石家庄铁道大学信息科学与技术学院实习实训日志

|  |  |  |  |
| --- | --- | --- | --- |
| 学生姓名 | 康润 | 所学专业 | 软件工程 |
| 班级学号 | 信1605-1班20163488 | 实习时间 | 2019年 9月 7日 |
| 今天学  习过程  和小结 | 今天是实训环节，做互联网营销精准决策的项目。今天主要完成的是用户画像的构建和基于用户画像的一些分析。  处理用户行为表数据  create table user\_action\_tb(userid int,goodid string,action int,day string)row format delimited fields terminated by ',';  insert into table user\_action\_tb select userid,goodid,action,concat(month,'-',day) from action;  3-2  create table person\_user\_tag\_attribute(  user\_id string comment'用户编码',  tag\_id string comment '标签 id',  tag\_name string comment'标签名称',  tag\_type string comment'标签类型（主题）'  );  4-1  统计各手机品牌销量 top10  create table iphone\_sell\_top\_10(brand string,count int);  insert into table iphone\_sell\_top\_10 select iphone1.goodname,count(\*) as nums from action,iphone1 where action.goodid = iphone1.goodid and action.action=2 group by iphone1.goodname order by nums desc limit 10;  华为手机品牌下各单品销量 Top20  create table huawei\_model\_sell\_info(brand string,count int);  insert into table huawei\_model\_sell\_info select iphone1.goodname,count(\*) as nums from action,iphone1 where action.goodid = iphone1.goodid and action.action=2 and model like '华为%' group by iphone1.goodname order nums desc limit 20;  苹果手机品牌下各单品销量 Top20  create table huawei\_model\_sell\_info(brand string,count int);  insert into table iphone\_model\_sell\_info select iphone1.goodname,count(\*) as nums from action,iphone1 where action.goodid = iphone1.goodid and action.action=2 and model like '苹果%' or model like 'Apple%' group by iphone1.goodname order nums desc limit 20;  统计用户各年龄段手机销量  create table age\_region\_sell\_info(age\_region int,count int);  insert into table age\_region\_sell\_info select user\_info\_new\_tb.age\_region,count(\*) as nums from user\_info\_new\_tb,action where user\_info\_new\_tb.userid = action.userid and action.action=2 group by user\_info\_new\_tb.age\_region;    统计各地区用户手机销量  create table age\_region\_sell\_info(addr string,count int);  insert into table age\_region\_sell\_info select userinfo.area,count(\*) from userinfo,action where userinfo.userid = action.userid and action.action=2 group by userinfo.area;      4-2  用户行为权重值的计算  create table act\_weight\_detail ( user\_id id comment '用户编码', tag\_id string comment '标签 id', tag\_name string comment'标签名称', cnt int comment '行为次数', tag\_type\_id int comment '标签类型', act\_weight\_detail float comment'行为权重' );  insert into table act\_weight\_detail userid,'A','点击',count(\*) as nums,action,(action+2)\*month/10\*nums from action group by userid,action;  生成宽表  create table profile\_user\_tb ( user\_id string comment'用户编码', tag\_id1 string comment '标签 1ID', tag\_name1 string comment'标签 1 名称', tag\_type1 string comment'标签 1 类型', tag\_id2 string comment '标签 2ID', tag\_name2 string comment'标签 2 名称', tag\_type2 string comment'标签 2 类型', tag\_id3 float comment'标签 3ID', tag\_name3 string comment'标签 3 名称', tag\_type3 string comment'标签 3 类型', tag\_id4 string comment '标签 4ID', tag\_name4 string comment'标签 4 名称', action\_count bigint comment'标签 4 行为次数', action\_weight decimal(38,7) comment'标签 4 权重', tag\_type4 string comment'标签 4 类型' ); | | |
| 遇到问  题汇总 |  | | |
| 学习技能思维导图  （持续增加） |  | | |