Entrega 1 Análisis de dades

14-10-2019

Provide the MySQL query statement and the resulting graph for each of the following KPIs. Copy both the query code and the graph below each question

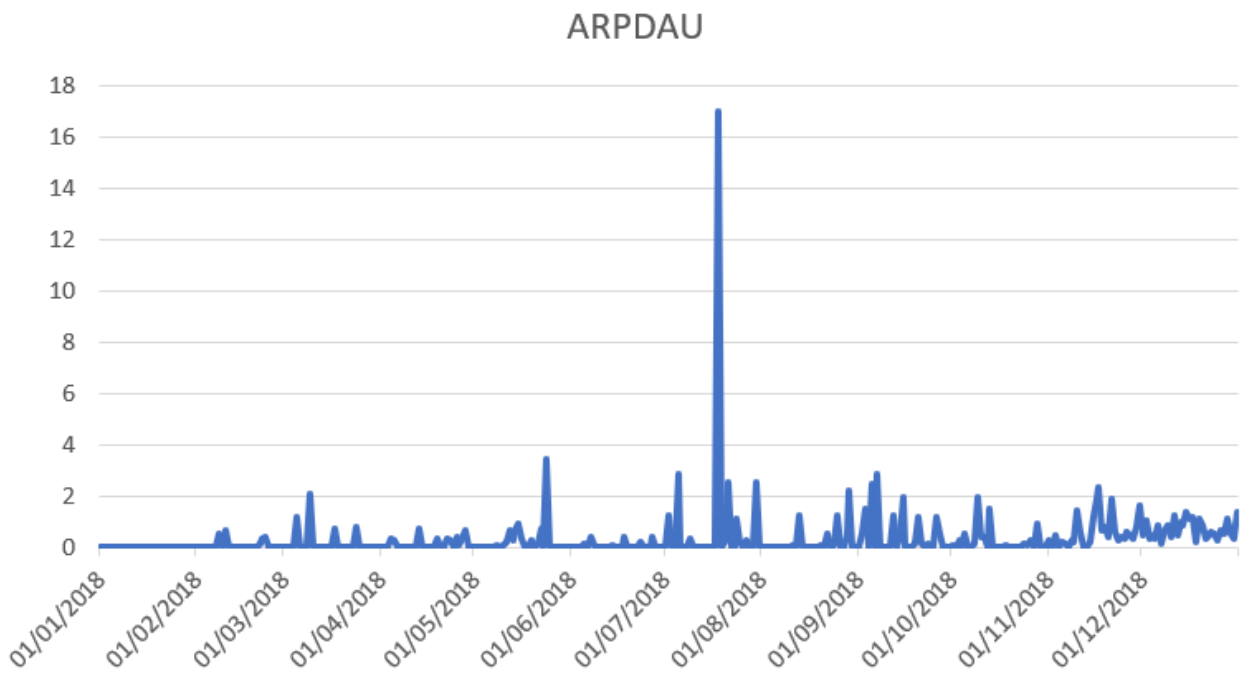
MONETIZATION

Make a list of all paying users (full name and amount spent) ordered in descending order by amount spent

```
-- create or replace view PayingUsers as

select
concat(u.firstName, " ", u.lastName) as "Full Name",
ifnull(sum(t.totalPrice), 0) as "€Spent"

from users as u
left join sessions as s on u.user_id = s.player_id
left join transactions as t on s.session_id = t.session_id

group by u.user_id
order by 2 desc
```

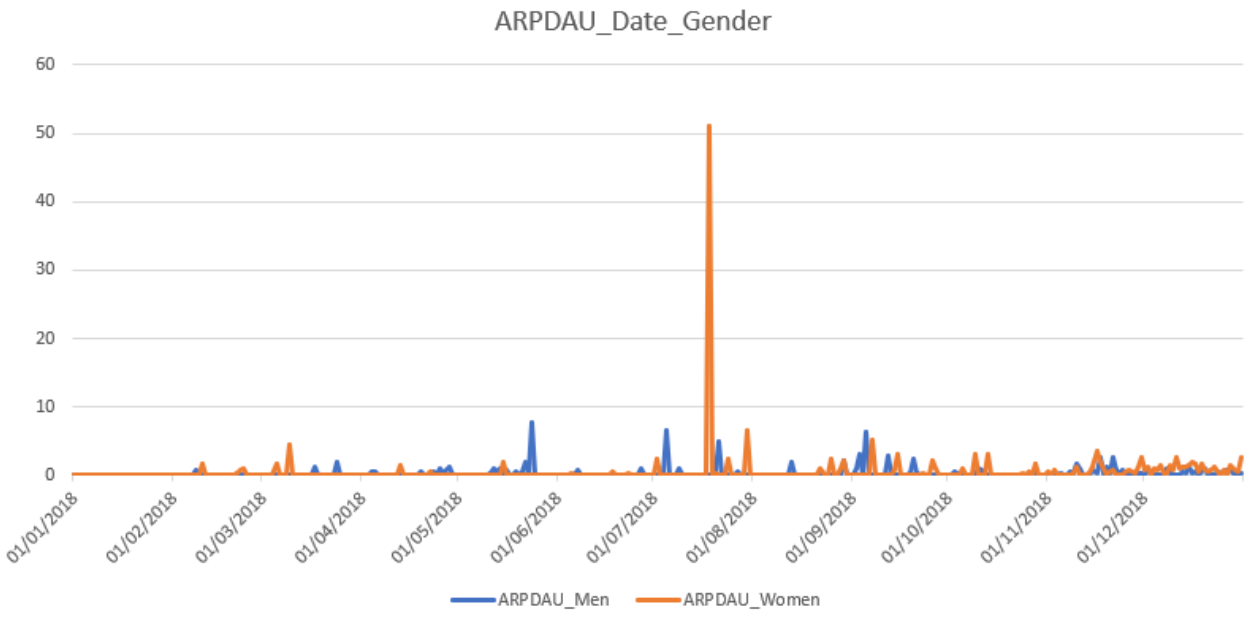
Get ARPDAU (by date)

```
-- create or replace view ARPDAU as
select
date(d.date) as "Date",
ifnull(sum(t.totalPrice)/count(distinct s.player_id), 0) as "ARPDAU"
from dates as d

left join sessions as s on date(s.start) = date(d.date)
left join transactions as t on s.session_id = t.session_id

group by 1
order by 2 desc
```



