# MARKETING SQL QUERIES

A. KPIs-

1. Conversion Rate

SELECT

COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id

END) \* 100.0 /

COUNT(DISTINCT CASE WHEN user\_id IS NOT NULL THEN user\_id END) AS conversion\_rate

FROM marketing;



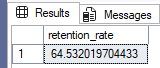
1. Retention Rate (among converted users)

SELECT

COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 AND user\_id IS NOT NULL THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id END) AS retention\_rate

FROM marketing;



1. Channel Performance

SELECT

marketing\_channel,

COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN user\_id IS NOT NULL THEN user\_id END) AS conversion\_rate,

COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 AND user\_id IS NOT NULL THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id END) AS retention\_rate

FROM marketing

WHERE marketing\_channel IS NOT NULL

GROUP BY marketing\_channel;

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AI-generated content may be incorrect.

1. Variant Impact (Control vs Personalization)

SELECT

variant,

COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN user\_id IS NOT NULL THEN user\_id END) AS conversion\_rate,

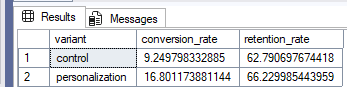
COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 AND user\_id IS NOT NULL THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id END) AS retention\_rate

FROM marketing

WHERE variant IS NOT NULL

GROUP BY variant;



1. Language Conversion Trends

SELECT

language\_preferred,

COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN user\_id IS NOT NULL THEN user\_id END) AS conversion\_rate

FROM marketing

WHERE language\_preferred IS NOT NULL

GROUP BY language\_preferred;

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AI-generated content may be incorrect.

1. Age Group Conversion Trends

SELECT

age\_group,

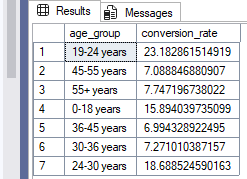
COUNT(DISTINCT CASE WHEN converted = 1 AND user\_id IS NOT NULL THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN user\_id IS NOT NULL THEN user\_id END) AS conversion\_rate

FROM marketing

WHERE age\_group IS NOT NULL

GROUP BY age\_group;



B. Insights to Look For

Which marketing channel has the highest conversion and retention rates?

SELECT

marketing\_channel,

COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) \* 100.0 /

COUNT(DISTINCT user\_id) AS conversion\_rate,

COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 THEN user\_id END) \* 100.0 /

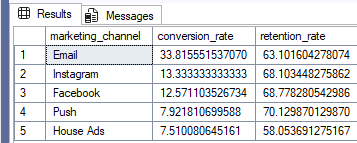
COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) AS retention\_rate

FROM marketing

WHERE marketing\_channel IS NOT NULL

GROUP BY marketing\_channel

ORDER BY conversion\_rate DESC, retention\_rate DESC;



2. Is the personalization variant more effective than control?

SELECT

variant,

COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) \* 100.0 /

COUNT(DISTINCT user\_id) AS conversion\_rate,

COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 THEN user\_id END) \* 100.0 /

COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) AS retention\_rate

FROM marketing

WHERE variant IS NOT NULL

GROUP BY variant

ORDER BY conversion\_rate DESC;

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AI-generated content may be incorrect.

3. Are certain age groups or languages more likely to convert or stay retained?

a) By Age Group:

SELECT

age\_group,

COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) \* 100.0 /

COUNT(DISTINCT user\_id) AS conversion\_rate,

COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 THEN user\_id END) \* 100.0 /

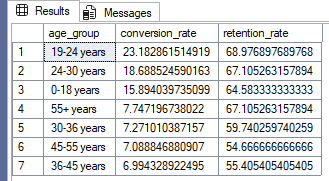
COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) AS retention\_rate

FROM marketing

WHERE age\_group IS NOT NULL

GROUP BY age\_group

ORDER BY conversion\_rate DESC;



b) By Language Preferred:

SELECT

language\_preferred,

COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) \* 100.0 /

COUNT(DISTINCT user\_id) AS conversion\_rate,

COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 THEN user\_id END) \* 100.0 /

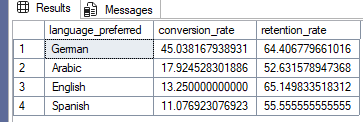
COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) AS retention\_rate

FROM marketing

WHERE language\_preferred IS NOT NULL

GROUP BY language\_preferred

ORDER BY conversion\_rate DESC;



4. What is the subscription funnel from served → converted → retained?

SELECT

COUNT(DISTINCT user\_id) AS total\_served,

COUNT(DISTINCT CASE WHEN converted = 1 THEN user\_id END) AS total\_converted,

COUNT(DISTINCT CASE WHEN converted = 1 AND is\_retained = 1 THEN user\_id END) AS total\_retained

FROM marketing;

