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What is the conversion rate for leads from the 'Summer Sale' campaign, and which promotions were link

To calculate the conversion rate for leads from the 'Summer Sale' campaign and to identify which promotions were linked to it, we need to perform the following:

1. Identify the campaign ID of the 'Summer Sale' campaign from the `CAMPAIGNS` table.
2. Use the campaign ID to filter leads from the `LEADS` table that were generated from the 'Summer Sale' campaign.
3. Calculate the conversion rate by comparing the number of converted leads to the total leads.
4. Join the `CAMPAIGNS` table with the `PROMOTIONS` table (if there's an association defined in the semantic model, such as through campaign ID or another relevant field) to find promotions linked to the 'Summer Sale' campaign.

Given that the semantic model does not explicitly link campaigns and promotions, we will assume a missing relationship or multiple steps might be required to establish such a link if one exists. For simplicity, the demonstration will focus on campaign-related leads and conversion rate calculation. The link to promotions will assume a direct or indirect relationship exists or will rely on business logic not fully expressed in the model provided.

```sql
-- Step 1: Identify the 'Summer Sale' campaign ID
WITH CampaignID AS (
    SELECT CAMPAIGNID
    FROM COMPANYDB.MARKETING.CAMPAIGNS
    WHERE CAMPAIGNNAME = 'Summer Sale'
),

-- Step 2: Calculate the total number of leads and number of converted leads from
LeadStats AS (
    SELECT
        COUNT(*) AS TotalLeads,
        SUM(CASE WHEN STATUS = 'Converted' THEN 1 ELSE 0 END) AS ConvertedLeads
    FROM
        COMPANYDB.MARKETING.LEADS
    WHERE
        CAMPAIGNID IN (SELECT CAMPAIGNID FROM CampaignID)
),

-- Step 3: Calculate the conversion rate
ConversionRate AS (
    SELECT
        CONVERTEDLEADS,
        TOTALLEADS,
        CASE WHEN TOTALLEADS > 0 THEN CONVERTEDLEADS::FLOAT / TOTALLEADS ELSE 0 EN
    FROM LeadStats
)

-- Step 4: (Assuming a way to link promotions) Retrieve promotions linked to the '
SELECT
    CR.CONVERSIONRATE,
    P.PROMOTIONNAME,
    P.DISCOUNTPERCENT
FROM
    ConversionRate CR
    LEFT JOIN COMPANYDB.MARKETING.PROMOTIONS P ON P.CAMPAIGNID IN (SELECT CAMPAIGN
```

Explanation:

- The first CTE (`CampaignID`) acquires the ID of the 'Summer Sale' campaign.
- The second CTE (`LeadStats`) computes total leads and converted leads based on campaign ID.

- The third CTE (`ConversionRate`) calculates the conversion rate as the ratio of converted leads to total leads.
- Finally, assuming promotions can be directly linked to campaigns (although this relationship is not clearly established in the provided model), the main SELECT statement combines the calculated conversion rate with identified promotions related to the campaign.

This query is designed based on the provided semantic model. Adaptations might be necessary if additional data or relationships exist in the actual schema that were not completely captured in the provided model's summary.

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