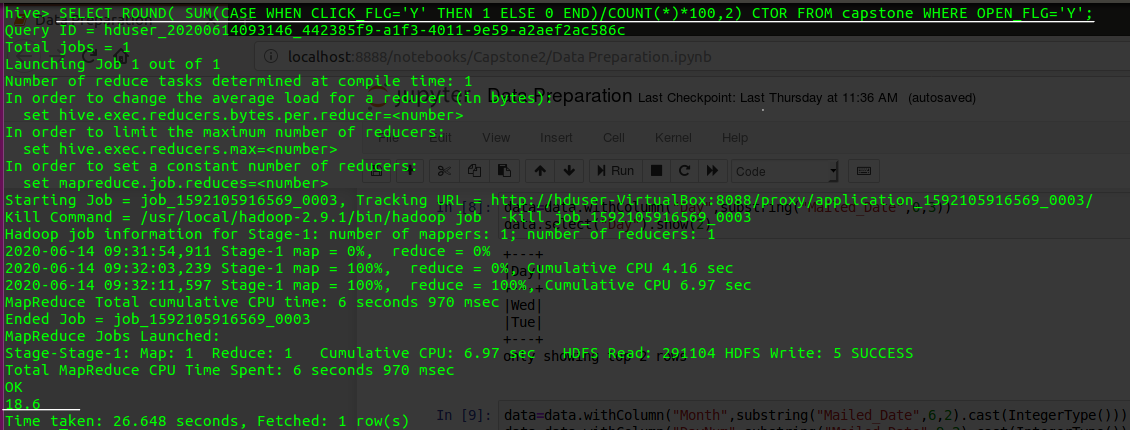
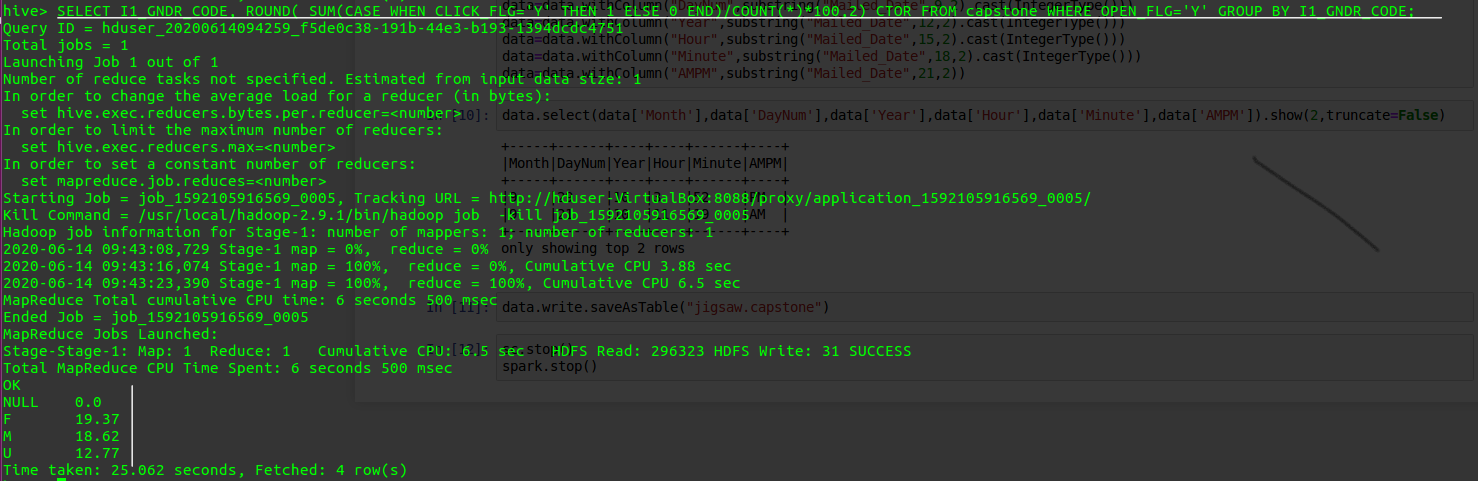
A. Overall CTOR

