玩家行为看板构建过程

一、构建数据源

⊞	joycastle_in_app_purchase		Physical	snowflake_sos	view_ss	48 minutes ago	qiang zhao	QZ
⊞	joycastle_amount		Physical	snowflake_sos	view_ss	an hour ago	qiang zhao	QZ
⊞	joycastle_avg_session_time		Physical	snowflake_sos	view_ss	an hour ago	qiang zhao	QZ
⊞	joycastle		Physical	snowflake_sos	view_ss	8 hours ago	qiang zhao	QZ

二、构建看板

1、日活

（1）SQL语句

```
1  select
2    date(EventTimestamp),
3    count(distinct PlayerID)
4  from
5    game_events
6  group by
7    1;
```

（2）构建过程

（3）效果图

日活　🔷 AI 分析
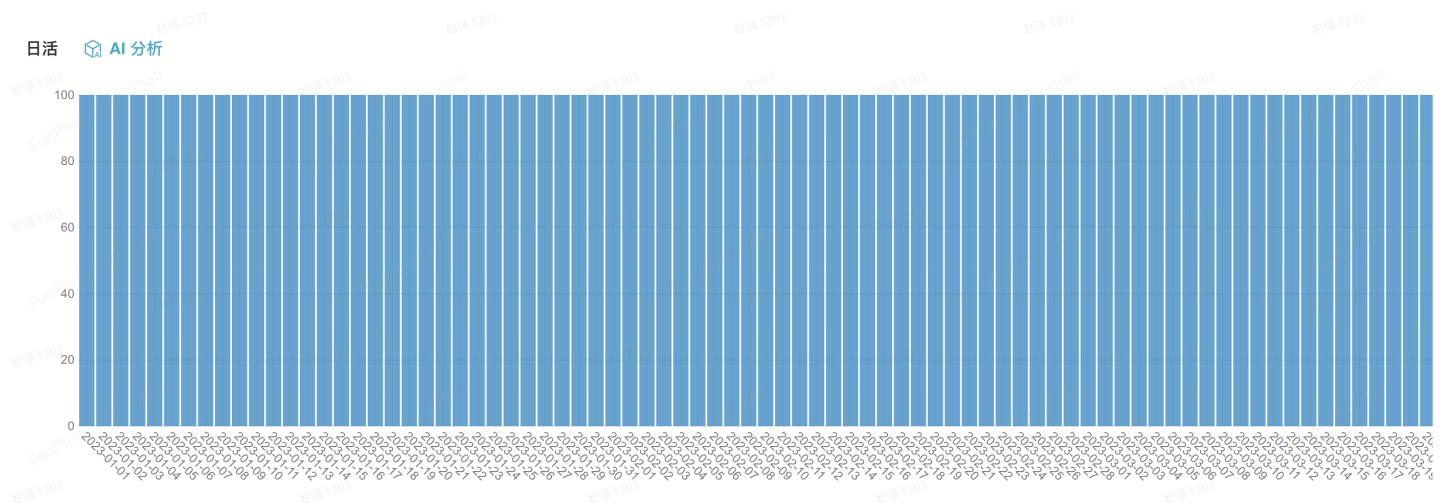
2、平均会话时长

（1）SQL语句
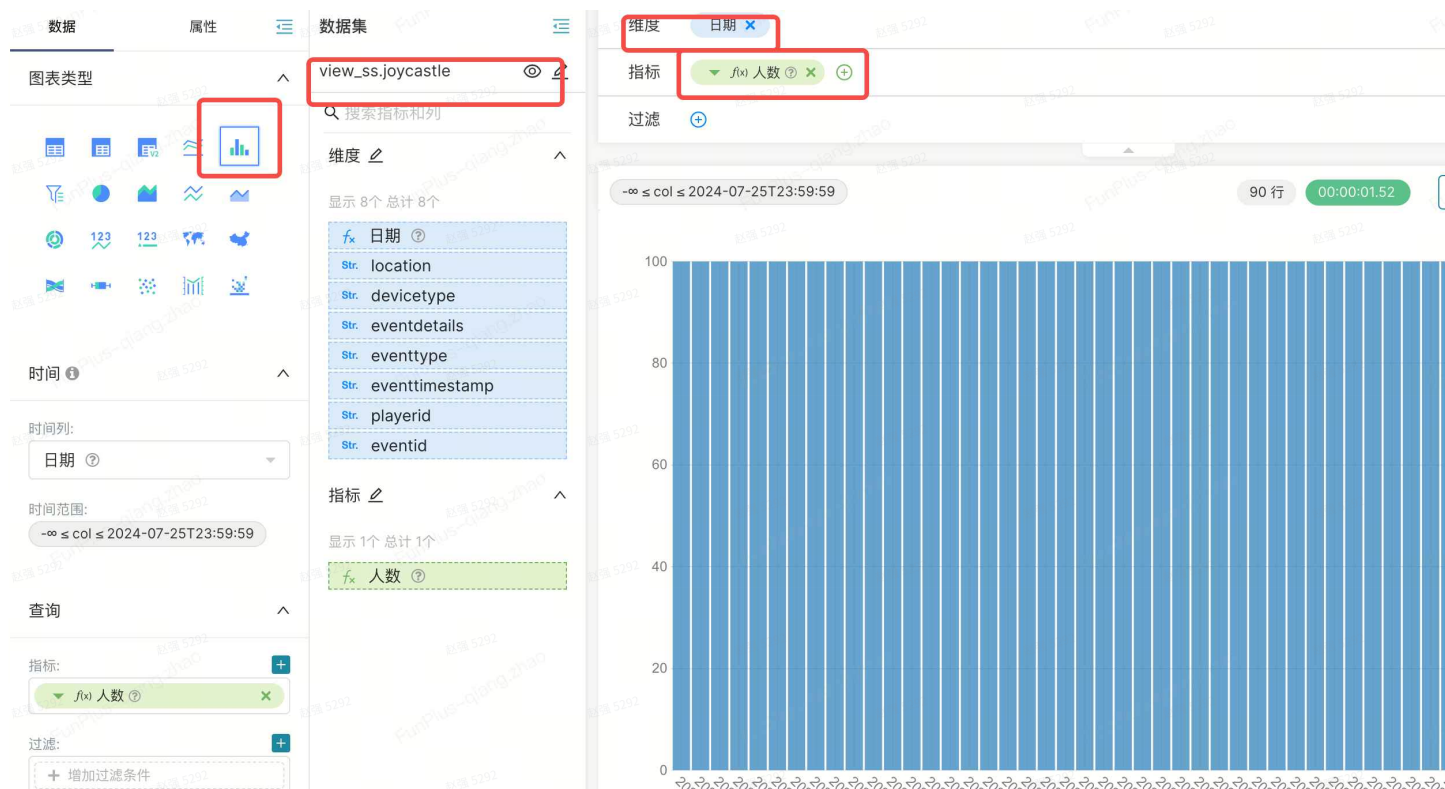
```
1  select
2    date(EventTimestamp, 'unixepoch') date,
3    AVG(session_time) / 60
4  from(
5    select
6      PlayerID,
7      DeviceType,
8      Location,
```

```
 9        EventTimestamp,
10      min(diff) session_time
11    from
12      (
13        select
14          s.*,
15          (e.EventTimestamp - s.EventTimestamp) diff
16        from
17          (
18            select
19              PlayerID,
20              DeviceType,
21              Location,
22              strftime('%s', EventTimestamp) EventTimestamp
23            from
24              game_events
25            where
26              EventType = 'SessionStart'
27          ) s
28          left join (
29            select
30              PlayerID,
31              DeviceType,
32              Location,
33              strftime('%s', EventTimestamp) EventTimestamp
34            from
35              game_events
36            where
37              EventType = 'SessionEnd'
38          ) e ON s.PlayerID = e.PlayerID
39          and s.Location = e.Location
40          and s.DeviceType = E.DeviceType
41          and e.EventTimestamp > s.EventTimestamp
42      )
43    group by
44      1,
45      2,
46      3,
47      4
48  )
49 group by
50   1;
```