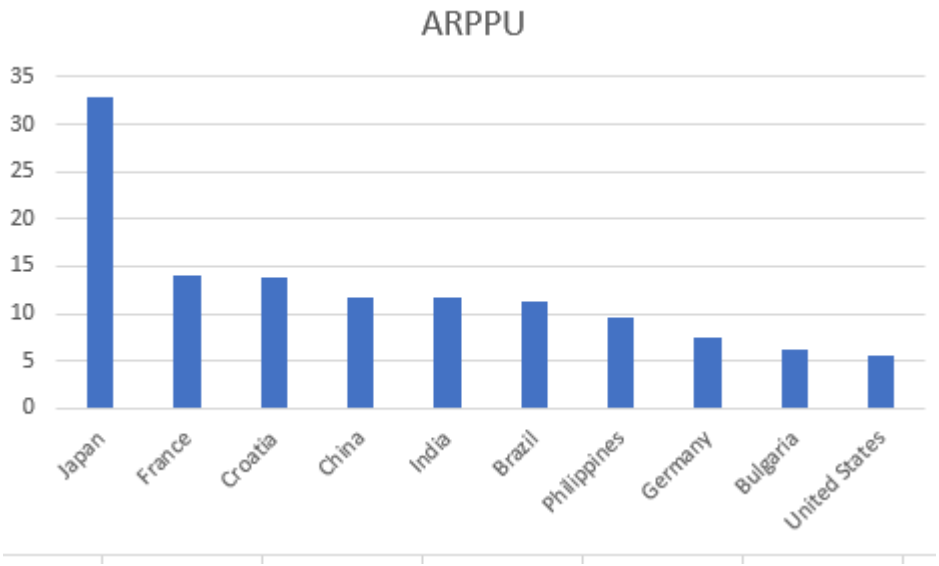
Get ARPDAU (by date) by gender

```
-- create or replace view ARPDAU_Gender as
select
date(d.date) as "Date",

ifnull(sum(case when u.sex = "M" then (t.totalPrice) end) /
count(distinct case when u.sex = "M" then s.player_id end), 0) as
"ARPDAU_Men",
ifnull(sum(case when u.sex = "F" then (t.totalPrice) end) /
count(distinct case when u.sex = "F" then s.player_id end), 0) as
"ARPDAU_Women"

from dates as d

left join sessions as s on date(s.start) = date(d.date)
left join transactions as t on s.session_id = t.session_id
left join users as u on u.user_id = s.player_id

group by 1
order by 1 desc
```



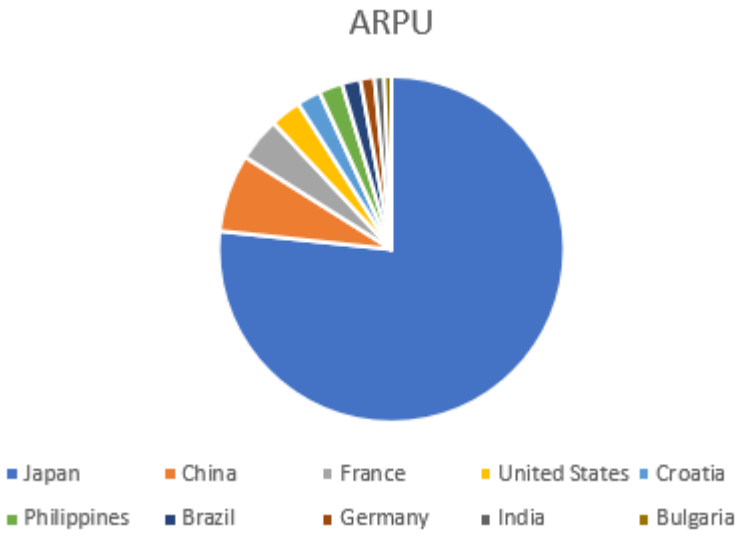
Get ARPPU by country

```
-- create or replace view ARPPU_Country as

select
u.country as Country,
sum(t.totalPrice) / count(u.user_id) as ARPPU

from transactions as t
left join sessions as s on s.session_id = t.session_id
left join users as u on u.user_id = s.player_id

group by u.country
order by 2 desc
```



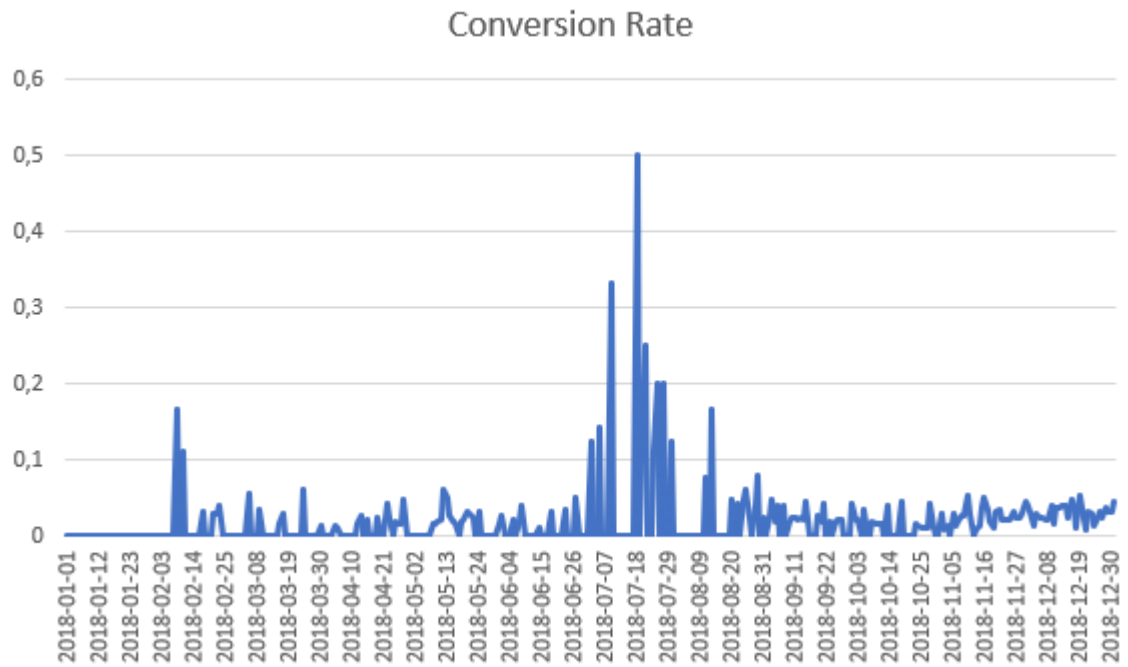
Get ARPU by country

```
-- create or replace view ARPU_Country as

select
u.country as Country,
sum(t.totalPrice) / count(u.user_id) as ARPU

from users as u
left join sessions as s on s.player_id = u.user_id
left join transactions as t on t.session_id = s.session_id

group by 1
order by 2 desc
```