**query**: SELECT ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y;



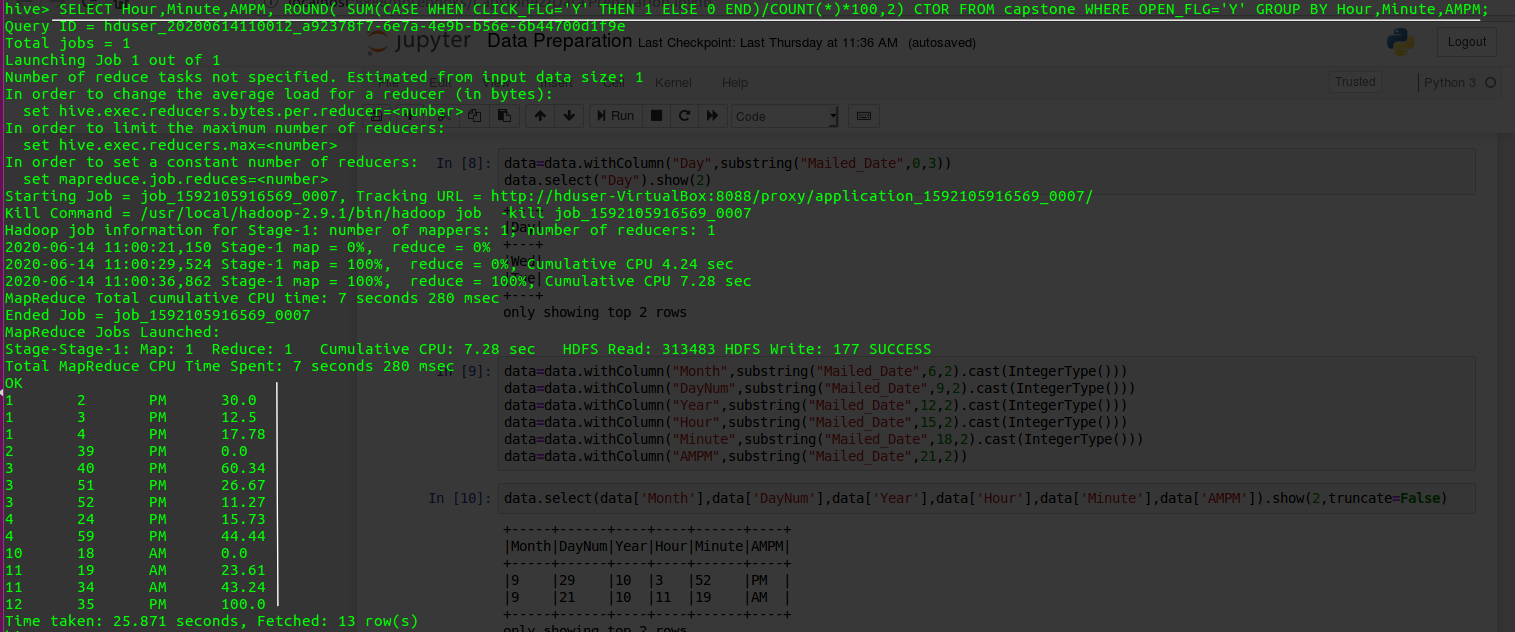
B. CTOR by Gender

**query**: SELECT ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y' GROUP BY I1\_GNDR\_CODE;



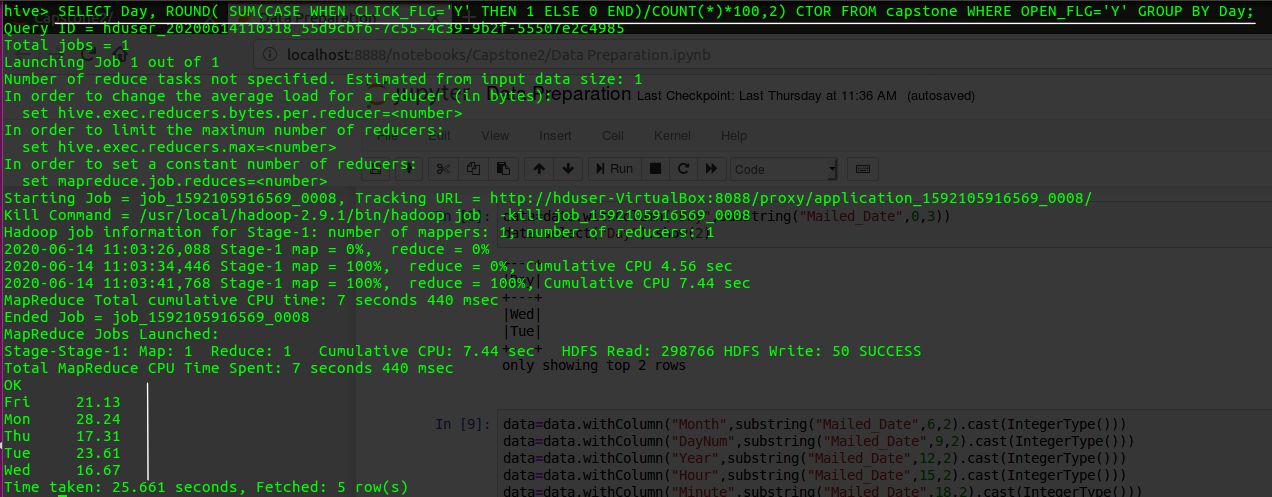
C. CTOR by Time of the day (use mailed\_date column)