（2）构建过程

（3）效果图

3、来自应用内购买的总收入

（1）SQL语句

```sql
SELECT
  date(EventTimestamp) date,
  SUM(
    substr(
      EventDetails,
      instr(EventDetails, 'Amount: ') + length('Amount: '),
```

```
  7              length(EventDetails) - instr(EventDetails, 'Amount: ') - length('Amount:
     ')
  8          )
  9      ) AS extracted_number
 10  from
 11      game_events
 12  where
 13      EventType = 'InAppPurchase'
 14  GROUP BY
 15      1;
```

（2）构建过程

（3）效果图

4、每次会话的社交互动次数

（1）SQL语句

```sql
select
  se.PlayerID,
  se.DeviceType,
  se.Location,
  se.start_timestamp,
  se.end_timestamp,
  count(1)
from
  (
    select
      PlayerID,
      DeviceType,
      Location,
      start_timestamp,
      end_timestamp
    from
      (
        select
          s.PlayerID,
          s.DeviceType,
          s.Location,
          s.EventTimestamp start_timestamp,
          e.EventTimestamp end_timestamp,
          ROW_NUMBER() over (
            partition by s.PlayerID,
            s.DeviceType,
            s.Location,
            s.EventTimestamp
            order by
              (e.EventTimestamp - s.EventTimestamp)
          ) rn
        from
          (
            select
              PlayerID,
              DeviceType,
              Location,
              strftime('%s', EventTimestamp) EventTimestamp
```

```
39            from
40              game_events
41            where
42              EventType = 'SessionStart'
43          ) s
44        left join (
45          select
46            PlayerID,
47            DeviceType,
48            Location,
49            strftime('%s', EventTimestamp) EventTimestamp
50          from
51            game_events
52          where
53            EventType = 'SessionEnd'
54        ) e ON s.PlayerID = e.PlayerID
55        and s.Location = e.Location
56        and s.DeviceType = E.DeviceType
57        and e.EventTimestamp > s.EventTimestamp
58      )
59    where
60        rn = 1
61  ) se
62  left join (
63    select
64      PlayerID,
65      DeviceType,
66      Location,
67      strftime('%s', EventTimestamp) EventTimestamp
68    from
69      game_events
70    where
71      EventType = 'SocialInteraction'
72  ) ip ON se.PlayerID = ip.PlayerID
73  and se.DeviceType = ip.DeviceType
74  and se.Location = ip.Location
75  and ip.EventTimestamp >= start_timestamp
76  and ip.EventTimestamp <= end_timestamp
77 group by
78  1,
79  2,
80  3,
81  4,
82  5;
```

（2）构建过程

（3）效果图

playerid	devicetype	location	start_timestamp	end_timestamp	social_count
P10000	Android	USA	2023-03-31 12:30:59	2023-03-31 13:51:56	9
P10000	Android	USA	2023-03-30 14:40:20	2023-03-30 16:38:08	5
P10000	Android	USA	2023-03-29 13:44:07	2023-03-29 15:11:22	6
P10000	Android	USA	2023-03-28 17:44:25	2023-03-28 19:04:21	9
P10000	Android	USA	2023-03-28 07:18:51	2023-03-28 09:00:16	12
P10000	Android	USA	2023-03-27 08:27:52	2023-03-27 08:46:48	1
P10000	Android	USA	2023-03-27 02:26:07	2023-03-27 04:09:08	9
P10000	Android	USA	2023-03-26 20:15:53	2023-03-26 22:13:15	9
P10000	Android	USA	2023-03-26 06:15:14	2023-03-26 07:37:46	2
P10000	Android	USA	2023-03-25 06:17:00	2023-03-25 07:56:19	7
P10000	Android	USA	2023-03-24 18:18:52	2023-03-24 19:23:19	4
P10000	Android	USA	2023-03-24 06:44:30	2023-03-24 07:41:30	4
P10000	Android	USA	2023-03-23 16:07:09	2023-03-23 16:27:22	3
P10000	Android	USA	2023-03-22 19:10:47	2023-03-22 19:53:46	3