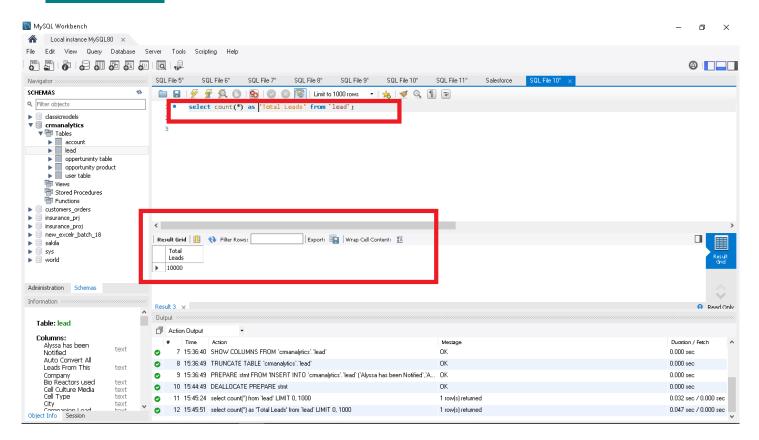# Group-5 CRM Analytics SQL Queries

Lead Dashboard

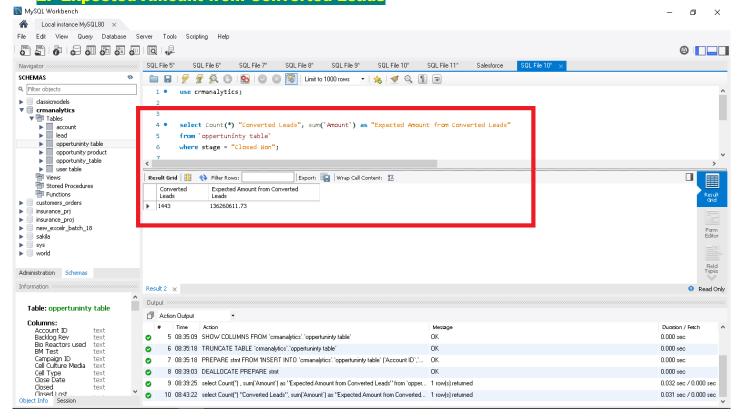**1. Total Leads**

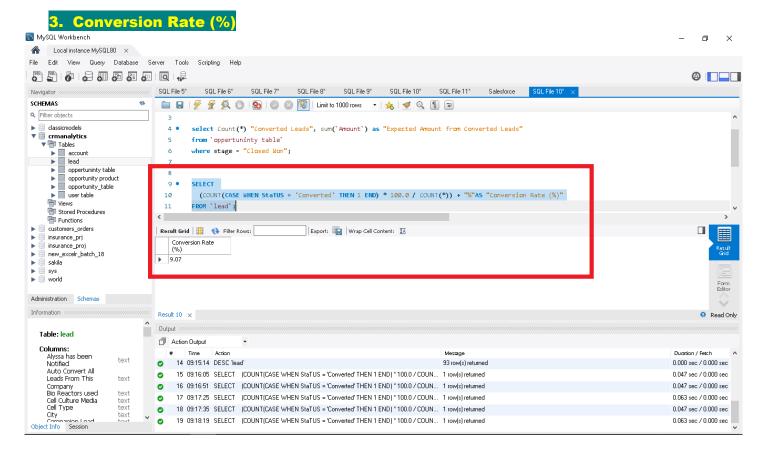**SQL Query :-**

Select Count(*) As "Total Leads"
From 'Lead';

SQL Query :-

Select Count(*) "Converted Leads", sum(`Amount`)
       as "Expected Amount from Converted Leads"
From `oppertuninty table`
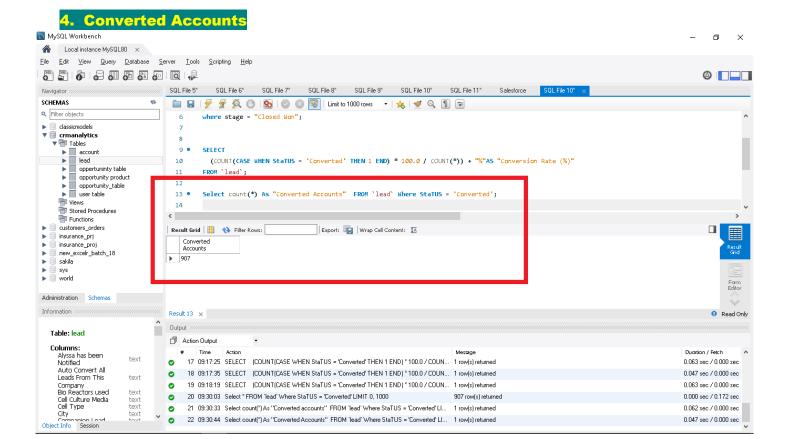Where stage = "Closed Won";

3. Conversion Rate (%)

SQL Query :-

```
SELECT (COUNT(CASE WHEN StaTUS = 'Converted' THEN 1 END) * 100.0 / COUNT(*))
        AS "Conversion Rate (%)"
FROM `lead`;
```

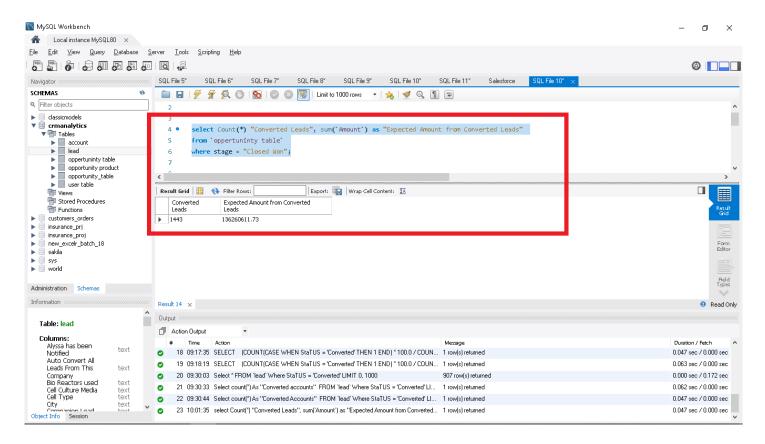
4. Converted Accounts

SQL Query:-

Select count(*) As "Converted Accounts"
FROM `lead`
Where Status = 'Converted';

5. Converted Opportunities

SQL Query:-

Select Count(*) "Converted Leads",
        sum(`Amount`) as "Expected Amount from Converted Leads"
From `oppertuninty table`
Where stage = "Closed Won";