**DAILY SIGNUPS :**

select date(auto.week) ,auto.all\_usr\_cnt,click.act\_usr\_cnt from

(select date\_trunc('day',created\_at::date) AS week,count(company\_id) as all\_usr\_cnt from tutorial.yammer\_users

group by 1 order by 1) auto

join

(select date\_trunc('day',created\_at::date) AS week,count(company\_id) as act\_usr\_cnt from tutorial.yammer\_users

where state='active' and activated\_at is not null group by 1 order by 1) click

on auto.week=click.week

WHERE auto.week >= '2014-06-01'

AND auto.week< '2014-09-01'

order by 1

**WEEKLY ENGAGEMENT BY DEVICE CATEGORY:**

select date\_trunc('week',occurred\_at::date) as activity\_week,count(distinct(user\_id)),

COUNT(DISTINCT CASE WHEN e.device IN ('macbook pro','lenovo thinkpad','macbook air','dell inspiron notebook',

'asus chromebook','dell inspiron desktop','acer aspire notebook','hp pavilion desktop','acer aspire desktop','mac mini')

THEN e.user\_id ELSE NULL END) AS computer,

COUNT(DISTINCT CASE WHEN e.device IN ('iphone 5','samsung galaxy s4','nexus 5','iphone 5s','iphone 4s','nokia lumia 635',

'htc one','samsung galaxy note','amazon fire phone') THEN e.user\_id ELSE NULL END) AS phone,

COUNT(DISTINCT CASE WHEN e.device IN ('ipad air','nexus 7','ipad mini','nexus 10','kindle fire','windows surface',

'samsumg galaxy tablet') THEN e.user\_id ELSE NULL END) AS tablet

from tutorial.yammer\_events e

WHERE e.event\_type = 'engagement'

AND e.event\_name = 'login'

group by 1

**EMAIL ACTIONS :**

select date\_trunc('week',occurred\_at::date) as activity\_week,

count(distinct(case when action='sent\_weekly\_digest' then user\_id else null end)) as weekly\_digest,

count(distinct(case when action='sent\_reengagement\_email' then user\_id else null end)) as reeng\_email,

count(distinct(case when action='email\_clickthrough' then user\_id else null end)) as email\_click,

count(distinct(case when action='email\_open' then user\_id else null end)) as email\_open

from tutorial.yammer\_emails

group by 1