GloBox Ash Project 1

Data cleaning:

```sql
SELECT
  u.id AS "user_id",
  u.country AS "country",
  u.gender AS "gender",
  COALESCE(g.device, 'UNK') AS "device_type",
  g.group AS "test_group",
  CASE
    WHEN SUM(a.spent) > 0 THEN 'yes'
    ELSE 'no'
  END AS "converted",
  COALESCE(SUM(a.spent), 0) AS "total_spent",
  COALESCE(count(a.uid),0) AS "#_of_purchases" ,
  ---COALESCE(a.dt,g.join_dt) as "j_p_date",
  CASE
                WHEN count(a.uid) > 1
                THEN MAX(a.dt)
                ELSE '1111-11-11'
      END AS "second_p_dt"
  ---CASE
                ---WHEN count(a.uid) > 1
                ---THEN (SUM(a.spent)-a.spent)
                ---ELSE 0
      ---END AS "second_p_amt_usd"
```

```
FROM

    users u

LEFT JOIN

    activity a ON u.id = a.uid

LEFT JOIN

    groups g ON u.id = g.uid

GROUP BY

    u.id,

    u.country,

    u.gender,

    g.device,

    g.group

                    ---a.spent

                    ---a.dt,

    ---g.join_dt


ORDER BY "total_spent" desc
```

Week 1

Q1

```
select

count(distinct u.id)-count(u.id)

from users u

left join activity a

on u.id=a.uid
```

Q 4

```
select min(g.join_dt) as "start", Max(g.join_dt) as finish , max(a.dt) as last_order

from groups g
```

Left JOIN activity as a

ON a.uid=g.uid

Q5

select

count(distinct u.id) as distinct_count_of_users

from users u

left join activity a

on u.id=a.uid

Q6
select

g.group,

count(distinct u.id) as distinct_count_of_users,

from users u

left join activity a

on u.id=a.uid

join groups g

on u.id=g.uid

group by g.group

Q7

select

round((count(distinct a.uid):: numeric/count(distinct u.id)::numeric)*100,2) as converion_rate

from users u

left join activity a

on u.id=a.uid

Q8

```sql
select

g.group,

round((count(distinct a.uid):: numeric/count(distinct u.id)::numeric)*100,2) as converion_rate

from users u

left join activity a

on u.id=a.uid

join groups g

on u.id=g.uid

group by g.group
```

Q9

```sql
select

g.group,

round(sum(a.spent)::numeric/count(distinct u.id)::numeric,2) as average_spent

from users u

left join activity a

on u.id=a.uid

join groups g

on u.id=g.uid

group by g.group
```