**query**:SELECT I1\_GNDR\_CODE, ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y' AND ;



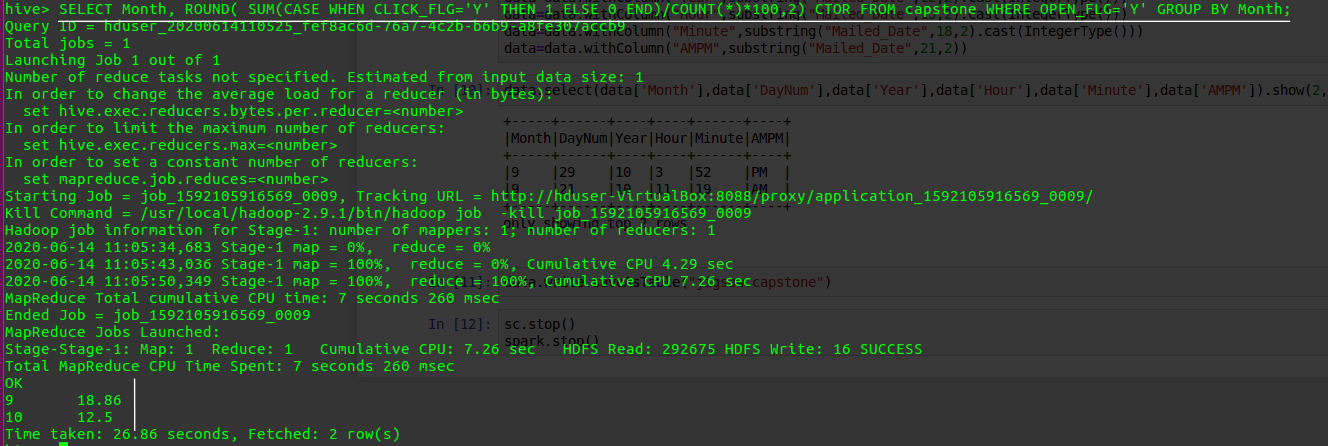
D. CTOR by Day of the week (use mailed\_date column)

**query**:SELECT Day, ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y' GROUP BY Day;



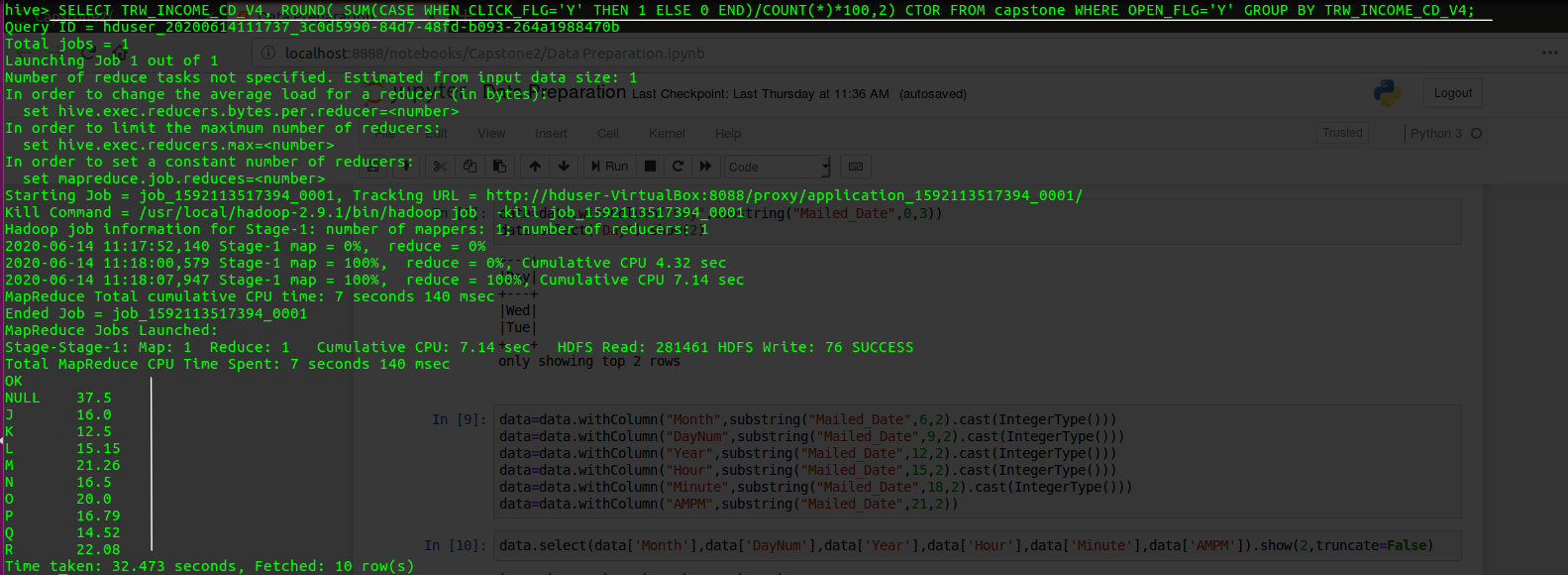
E. CTOR by Month (use mailed\_date column)