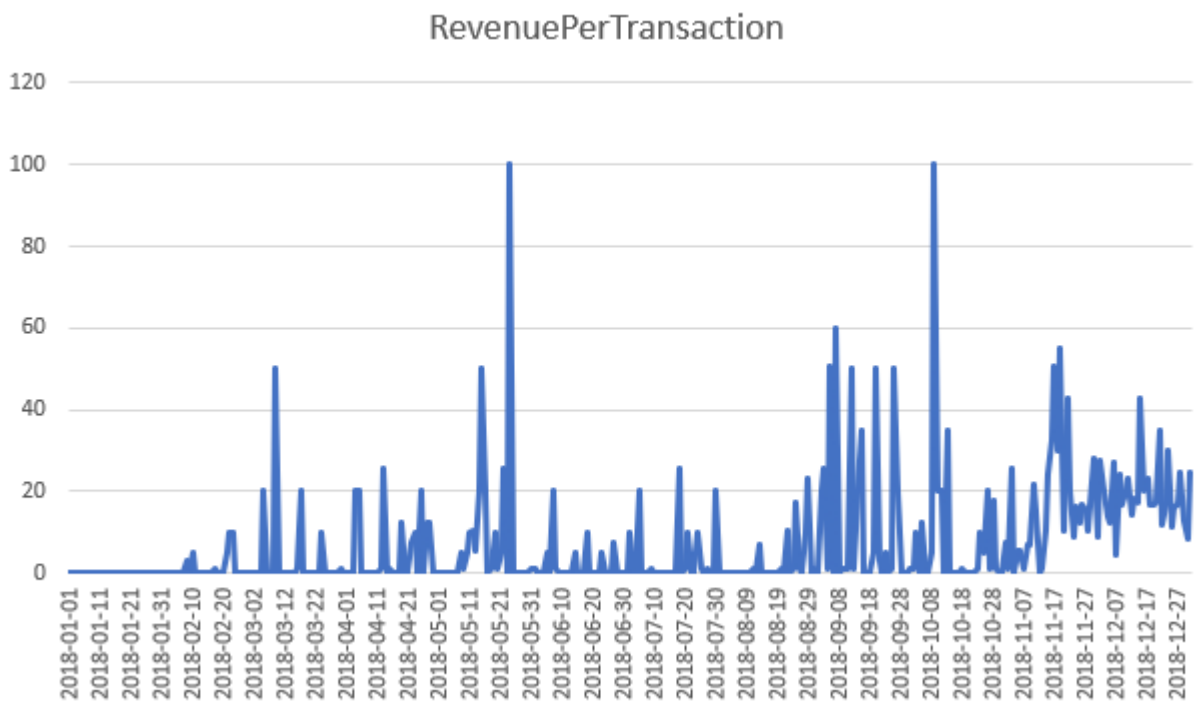
Get conversion rate (transactions / user) by date

```
select
date(d.date) as "Date",
ifnull(count(t.transaction_id) / count(u.user_id), 0) as "Conversion Rate"

from dates as d
left join sessions as s on date(s.start) = date(d.date)
left join users as u on u.user_id = s.player_id
left join transactions as t on t.session_id = s.session_id

group by 1
order by 1
```



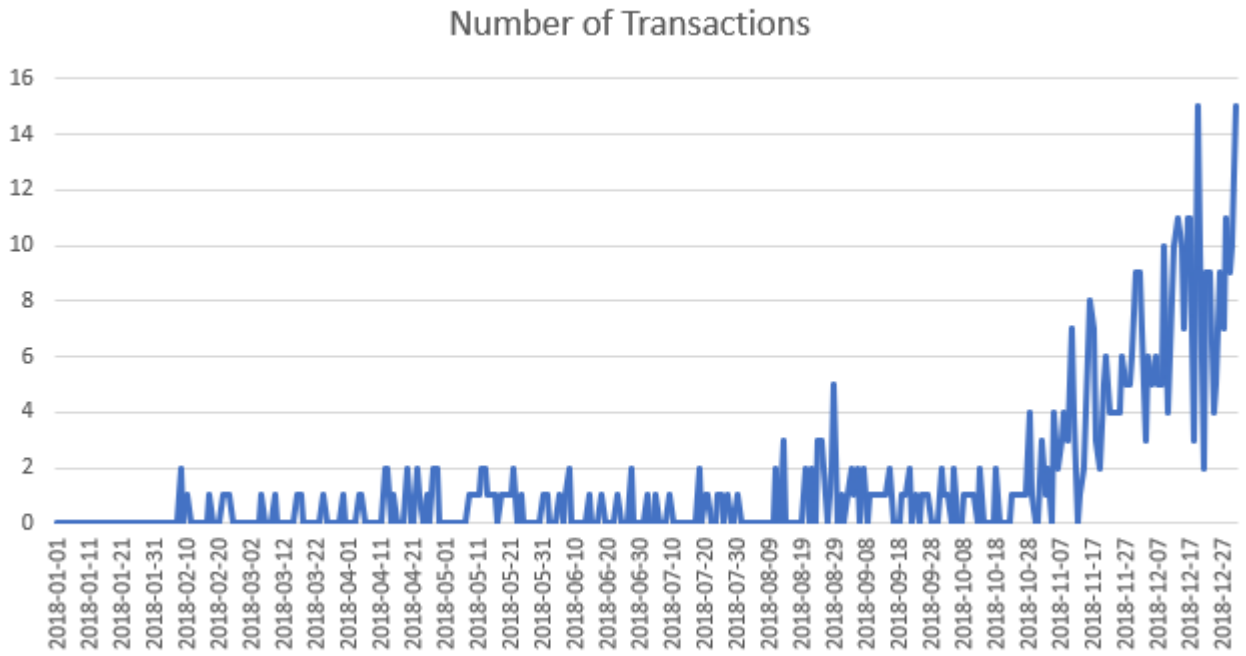
Revenue per transaction by date

```
select
date(d.date) as "Date",
ifnull(sum(t.totalPrice) / count(t.transaction_id), 0) as "RevenuePerTransaction"

from dates as d
left join transactions as t on date(t.date) = date(d.date)

group by 1
order by 1
```



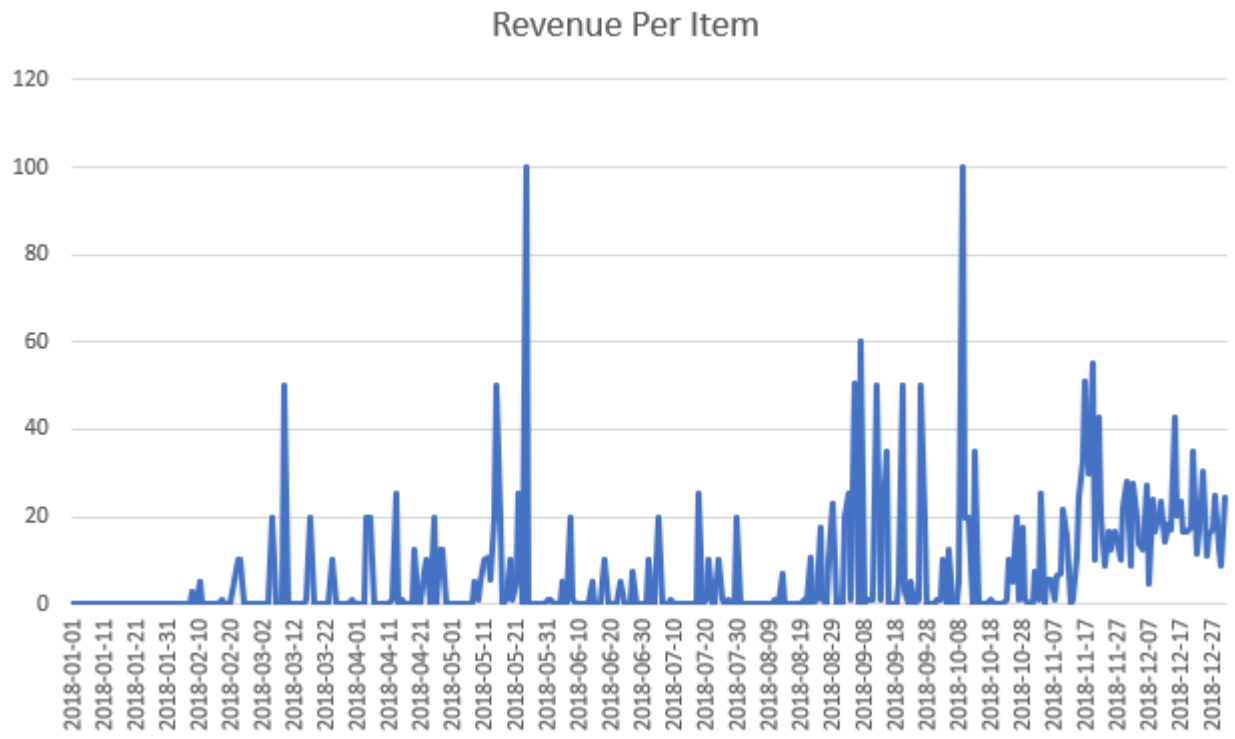
Number of transactions by date

```
select
date(d.date) as "Date",
count(t.transaction_id) as "Number of Transactions"

from dates as d
left join transactions as t on date(t.date) = date(d.date)

group by 1
order by 1
```



