==Average Purchase Rate or Average Purchased Items per Active User==

With user_item_count AS(
Select
==User_id,==
==count(item_id) AS total_items_purchased==
From orders
Where order_date >= CURRENT_DATE - INTERVAL '10 days'
Group By user_id
)
Select
==AVG(total_items_purchased) AS avg_purchase_rate_per_user==
From user_item_count;

Explanation:
1. User_item_count: Count total items purchased per active user in the period
2. ==AVG(total_items_purchased): Calculates the average per active user → this is the average purchase rate==

Notes/Variations
1. Segment by category, platform or other dimensions

Select
Category,
AVG(total_items_purchased) AS avg_purchase_rate
FROM
(
Select **user_id, category, COUNT(item_id)** AS total_items_purchased
FROM orders
GROUP BY user_id, category
) t
GROUP BY category

Key Takeaway: → This metric tells you **how many items an active user purchases on average,** which is a ==**user-centric metric**== for evaluating engagement, search/recommendation effectiveness, and revenue potential.