**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 Init as*

*select*

*concat(u.firstName, " ", u.lastName) as "Full Name",*

*ifnull(sum(t.amount \* 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)

*select*

*temp\_a.Date as "Date",*

*ifnull(avg(temp\_a.€Spent / temp\_a.Distinct\_Amount\_Players), 0)*

*as "ARPDAU" -- Average Revenue Per Daily Active User*

*from*

*(*

*select*

*date(d.date) as "Date",*

*count(distinct s.player\_id) as "Distinct\_Amount\_Players",*

*ifnull(sum(t.amount \* t.totalPrice), 0) as "€Spent"*

*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*

*) as temp\_a*

*group by 1*

*order by 2 desc*

Get ARPDAU (by date) by gender

Get ARPPU by country

Get ARPU by country

Get conversion rate (transactions / user) by date

Revenue per transaction by date

Number of transactions by date

Revenue per item by date

**USERS**

Session count (number of sessions) per day

Get new users per day

Get DAU per day

Get DAU per day by gender

Get sessions/user per day

Get avg session length per day

**RETENTION**

Get D1, D3 and D7 per day

Get stickiness (DAU/MAU) per day