**Stage 3 - SQL Basics and Marketing-Specific QueriesTask Objective:**  
Learn and apply SQL fundamentals to analyze marketing datasets, focusing on retrieving, filtering, and summarizing data to extract actionable insights.

**Task Breakdown:**  
**1. Data Understanding**

* Dataset Familiarization:Review the dataset structure to understand available fields and data types.
* Access and review the dataset: [Marketing Campaign Dataset](https://docs.google.com/spreadsheets/d/1LBGqmX9jT6HuJwHrVZXjIKPxqElkYFPg/edit?usp=drive_link&ouid=102606023409835819338&rtpof=true&sd=true" \t "_blank).
* Identify key variables for analysis, such as impressions and clicks

The table name should be **campaigndata**.

**2. SQL Query Writing:**

* **Calculate Total Impressions for Each Campaign**
* **Expected Output**: A table with campaign\_id and totalimpressions.
* **Identify the Campaign with the Highest ROI**
* **Expected Output**: A single row with campaign\_id, company, and roi.
* **Find the Top 3 Locations with the Most Impressions**
* **Expected Output**: A table with location and totalimpressions.
* **Calculate Average Engagement Score by Target Audience**
* **Expected Output**: A table with target\_audience and avgengagementscore.
* **Calculate the Overall CTR (Click-Through Rate) – CTR = CLICKS/IMPRESSIONS \*100**
* **Expected Output**: A single value for the overall overallctr.
* **Find the Most Cost-Effective Campaign –** costperconversion = acquisition\_cost / clicks \* CONVERSION\_RATE
* **Expected Output**: A table with campaign\_id, company, and costperconversion.
* **Find Campaigns with CTR Above a Threshold – the threshold is 5% i.e > 5%**
* **Expected Output**: A table with campaign\_id, company, and ctr.
* **Rank Channels by Total Conversions**
* **Expected Output**: A table with channel\_used and totalconversions. – SUM(clicks \* CONVERSION\_RATE) AS TotalConversions

**3. Documenting Results:**

* Save the SQL scripts for each query.
* Take screenshots of query results for documentation.

**4. Review and Submission:**

* **Proofread your SQL queries and ensure they are optimized.**
* **Submission Link:**[**Submission**](https://docs.google.com/forms/d/e/1FAIpQLSe5UgcUgzBf2hDa22OPuh6U5UgmhiFfYWUCqOzQ-dCzKBxixQ/viewform?usp=sharing)
* Submit the following:

1. A link to a zipped folder.
2. The zipped folder should contain **8 .sql files**, one for each question in the task and the files should be named in the format <task\_number>.sql, for example: 1.sql, 2.sql, and so on, up to 8.sql.
3. You will place these files in a folder, compress the folder into a zip file, upload it to Google Drive, and then share the link for submission
4. A link to the report in PDF format.
5. A structured document summarizing the objective, queries, and findings on your **GOOGLE DRIVE**.

**5. Acceptance Criteria:**

* **SQL Queries:**Queries should be correct, efficient, and well-commented.
* **Insightful Results:**Extract meaningful insights, such as identifying top-performing campaigns or top-selling products.
* **Well-Documented Submission:**Provide clear and concise explanations of findings in the report.
* **Timely Submission:**Deliver all files and reports by the agreed deadline.

**Submission Deadline**  
The deadline for submission is **22nd Feb 2025, 11:59 PM WAT**. Late submissions will not be accepted.