1. **Before incremental – 9/30 – 10/6**

**SQL –**

SELECT \*

FROM marketing\_data.daily\_bookings\_by\_channel

--WHERE booking\_date BETWEEN DATE '2025-09-30' AND DATE '2025-10-06'

ORDER BY booking\_date, channel;

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1. **Incremental –**

-- add only 10/07 and 10/08

INSERT INTO marketing\_data.daily\_bookings\_by\_channel

SELECT

"channel" AS channel,

COUNT(DISTINCT booking\_id) AS bookings,

DATE(dt) AS booking\_date

FROM marketing\_data.calendly\_events

WHERE "channel" IS NOT NULL AND trim("channel") <> ''

AND DATE(dt) BETWEEN DATE '2025-10-07' AND DATE '2025-10-08'

GROUP BY "channel", DATE(dt);

--- verify ----

SELECT \*

FROM marketing\_data.daily\_bookings\_by\_channel

WHERE booking\_date BETWEEN DATE '2025-10-07' AND DATE '2025-10-08'

ORDER BY booking\_date, channel;

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