Revenue per item by date

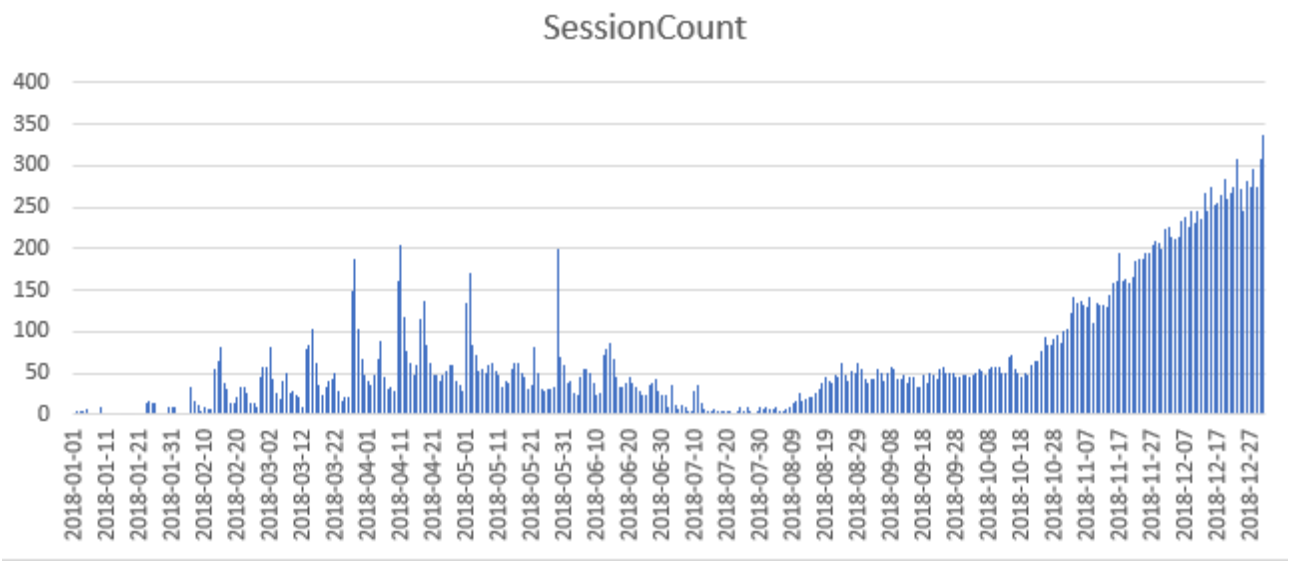
```
select

date(d.date) as "Date",
ifnull(sum(t.totalPrice) / sum(t.amount), 0) as "Revenue Per Item"

from dates as d
left join transactions as t on date(t.date) = date(d.date)

group by 1
order by 1
```



USERS

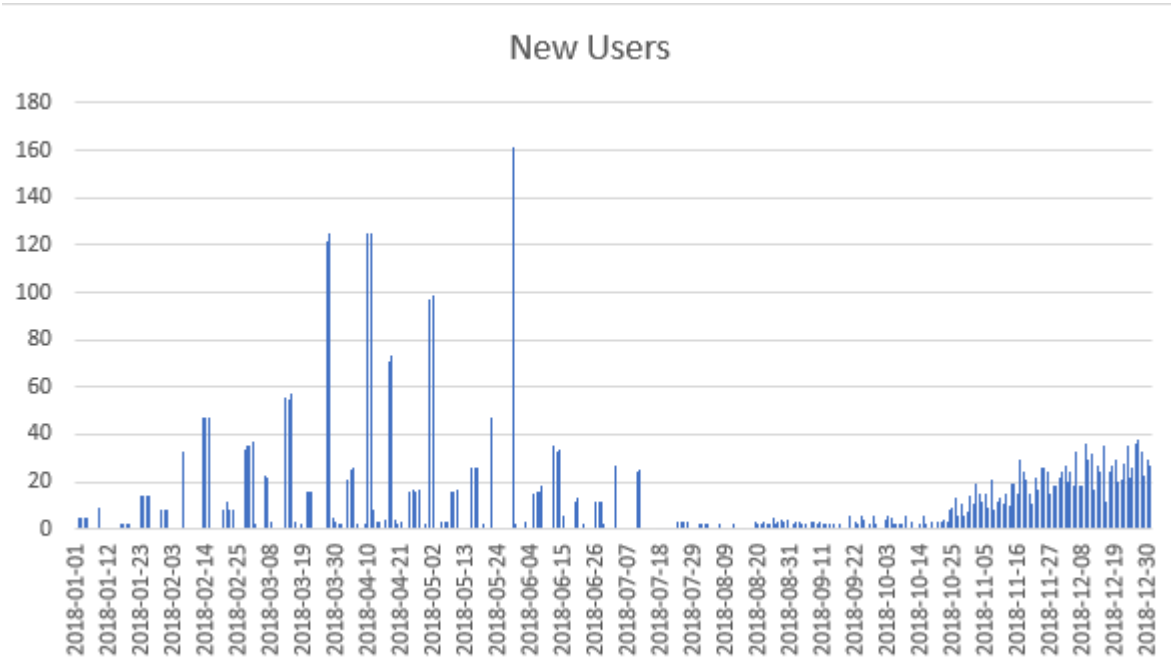
Session count (number of sessions) per day

```
select
date(d.date) as "Date",
count(session_id) as "SessionCount"

from dates as d
left join sessions as s on date(s.start) = date(d.date)

group by 1
order by 1
```



