



1 - Receita, leads, conversão e ticket médio mês a mês

mês	leads (#)	vendas (#)	receita (k, R\$)	conversão (%)	ticket médio (k, R\$)	
set-20		26	5	259	19%	51.9
out-20		931	35	1,676	4%	47.9
nov-20		1,207	44	2,279	4%	51.8
dez-20		1,008	33	2,603	3%	78.9
jan-21		1,058	32	2,297	3%	71.8
fev-21		1,300	68	3,631	5%	53.4
mar-21		1,932	119	7,911	6%	66.5
abr-21		2,376	142	7,478	6%	52.7
mai-21		3,819	394	21,508	10%	54.6
jun-21		4,440	589	33,179	13%	56.3
jul-21		6,130	1,073	58,988	18%	55.0
ago-21		6,353	1,254	68,274	20%	54.4

2- Estados que mais venderam

país	estado	vendas (#)
BR	SP	734
BR	MG	142
BR	SC	110
BR	RS	98
BR	RJ	66

3 - Marcas que mais venderam no mês

marca	vendas (#)
FIAT	248
CHEVROLET	237
VOLKSWAGEN	193
FORD	136
RENAULT	108

4 - Lojas que mais venderam

loja	vendas (#)
KIYOKO CILEIDI JI	18
CLAUDINEO JOZE	15
ADO JUBERTH VA	10
GERRIVALDO RO	10
NILFA CID SILVAN	10

5 - Dias da semana com maior número de visitas ao site

dia_semana	visitas (#)
0 domingo	67
1 segunda	1301
2 terça	1238
3 quarta	1038
4 quinta	1076
5 sexta	956
6 sabado	677

-- (Query 1) Receita, leads, conversão e ticket médio mês a mês
-- Colunas: mês, leads (#), vendas (#), receita (k, R\$), conversão (%), ticket médio (k, R\$)

```
with
  -- mês, leads (#)
  leads as (
    select
      date_trunc('month', visit_page_date)::date as visit_page_month,
      count(*) as visit_page_count

    from sales.funnel
    group by visit_page_month
    order by visit_page_month
  ),

  -- vendas (#), receita (k, R$)
  payments as (
    select
      date_trunc('month', fun.paid_date)::date as paid_month,
      count(fun.paid_date) as paid_count,
      sum(pro.price *
(1+fun.discount)) as receita
    from sales.funnel as fun
    left join sales.products as pro
    on fun.product_id = pro.product_id
    where fun.paid_date is not null
    group by paid_month
    order by paid_month
  )

select
  leads.visit_page_month as "mês",
  leads.visit_page_count as "leads (#)",
  payments.paid_count as "vendas (#)",
  (payments.receita/1000) as "receita (k, R$)",
  (payments.paid_count::float/leads.visit_page_count::float) as "conversão (%)",
  (payments.receita/payments.paid_count/1000) as "ticket médio (k, R$)"

from leads left join payments
on leads.visit_page_month = payments.paid_month
```

-- (Query 2) Estados que mais venderam
-- Colunas: país, estado, vendas (#)

```
select  'BR' as país,      cus.state as estado,
        count(fun.paid_date) as "vendas (#)"

from sales.funnel as fun left join sales.customers as cus   on
fun.customer_id = cus.customer_id
where paid_date between '2021-08-01' and '2021-08-31'
group by país, estado
order by "vendas (#)" desc
limit 5
```

-- (Query 3) Marcas que mais venderam no mês
-- Colunas: marca, vendas (#)

```
select  pro.brand as marca,      count(fun.paid_date) as
"vendas (#)"

from sales.funnel as fun left join sales.products as pro
on fun.product_id = pro.product_id
where paid_date between '2021-08-01' and '2021-08-31'
group by marca
order by "vendas (#)" desc
limit 5
```

-- (Query 4) Lojas que mais venderam
-- Colunas: loja, vendas (#)

```
select
  sto.store_name as loja,      count(fun.paid_date) as
"vendas (#)"
  from sales.funnel as fun

left join sales.stores as sto
on fun.store_id = sto.store_id
where paid_date between '2021-08-01' and '2021-08-31'
group by loja
order by "vendas (#)" desc
limit 5
```

-- (Query 5) Dias da semana com maior número de visitas ao site
-- Colunas: dia_semana, dia da semana, visitas (#)

```
select
  extract('dow' from visit_page_date) as dia_semana,
  case when extract('dow' from visit_page_date)=0 then 'domingo'
        when extract('dow' from visit_page_date)=1 then 'segunda'
        when extract('dow' from visit_page_date)=2 then 'terça'
        when extract('dow' from visit_page_date)=3 then 'quarta'
        when extract('dow' from visit_page_date)=4 then 'quinta'
        when extract('dow' from visit_page_date)=5 then 'sexta'
        when extract('dow' from visit_page_date)=6 then 'sabado'
        else null end as "dia da semana",
  count(*) as "visitas (#)"

from sales.funnel where visit_page_date
between '2021-08-01' and '2021-08-31'
group by dia_semana
order by dia_semana
```