Calculate, in real-time, metrics like:

○ Click-Through Rate (CTR) using click counts.

○ Conversion Rate based on clicks leading to conversions.

○ Average Revenue Per Conversion.

○ Conversion Latency (time between a click and its resultant conversion).

○ Trending Campaign

**DE-NAORMALIZED TABLE TO DO ANALYSIS**

create table if not exists ad\_campaign\_analysis as (

select o."ad\_id",

o."user\_id",

a."click\_timestamp",

o."conversion\_timestamp",

o."revenue",

c."campaign",

c."product"

from "ad\_conversions\_data" o

join "ad\_click\_data" a ON o."ad\_id" = a."ad\_id" AND O."user\_id" = a."user\_id"

join "campaigns" c ON o."ad\_id" = c."ad\_id"

join "user\_demographics" u ON o."user\_id" = u."user\_id" )