**Business Intelligence**

**Homework 3 – Group AB**

מגישים:

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סעיף 1:

חישוב אחוז גידול של הכנסה לפני רבעי שנה:

SELECT Division,

SUM(ARR) over (partition by Division,Quarter order by Quarter DESC ) as "Revenue in Current period",

Quarter,

LAG(SUM(ARR)) over (partition by Division,Quarter order by Quarter DESC) as "Revenue in Previous period",

SUM(ARR) over (partition by Division,Quarter) - LAG(SUM(ARR)) over (partition by Division,Quarter)/LAG(SUM(ARR)) over (partition by Division,Quarter)\*100

as "KPI: % Groth of Revenue"

FROM Deals 2020 inner join Leads

ON Deals 2020.Account = Leads.Account

חישוב CVR (Conversion Rate) לפי לידים:

SELECT Division,

sum(case Stage when 'Closed Won' then 1 else 0 end) AS "Total # of won leads",

COUNT(Stage) OVER (PARTITION BY Division) AS "Total # of leads",

sum(case Stage when 'Closed Won' then 1 else 0 end)/COUNT(Stage) OVER (PARTITION BY Division)\*100

AS "KPI: Convertion Rate"

FROM Deals 2020 inner join Leads

ON Deals 2020.Account = Leads.Account

אחוז של Referrals מכל הלידים לפי division:

SELECT Division, Source,

COUNT(Source) OVER (PARTITION BY Division) as "# of total Leads",

COUNT(CASE WHEN Source = 'Referral Conversation' THEN 1 END) OVER (ORDER BY Division) AS "# of Refferals per Division"

COUNT(Source) OVER (PARTITION BY Division)/COUNT(CASE WHEN Source = 'Referral Conversation' THEN 1 END) OVER (ORDER BY Division) \*100

AS "% of refferals from total leads"

FROM Leads

מציאת היבשת שמביאה הכי הרבה רווח לפי רבעון (ניתן גם להראות לפי חשיבות של רבעון):

SELECT Continent,

Quarter,

SUM(ARR) OVER (PARTITION BY Continent, Quarter ORDER BY Continent)

FROM Deals INNER JOIN Country

on Deals.country = Country.Country

מציאת היבשת עם הפוטנציאל הכי רווחי (נעשה לי רבעים בדוגמא):

SELECT Continent,

Quarter,

SUM(ARR) OVER (PARTITION BY Division),

SUM(case Quarter when 'Q1' then 1 else 0 end) AS "Revenue in Quarter 1",

LAG(SUM(case Quarter when 'Q1' then 1 else 0 end) AS "Revenue in Previous Quarter",

SUM(case Quarter when 'Q1' then 1 else 0 end) - LAG(SUM(case Quarter when 'Q1' then 1 else 0 end)\*100

AS "KPI: % of groth by Quarters ",

FROM Deals INNER JOIN Country

on Deals.Country = Country.Country

חישוב % רווח משטות הבאת הלקוחות:

SELECT Leads.Source,

SUM(ARR) OVER (PARTITION BY Account ORDER BY Account) AS "Revenue per method",

SUM(ARR) OVER (PARTITION BY Account ORDER BY Account)/SUM(ARR)\*100

AS "KPI: % Method Revenue"

FROM Deals INNER JOIN Leads

on Deals.Account = Country.Account

2.

https://github.com/vlad21591/BiProject.git