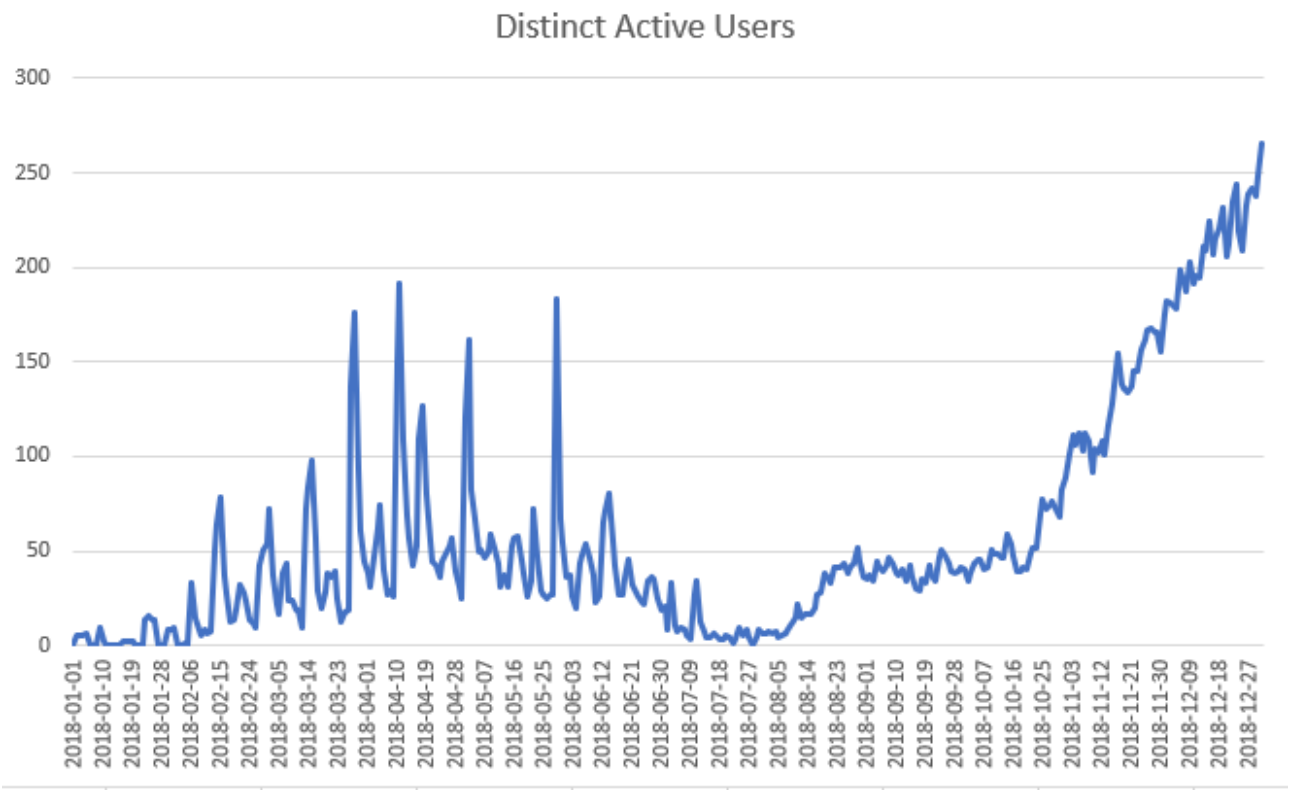
Get new users per day

```
select
date(d.date) as "Date",
count(u.user_id) as "New Users"

from dates as d
left join users as u on date(u.dateCreated) = date(d.date)

group by 1
order by 2 desc
```



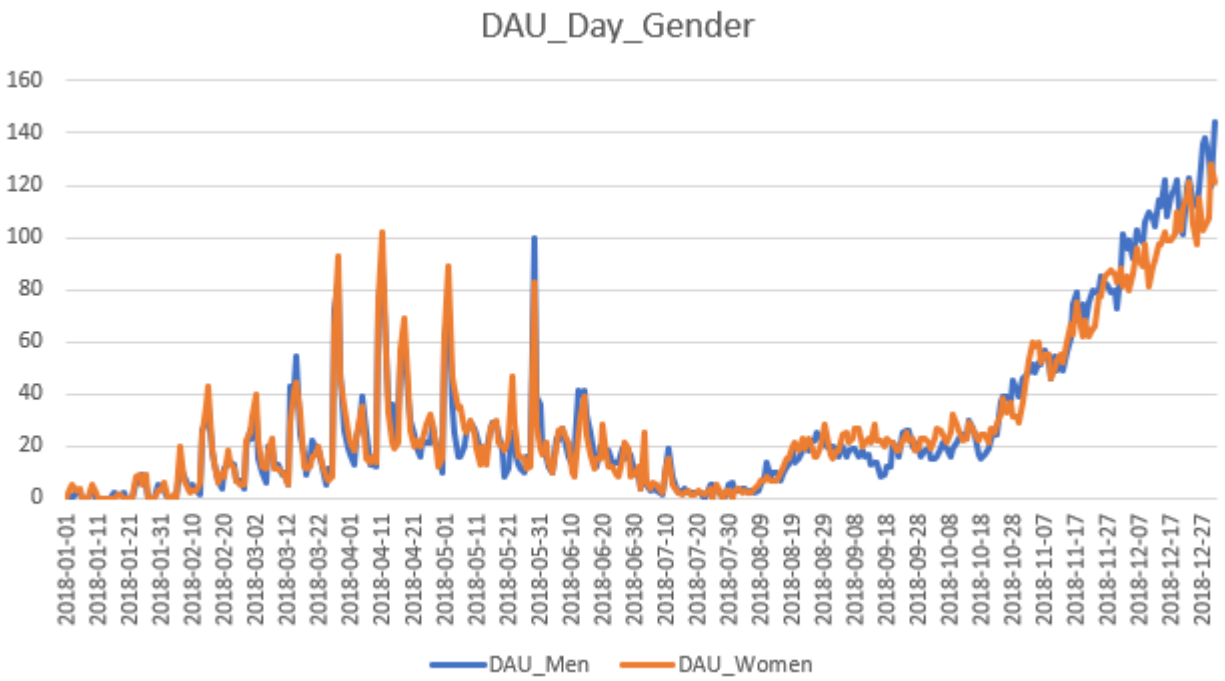
Get DAU per day (daily active users per day)

```
-- create or replace view DAU as

select
date(d.date) as "Date",
count(distinct s.player_id) as "Distinct Active Users"

from dates as d
left join sessions as s on date(s.start) = date(d.date)

group by 1
order by 1
```



