SQL Project_code_file.

QUERY CODE.

Feature_1 UserId

Feature_2. How many days a user was active on platform in the last 7 days.

Query –

select userid , count(distinct date(VisitDateTime)) as No_of_days_Visited_7_Days

from visitorlogsdata join usersregistrationdata using (userid)

where visitdatetime >='2018-05-21' and visitdatetime <='2018-05-27' group by userid order by userid;

Feature_3. Number of Products viewed by the user in the last 15 days.

Query –

select userid , count(distinct productid) as No_Of_Products_Viewed_15_Days

from visitorlogsdata join usersregistrationdata using (userid)

where VisitDateTime >= '2018-05-12' and VisitDateTime <= '2018-05-27' group by userid order by userid;

Feature_4. Vintage (In Days) of the user as of today.

Query - *SELECT TIMESTAMPDIFF(day, new_date, curdate()) AS vintage from today ;*

Feature_5. Most frequently viewed (page loads) product by the user in the last 15 days.

If there are multiple products that have a similar number of page loads then , consider the recent one.

If a user has not viewed any product in the last 15 days then put it as Product101.

Query –

select userid , productid , date(VisitDateTime) , count(distinct(productid)) as Most_active_productid

from usersregistrationdata join visitorlogsdata using (userid)

where activity = 'pageload' and VisitDateTime >= '2018-05-12' and VisitDateTime <= '2018-05-27'

group by userid order by userid;

Feature_6. Most Frequently used OS by user.

Query –

select userid ,max(OS) as Most_active_OS

from usersregistrationdata join visitorlogsdata using (userid) group by userid;

Feature_7. Most recently viewed (page loads) product by the user.

If a user has not viewed any product then put it as Product101.

Query –

*SELECT * FROM visitorlogsdata WHERE COALESCE(productid,'') = '';*

select userid , productid

from visitorlogsdata join usersregistrationdata using (userid) where VisitDateTime > '2018-05-25' group by productid;

Feature_8. Count of Page loads in the last 7 days by the user.

Query –

select userid ,activity , count(*) as Pageloads_last_7_days

from visitorlogsdata join usersregistrationdata using(userid)

where activity = 'pageload' and visitdatetime >='2018-05-21' and visitdatetime <='2018-05-27' group by userid order by userid;

Feature_9. Count of Clicks in the last 7 days by the user.

Query –

select userid ,count(*) as clicks_last_7_days

from visitorlogsdata join usersregistrationdata using(userid)

where activity = 'click' and visitdatetime >='2018-05-21' and visitdatetime <='2018-05-27' group by userid order by userid;

CODE FOR CREATING VIEWS AND JOINING IT WITH USERSREGISTRATIONDATA.

FEATURE_1

create view feature_1 as select userid , count(distinct date(VisitDateTime)) as No_of_days_Visited_7_Days

from visitorlogsdata right join usersregistrationdata using (userid)

where visitdatetime >='2018-05-21' and visitdatetime <='2018-05-27' group by userid order by userid;

FEATURE_1_MAPPED

create or replace view feature_1_mapped as (select userid , No_of_days_Visited_7_Days from usersregistrationdata left join feature_1 using (userid) order by userid);

FEATURE 2

create view feature_2 as select userid , count(distinct productid) as No_Of_Products_Viewed_15_Days

from visitorlogsdata join usersregistrationdata using (userid)

where VisitDateTime >= '2018-05-12' and VisitDateTime <= '2018-05-27' group by userid order by userid;

FEATURE 2 MAPPED

create or replace view feature_2_mapped as (select userid , No_of_days_Visited_7_Days , No_Of_Products_Viewed_15_Days

from feature_1_mapped left join feature_2 using (userid) order by userid);

FEATURE 3

create view feature_3 as SELECT userid , TIMESTAMPDIFF(day, new_date, curdate()) AS vintage from today ;

FEATURE 3 MAPPED

create or replace view feature_3_mapped as (select userid , No_of_days_Visited_7_Days , No_Of_Products_Viewed_15_Days , vintage

from feature_2_mapped left join feature_3 using (userid) order by userid);

FEATURE_4

create view feature_4 as select userid , max(productid) as Most_active_productid

from usersregistrationdata join visitorlogsdata using (userid)

where activity = 'pageload' and VisitDateTime >= '2018-05-12' and VisitDateTime <= '2018-05-27'

group by userid order by userid;

FEATURE_4_MAPPED

create or replace view feature_4_mapped as (select userid , No_of_days_Visited_7_Days , No_Of_Products_Viewed_15_Days , vintage , Most_active_productid

from feature_3_mapped left join feature_4 using (userid) order by userid);

FEATURE_5

create view feature_5 as select userid ,max(OS) as Most_active_OS

from usersregistrationdata join visitorlogsdata using (userid) group by userid;

FEATURE_5_MAPPED

create or replace view feature_5_mapped as (select userid , No_of_days_Visited_7_Days , No_Of_Products_Viewed_15_Days , vintage , Most_active_productid ,Most_active_OS

from feature_4_mapped left join feature_5 using (userid) order by userid);

FEATURE_6

create view feature_6 as select userid , productid as recently_viewed_product

from visitorlogsdata join usersregistrationdata using (userid) group by userid order by date(VisitDateTime) desc;

FEATURE_6_MAPPED

create or replace view feature_6_mapped as (select userid , No_of_days_Visited_7_Days , No_Of_Products_Viewed_15_Days , vintage , Most_active_productid ,Most_active_OS , recently_viewed_product

from feature_5_mapped left join feature_6 using (userid) order by userid);

FEATURE_7

create view feature_7 as select userid ,activity , count(*) as Pageloads_last_7_days

from visitorlogsdata join usersregistrationdata using(userid)

where activity = 'pageload' and visitdatetime >='2018-05-21' and visitdatetime <='2018-05-27' group by userid order by userid;

FEATURE_7_MAPPED

create or replace view feature_7_mapped as (select userid , No_of_days_Visited_7_Days , No_Of_Products_Viewed_15_Days , vintage , Most_active_productid ,Most_active_OS , recently_viewed_product , Pageloads_last_7_days

from feature_6_mapped left join feature_7 using (userid) order by userid);

FEATURE_8

create view feature_8 as select userid ,activity , count(*) as clicks_last_7_days

from visitorlogsdata join usersregistrationdata using(userid)

where activity = 'click' and visitdatetime >='2018-05-21' and visitdatetime <='2018-05-27' group by userid order by userid;

FEATURE_8_MAPPED

create or replace view feature_8_mapped as (select userid ,
No_of_days_Visited_7_Days ,
No_Of_Products_Viewed_15_Days , vintage ,
Most_active_productid ,Most_active_OS ,
recently_viewed_product ,
Pageloads_last_7_days,clicks_last_7_days

from feature_7_mapped left join feature_8 using (userid)
order by userid);