**query**:SELECT Month, ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y' GROUP BY Month;



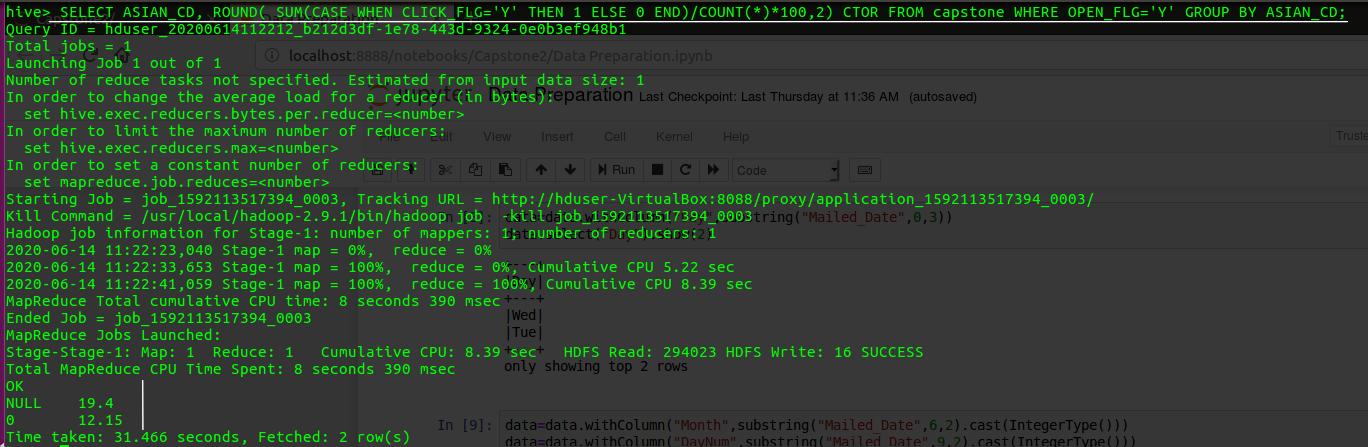
F. CTOR by Lead’s Income Group (use TRW\_INCOME\_CD\_V4 column)

**query**:SELECT TRW\_INCOME\_CD\_V4, ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y' GROUP BY TRW\_INCOME\_CD\_V4;



G. CTOR by Lead’s Ethnicity (use ASIAN\_CD column)

**query**:SELECT ASIAN\_CD, ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y' GROUP BY ASIAN\_CD;



H. CTOR by Lead’s Household Status (use I1\_INDIV\_HHLD\_STATUS\_CODE column)

**query**: SELECT I1\_INDIV\_HHLD\_STATUS\_CODE ,ROUND( SUM(CASE WHEN CLICK\_FLG='Y' THEN 1 ELSE 0 END)/COUNT(\*)\*100,2) CTOR FROM capstone WHERE OPEN\_FLG='Y' GROUP BY I1\_INDIV\_HHLD\_STATUS\_CODE;