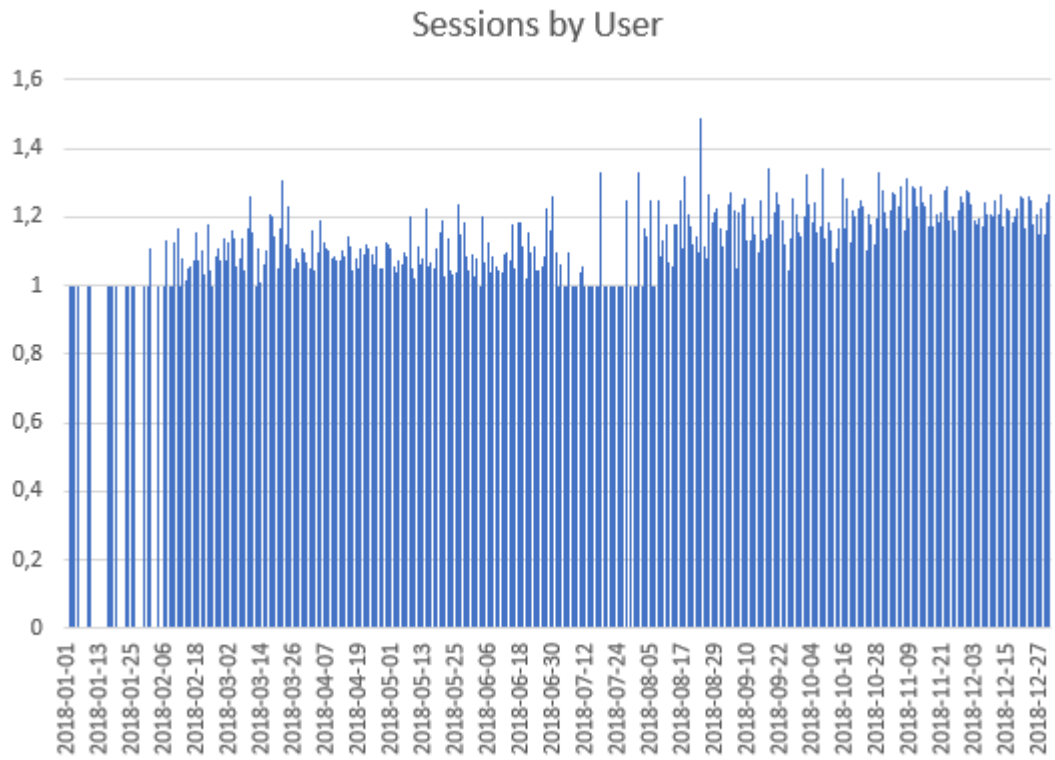
Get DAU per day by gender

```
select
date(d.date) as "Date",
count(distinct case when u.sex = "M" then s.player_id end) as "DAU_Men",
count(distinct case when u.sex = "F" then s.player_id end) as "DAU_Women"

from dates as d
left join sessions as s on date(s.start) = date(d.date)
left join users as u on u.user_id = s.player_id

group by 1
order by 1
```



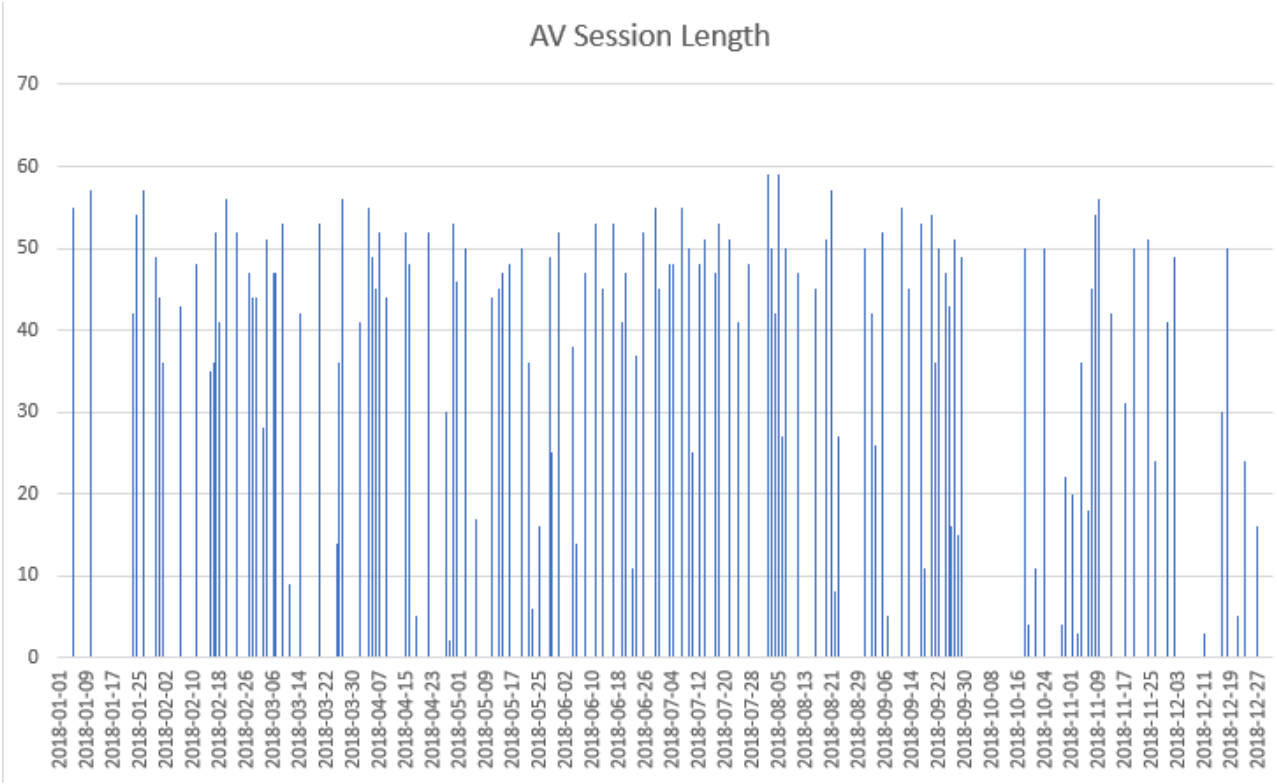
Get sessions/user per day

```
select
date(d.date) as "Date",
ifnull(count(s.session_id) / count(distinct s.player_id), 0) as "Sessions by User"

from dates as d
left join sessions as s on date(s.start) = date(d.date)
left join users as u on u.user_id = s.player_id

group by 1
order by 1
```



