## **1. Conversion Rate**

Below you see a table of the actions of customers visiting the website by clicking on two different types of advertisements given by an E-Commerce company. Write a query to return the conversion and cancellation rates for each Advertisement type.

**Actions:**

|  |  |  |
| --- | --- | --- |
| Visitor\_ID | Adv\_Type | Action |
| 1 | A | Left |
| 2 | A | Order |
| 3 | B | Left |
| 4 | A | Order |
| 5 | A | Review |
| 6 | A | Left |
| 7 | B | Left |
| 8 | B | Order |
| 9 | B | Review |
| 10 | A | Review |

**Desired\_Output:**

|  |  |
| --- | --- |
| Adv\_Type | Conversion\_Rate |
| A | 0.33 |
| B | 0.25 |

1. Create above table (Actions) and insert values,
2. Retrieve count of total Actions, and Orders for each Advertisement Type,
3. Calculate Orders (Conversion) rates for each Advertisement Type by dividing by total count of actions casting as float by multiplying by 1.0.