**SQL** **Code:**

WITH session\_info AS (

SELECT

s.date,

s.ga\_session\_id,

sp.country,

sp.device,

sp.continent,

sp.channel,

ab.test,

ab.test\_group

FROM `DA.ab\_test` ab

JOIN `DA.session` s

ON ab.ga\_session\_id = s.ga\_session\_id

JOIN `DA.session\_params` sp

ON sp.ga\_session\_id = ab.ga\_session\_id

),

session\_with\_orders AS(

SELECT

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group,

COUNT(DISTINCT o.ga\_session\_id) AS session\_with\_orders

FROM `DA.order` o

JOIN session\_info

ON o.ga\_session\_id = session\_info.ga\_session\_id

GROUP BY

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group

),

events AS(

SELECT

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group,

ep.event\_name,

COUNT(ep.ga\_session\_id) AS event\_cnt

FROM `DA.event\_params` ep

JOIN session\_info

ON ep.ga\_session\_id = session\_info.ga\_session\_id

GROUP BY

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group,

ep.event\_name

),

session AS(

SELECT

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group,

COUNT(DISTINCT session\_info.ga\_session\_id) AS session\_cnt

FROM session\_info

GROUP BY

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group

),

account AS(

SELECT

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group,

COUNT(DISTINCT acs.ga\_session\_id) AS new\_account\_cnt

FROM `DA.account\_session` acs

JOIN session\_info

ON acs.ga\_session\_id = session\_info.ga\_session\_id

GROUP BY

session\_info.date,

session\_info.country,

session\_info.device,

session\_info.continent,

session\_info.channel,

session\_info.test,

session\_info.test\_group

)

SELECT

session\_with\_orders.date,

session\_with\_orders.country,

session\_with\_orders.device,

session\_with\_orders.continent,

session\_with\_orders.channel,

session\_with\_orders.test,

session\_with\_orders.test\_group,

'session\_with\_orders' AS event\_name,

session\_with\_orders.session\_with\_orders AS value

FROM session\_with\_orders

UNION ALL

SELECT

events.date,

events.country,

events.device,

events.continent,

events.channel,

events.test,

events.test\_group,

event\_name,

event\_cnt AS value

FROM events

UNION ALL

SELECT

session.date,

session.country,

session.device,

session.continent,

session.channel,

session.test,

session.test\_group,

'session' AS event\_name,

session\_cnt AS value

FROM session

UNION ALL

SELECT

account.date,

account.country,

account.device,

account.continent,

account.channel,

account.test,

account.test\_group,

'new account' AS event\_name,

new\_account\_cnt AS value

FROM account