Get avg session length per day

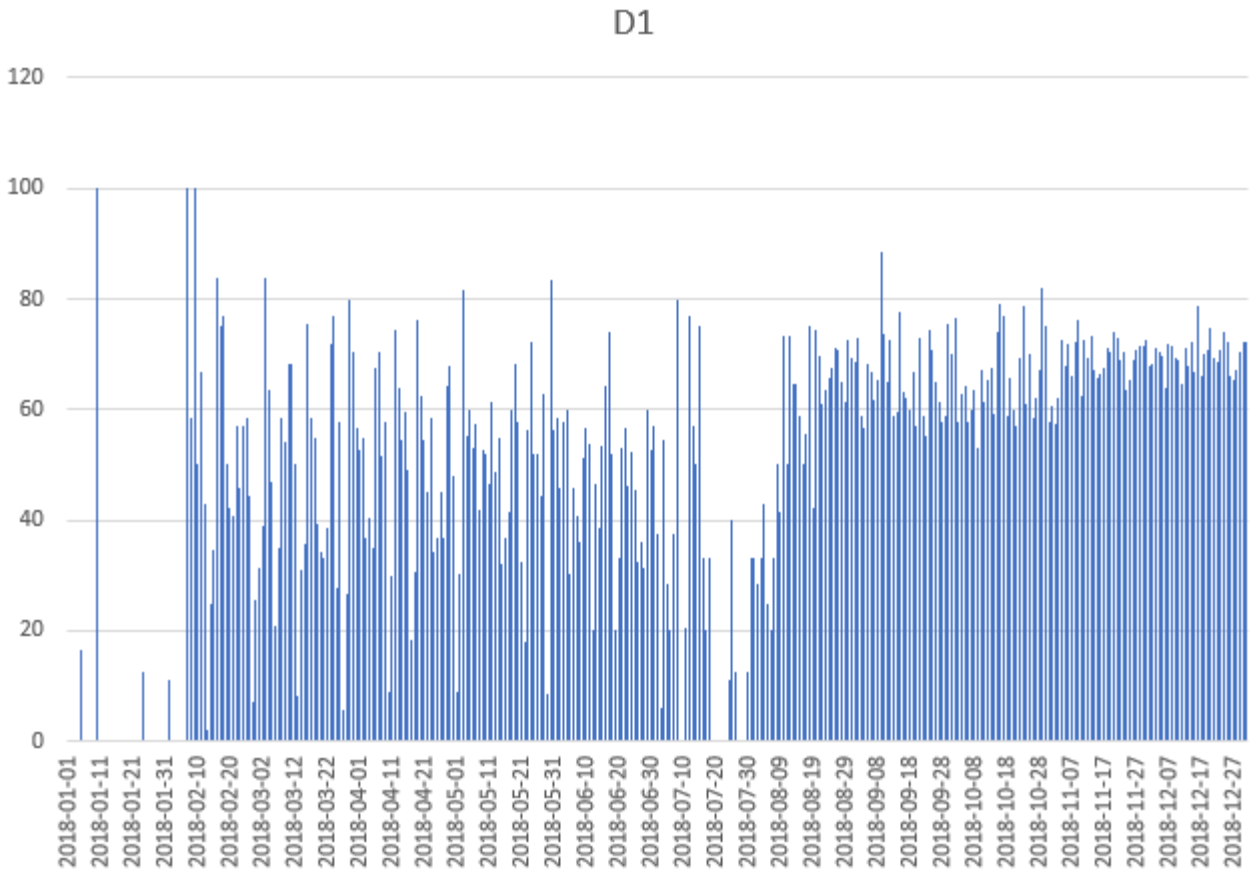
```
select
date(d.date) as "Date",
ifnull(minute(avg(s.lastControl - s.start)), 0) as "AV Session Length"

from dates as d
left join sessions as s on date(s.start) = date(d.date)

group by 1
order by 1
```



RETENTION

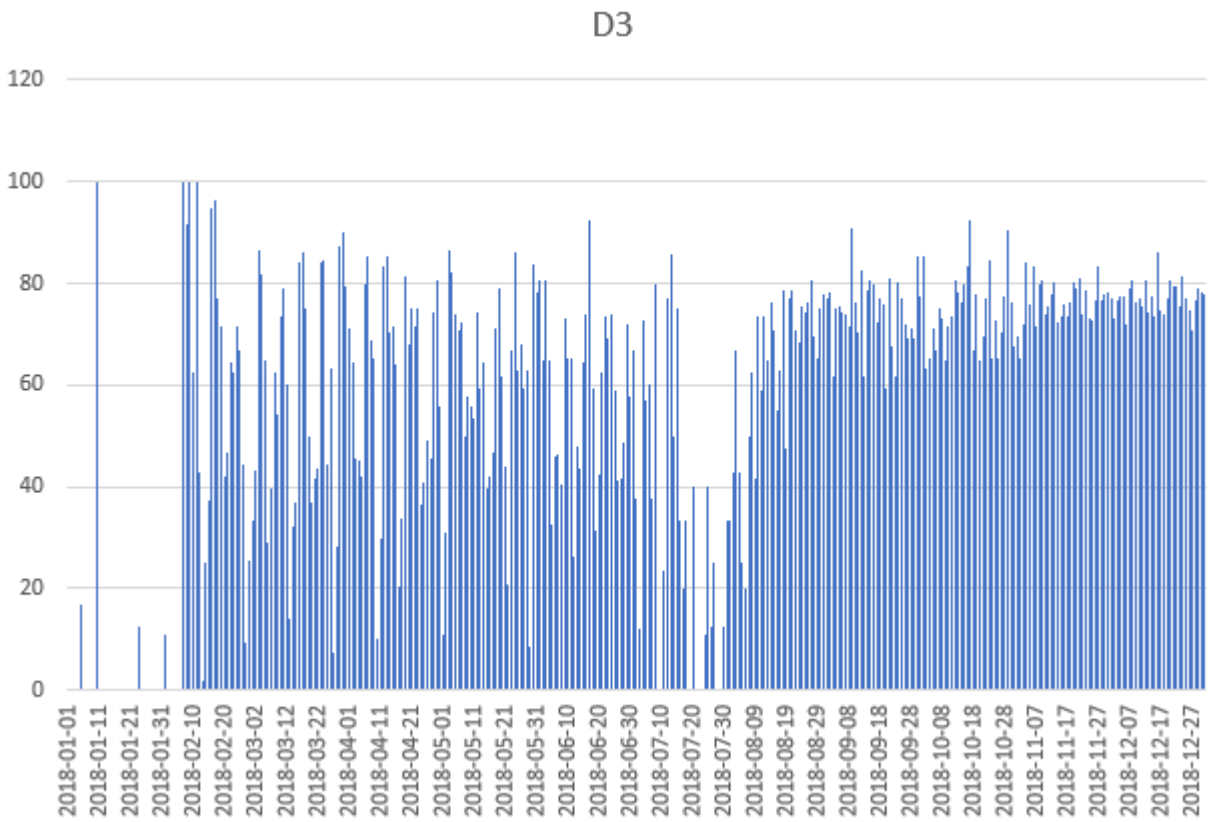
Get D1 per day

```
select

date(d.date) as "Date",
-- count(distinct s.player_id) as "People",
-- count(distinct case when s.player_id = _s.player_id and date(_s.start) != date(d.date) then
s.player_id end) as "People_Returned",
ifnull((count(distinct case when s.player_id = _s.player_id and date(_s.start) != date(d.date)
then s.player_id end) / count(distinct s.player_id) * 100), 0) as "D1"

from dates as d
left join sessions as s on date(d.date) = date(s.start)
left join sessions as _s on date(_s.start) <= date(d.date) and date(_s.start) >= date(d.date) -
interval 1 day

group by 1
order by 1
```



