

Top Performing Ads

Analyze ad performance and identify the top-performing ads based on click-through rate (CTR). Write an SQL query to retrieve the top performing ads based on their CTR.

| adid | Views | clicks | cost |
|------|-------|--------|------|
| 1 | 1000 | 50 | 20.5 |
| 2 | 800 | 30 | 15.2 |
| 3 | 1200 | 80 | 25.7 |
| 4 | 600 | 20 | 10.9 |
| 5 | 1500 | 120 | 40.3 |

Calculate the click-through rate (CTR) of each ad by dividing the number of clicks by the number of views. The CTR represents the percentage of users who clicked on the ad after seeing it. Higher CTR values indicates better ad performance.

Output:

| adId | CTR | views | clicks | cost |
|------|------|-------|--------|------|
| 5 | 8.0% | 1500 | 120 | 40.3 |
| 3 | 6.7% | 1200 | 80 | 25.7 |
| 1 | 5.0% | 1000 | 50 | 20.5 |
| 2 | 3.8% | 800 | 30 | 15.2 |
| 4 | 3.3% | 600 | 20 | 10.9 |

SQL Code:

```
DROP TABLE Ads
```

```
CREATE TABLE Ads (
```

```
    adid INT PRIMARY KEY,
```

```
    views INT,
```

```
    clicks INT,
```

```
    cost DECIMAL(5, 2)
```

```
);
```

```
INSERT INTO Ads (adid, views, clicks, cost) VALUES
```

```
(1, 1000, 50, 20.5),
(2, 800, 30, 15.2),
(3, 1200, 80, 25.7),
(4, 600, 20, 10.9),
(5, 1500, 120, 40.3);
SELECT
    adid,
    CONCAT(ROUND((clicks::decimal/ views) * 100, 2), '%') AS CTR,
    views,
    clicks,
    cost
FROM
    Ads
ORDER BY
    CTR DESC
```