

# Group-5 CRM Analytics SQL Queries

## Lead Dashboard

### 1. Total Leads

The screenshot shows the MySQL Workbench interface. The SQL Editor contains the query: `select count(*) as 'Total Leads' from 'lead';`. The Results window displays the output of this query, showing a single row with the value 10000 for the column 'Total Leads'. The Action Output window shows the execution log, including the query execution and the result returned.

Result Grid
Total Leads
10000

#	Time	Action	Message	Duration / Fetch
7	15:36:40	SHOW COLUMNS FROM 'crmanalytics'.lead	OK	0.000 sec
8	15:36:49	TRUNCATE TABLE 'crmanalytics'.lead	OK	0.000 sec
9	15:36:49	PREPARE stmt FROM INSERT INTO 'crmanalytics'.lead ('Alyssa has been Notified', A...	OK	0.000 sec
10	15:44:49	DEALLOCATE PREPARE stmt	OK	0.000 sec
11	15:45:24	select count(*) from 'lead' LIMIT 0, 1000	1 row(s) returned	0.032 sec / 0.000 sec
12	15:45:51	select count(*) as 'Total Leads' from 'lead' LIMIT 0, 1000	1 row(s) returned	0.047 sec / 0.000 sec

### SQL Query :-

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

## 2. Expected Amount from Converted Leads

The screenshot shows the MySQL Workbench interface. On the left, the 'SCHEMAS' pane displays a tree view of databases, with 'crmanalytics' selected. Below it, the 'Information' pane shows the structure of the 'opportunity table', listing columns like 'Account ID', 'Backlog Rev', 'Bio Reactors used', etc. The main editor window contains a SQL query in 'SQL File 10'. The query is:   
1 use crmanalytics;  
2  
3  
4 select Count(\*) "Converted Leads", sum(`Amount`) as "Expected Amount from Converted Leads"  
5 from `opportunity table`  
6 where stage = "Closed Won";  
7  
Below the query editor, the 'Result Grid' is displayed, showing two columns: 'Converted Leads' and 'Expected Amount from Converted Leads'. The first row of data shows 1443 converted leads and an expected amount of 136260611.73. The bottom pane shows the 'Action Output' log, detailing the execution steps and their durations.

```
1 use crmanalytics;  
2  
3  
4 select Count(*) "Converted Leads", sum(`Amount`) as "Expected Amount from Converted Leads"  
5 from `opportunity table`  
6 where stage = "Closed Won";  
7
```

Converted Leads	Expected Amount from Converted Leads
1443	136260611.73

Table: opportunity table

Columns:

- Account ID text
- Backlog Rev text
- Bio Reactors used text
- BM Test text
- Campaign ID text
- Cell Culture Media text
- Cell Type text
- Close Date text
- Closed text
- Closed Inst text

Action Output

#	Time	Action	Message	Duration / Fetch
5	08:35:09	SHOW COLUMNS FROM `crmanalytics`.`opportunity table`	OK	0.000 sec
6	08:35:18	TRUNCATE TABLE `crmanalytics`.`opportunity table`	OK	0.000 sec
7	08:35:18	PREPARE stmt FROM 'INSERT INTO `crmanalytics`.`opportunity table` (Account ID)...'	OK	0.000 sec
8	08:39:03	DEALLOCATE PREPARE stmt	OK	0.000 sec
9	08:39:25	select Count(*) , sum(`Amount`) as "Expected Amount from Converted Leads" from `opportunity table` where stage = "Closed Won";	1 row(s) returned	0.032 sec / 0.000 sec
10	08:43:22	select Count(*) "Converted Leads", sum(`Amount`) as "Expected Amount from Converted Leads" from `opportunity table` where stage = "Closed Won";	1 row(s) returned	0.031 sec / 0.000 sec

### SQL Query :-

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

### 3. Conversion Rate (%)

The screenshot shows the MySQL Workbench interface. The SQL Editor contains the following query:

```
3
4 • select Count(*) "Converted Leads", sum("Amount") as "Expected Amount from Converted Leads"
5 from `oppertunity table`
6 where stage = "Closed Won";
7
8
9 • SELECT
10 (COUNT(CASE WHEN STATUS = 'Converted' THEN 1 END) * 100.0 / COUNT(*)) + "%" AS "Conversion Rate (%)"
11 FROM `lead`;
```

The query is highlighted with a red box. Below the editor, the 'Result Grid' shows the output:

Conversion Rate (%)
9.07

The 'Information' tab on the left shows the table 'lead' with columns: Alyssa has been, Notified, Auto Convert All Leads From This Company, Bio Reactors used, Cell Culture Media, Cell Type, City, and Conversion Lead.