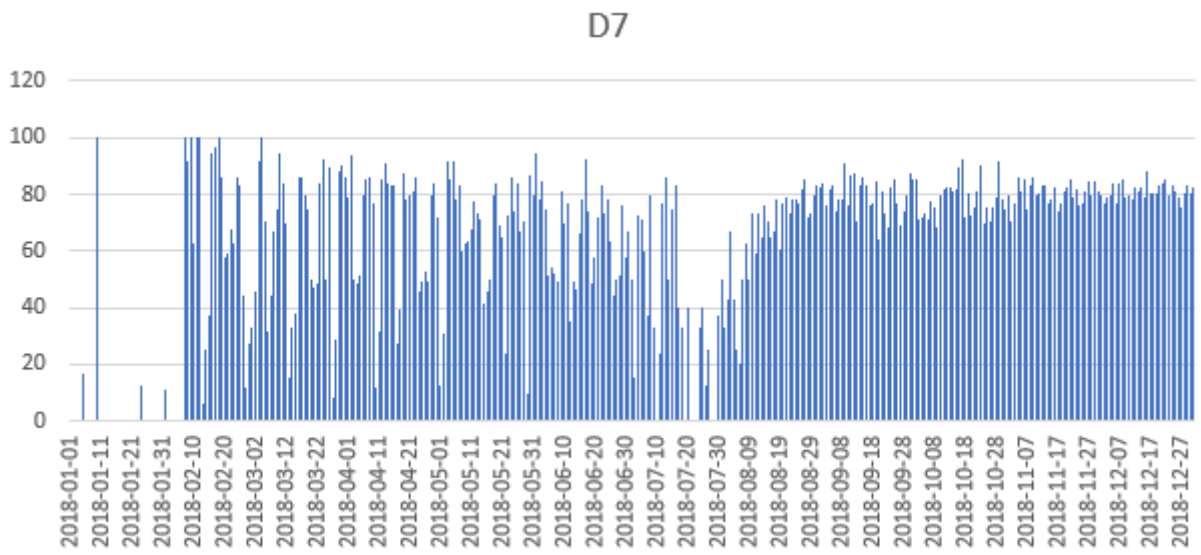
Get D3 per day

```
select

date(d.date) as "Date",
-- count(distinct s.player_id) as "People",
-- count(distinct case when s.player_id = _s.player_id and date(_s.start) != date(d.date) then s.player_id end) as "People_Returned",
ifnull((count(distinct case when s.player_id = _s.player_id and date(_s.start) != date(d.date) then s.player_id end) / count(distinct s.player_id) * 100), 0) as "D3"

from dates as d
left join sessions as s on date(d.date) = date(s.start)
left join sessions as _s on date(_s.start) <= date(d.date) and date(_s.start) >= date(d.date) - interval 3 day

group by 1
order by 1
```



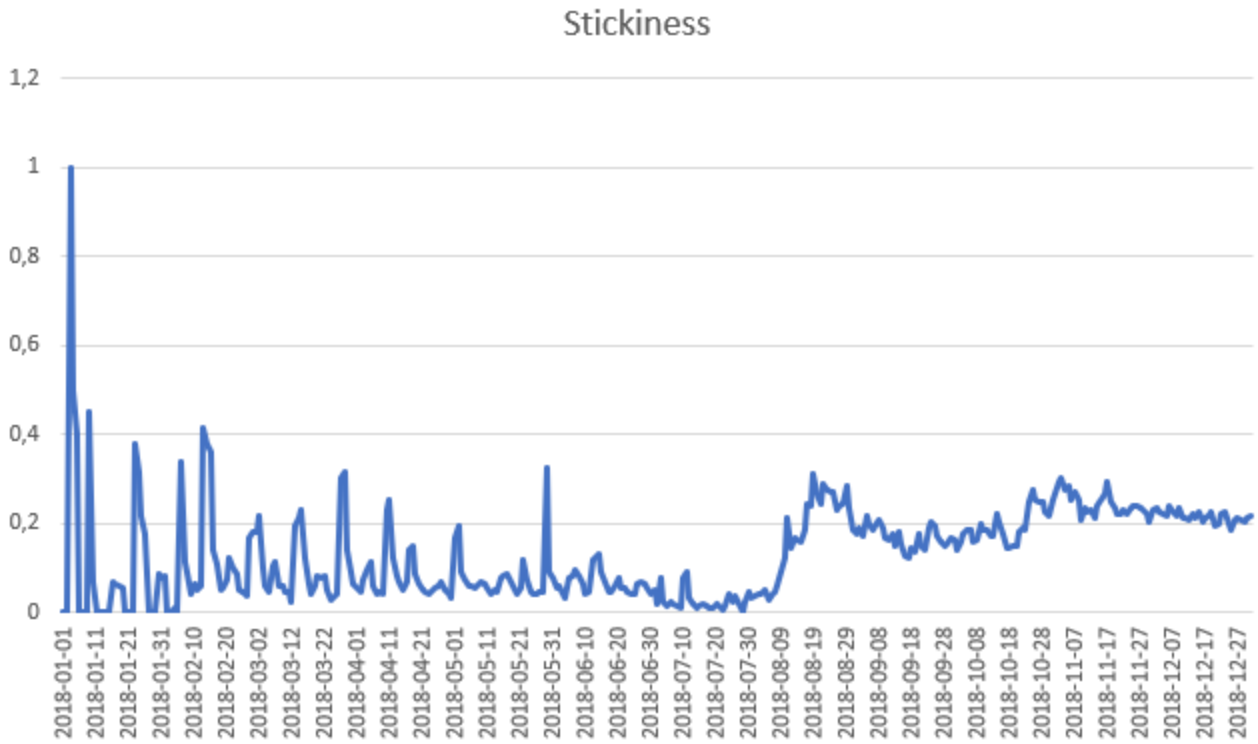
Get D7 per day

```
select

date(d.date) as "Date",
-- count(distinct s.player_id) as "People",
-- count(distinct case when s.player_id = _s.player_id and date(_s.start) != date(d.date) then s.player_id end) as "People_Returned",
ifnull((count(distinct case when s.player_id = _s.player_id and date(_s.start) != date(d.date) then s.player_id end) / count(distinct s.player_id) * 100), 0) as "D7"

from dates as d
left join sessions as s on date(d.date) = date(s.start)
left join sessions as _s on date(_s.start) <= date(d.date) and date(_s.start) >= date(d.date) - interval 7 day

group by 1
order by 1
```



Get stickiness (DAU/MAU) per day

```
-- CALCULATE STICKINESS
select
date(d.date) as "Date",
ifnull(MAU.DAU / MAU.MAU, 0) as "Stickiness"
from dates as d
left join
(
	-- CALCULATE MAU
	select
	DAU.Date as "Date",
	DAU.DAU as "DAU",
	count(distinct s.player_id) as "MAU"

	from
	(
		-- CALCULATE DAU

		select
		date(d.date) as "Date",
		count(distinct s.player_id) as "DAU"

		from dates as d
		left join sessions as s on date(s.start) = date(d.date)

		group by 1
		order by 2 desc

	) as DAU

	left join sessions as s on date(s.start) < date(DAU.Date) and date(s.start) > date(DAU.Date) - interval 1 month

	group by 1
	order by 1

) as MAU on date(MAU.Date) = date(d.date)
```



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