WITH account\_creation AS (

SELECT

a.id AS account\_id,

MIN(s.date) AS account\_date, -- мінімальна дата сесії, до якої прив’язаний акаунт

sp.country,

a.send\_interval,

a.is\_verified,

a.is\_unsubscribed

FROM `data-analytics-mate.DA.account` a

JOIN `data-analytics-mate.DA.account\_session` acs

ON a.id = acs.account\_id

JOIN `data-analytics-mate.DA.session` s

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

JOIN `data-analytics-mate.DA.session\_params` sp

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

GROUP BY a.id, sp.country, a.send\_interval, a.is\_verified, a.is\_unsubscribed

),

-- Метрики по акаунтам

account\_metrics AS (

SELECT

account\_date AS date,

country,

send\_interval,

is\_verified,

is\_unsubscribed,

COUNT(\*) AS account\_cnt,

0 AS sent\_msg,

0 AS open\_msg,

0 AS visit\_msg

FROM account\_creation

GROUP BY account\_date, country, send\_interval, is\_verified, is\_unsubscribed

),

-- Метрики по емейлах

email\_metrics AS (

SELECT

DATE\_ADD(ac.account\_date, INTERVAL es.sent\_date DAY) AS date,

ac.country,

ac.send\_interval,

ac.is\_verified,

ac.is\_unsubscribed,

0 AS account\_cnt,

COUNT(DISTINCT es.id\_message) AS sent\_msg,

COUNT(DISTINCT eo.id\_message) AS open\_msg,

COUNT(DISTINCT ev.id\_message) AS visit\_msg

FROM `data-analytics-mate.DA.email\_sent` es

JOIN account\_creation ac ON es.id\_account = ac.account\_id

LEFT JOIN `data-analytics-mate.DA.email\_open` eo

ON es.id\_account = eo.id\_account AND es.id\_message = eo.id\_message

LEFT JOIN `data-analytics-mate.DA.email\_visit` ev

ON es.id\_account = ev.id\_account AND es.id\_message = ev.id\_message

GROUP BY DATE\_ADD(ac.account\_date, INTERVAL es.sent\_date DAY), ac.country, ac.send\_interval, ac.is\_verified, ac.is\_unsubscribed

),

-- Юніон двох джерел

combined AS (

SELECT \* FROM account\_metrics

UNION ALL

SELECT \* FROM email\_metrics

),

-- Додавання агрегацій по країні

country\_aggregates AS (

SELECT

date,

country,

send\_interval,

is\_verified,

is\_unsubscribed,

SUM(account\_cnt) AS account\_cnt,

SUM(sent\_msg) AS sent\_msg,

SUM(open\_msg) AS open\_msg,

SUM(visit\_msg) AS visit\_msg,

SUM(SUM(account\_cnt)) OVER (PARTITION BY country) AS total\_country\_account\_cnt,

SUM(SUM(sent\_msg)) OVER (PARTITION BY country) AS total\_country\_sent\_cnt

FROM combined

GROUP BY date, country, send\_interval, is\_verified, is\_unsubscribed

),

-- Додавання рейтингів

final\_with\_ranks AS (

SELECT \*,

DENSE\_RANK() OVER (ORDER BY total\_country\_account\_cnt DESC) AS rank\_total\_country\_account\_cnt,

DENSE\_RANK() OVER (ORDER BY total\_country\_sent\_cnt DESC) AS rank\_total\_country\_sent\_cnt

FROM country\_aggregates

)

-- Фінальний результат

SELECT \*

FROM final\_with\_ranks

WHERE rank\_total\_country\_account\_cnt <= 10

OR rank\_total\_country\_sent\_cnt <= 10;