The 'Output' tab at the bottom shows the execution log:

#	Time	Action	Message	Duration / Fetch
14	09:15:14	DESC `lead`	93 row(s) returned	0.000 sec / 0.000 sec
15	09:16:05	SELECT (COUNT(CASE WHEN STATUS = 'Converted' THEN 1 END) * 100.0 / COUNT(...	1 row(s) returned	0.047 sec / 0.000 sec
16	09:16:51	SELECT (COUNT(CASE WHEN STATUS = 'Converted' THEN 1 END) * 100.0 / COUNT(...	1 row(s) returned	0.047 sec / 0.000 sec
17	09:17:25	SELECT (COUNT(CASE WHEN STATUS = 'Converted' THEN 1 END) * 100.0 / COUNT(...	1 row(s) returned	0.063 sec / 0.000 sec
18	09:17:35	SELECT (COUNT(CASE WHEN STATUS = 'Converted' THEN 1 END) * 100.0 / COUNT(...	1 row(s) returned	0.047 sec / 0.000 sec
19	09:18:19	SELECT (COUNT(CASE WHEN STATUS = 'Converted' THEN 1 END) * 100.0 / COUNT(...	1 row(s) returned	0.063 sec / 0.000 sec

### SQL Query :-

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

---

## 4. Converted Accounts

The screenshot shows the MySQL Workbench interface. The SQL Editor contains the following query:

```
6 where stage = "Closed Won";
7
8
9 • SELECT
10 (COUNT(CASE WHEN Status = 'Converted' THEN 1 END) * 100.0 / COUNT(*)) + "% AS "Conversion Rate (%)"
11 FROM `lead`;
12
13 • Select count(*) As "Converted Accounts" FROM `lead` Where Status = 'Converted';
14
```

The query results are displayed in the Result Grid, which is highlighted with a red box. The results show:

Converted Accounts
907

The bottom panel shows the Action Output, which lists the execution details of the queries:

#	Time	Action	Message	Duration / Fetch
17	09:17:25	SELECT	(COUNT(CASE WHEN Status = 'Converted' THEN 1 END) * 100.0 / COUNT...	1 row(s) returned 0.063 sec / 0.000 sec
18	09:17:35	SELECT	(COUNT(CASE WHEN Status = 'Converted' THEN 1 END) * 100.0 / COUNT...	1 row(s) returned 0.047 sec / 0.000 sec
19	09:18:19	SELECT	(COUNT(CASE WHEN Status = 'Converted' THEN 1 END) * 100.0 / COUNT...	1 row(s) returned 0.063 sec / 0.000 sec
20	09:30:03	Select *	FROM `lead` Where Status = 'Converted' LIMIT 0, 1000	907 row(s) returned 0.000 sec / 0.172 sec
21	09:30:33	Select count(*)	As "Converted accounts" FROM `lead` Where Status = 'Converted' LI...	1 row(s) returned 0.062 sec / 0.000 sec
22	09:30:44	Select count(*)	As "Converted Accounts" FROM `lead` Where Status = 'Converted' LI...	1 row(s) returned 0.047 sec / 0.000 sec

### SQL Query:-

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

## 5. Converted Opportunities

The screenshot shows the MySQL Workbench interface. The SQL Editor contains the following query:

```
select Count(*) "Converted Leads", sum("Amount") as "Expected Amount from Converted Leads"
from `oppertunity table`
where stage = "Closed Won";
```

The query is highlighted with a red box. Below the editor, the Result Grid shows the following data:

Converted Leads	Expected Amount from Converted Leads
1443	136260611.73

The bottom panel shows the Output window with the following log:

#	Time	Action	Message	Duration / Fetch
18	09:17:35	SELECT (COUNT(CASE WHEN Status = 'Converted' THEN 1 END) * 100.0 / COUNT(...	1 row(s) returned	0.047 sec / 0.000 sec
19	09:18:19	SELECT (COUNT(CASE WHEN Status = 'Converted' THEN 1 END) * 100.0 / COUNT(...	1 row(s) returned	0.063 sec / 0.000 sec
20	09:30:03	Select * FROM 'lead' Where Status = 'Converted' LIMIT 0, 1000	907 row(s) returned	0.000 sec / 0.172 sec
21	09:30:33	Select count(*) As "Converted accounts" FROM 'lead' Where Status = 'Converted' LI...	1 row(s) returned	0.062 sec / 0.000 sec
22	09:30:44	Select count(*) As "Converted Accounts" FROM 'lead' Where Status = 'Converted' LI...	1 row(s) returned	0.047 sec / 0.000 sec
23	10:01:35	select Count(*) "Converted Leads", sum("Amount") as "Expected Amount from Converted...	1 row(s) returned	0.047 sec / 0.000 sec

### SQL Query:-

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