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SQL word document

---USER DEMOGRAPHICS

SELECT Gender, COUNT (\*)

FROM BRIGHTTV

GROUP BY GENDER

ORDER BY COUNT (\*) DESC;

SELECT Race, COUNT (\*)

FROM BRIGHTTV

GROUP BY RACE

ORDER BY COUNT (\*) DESC;

SELECT B.USERID,NAME,SURNAME,EMAIL,GENDER,RACE,AGE,PROVINCE,SOCIAL\_MEDIA\_HANDLE,CHANNEL2,RECORDDATE2,DURATION\_2,

FROM brighttv as B

FULL OUTER JOIN VIEWERSHIP1 AS A

ON

B.USERID= A.userid;

create table Bright\_tv AS (SELECT B.USERID,NAME,SURNAME,EMAIL,GENDER,RACE,AGE,PROVINCE,SOCIAL\_MEDIA\_HANDLE,CHANNEL2,RECORDDATE2,DURATION\_2,

FROM brighttv as B

FULL OUTER JOIN VIEWERSHIP1 AS A

ON

B.USERID=A.userid);

SELECT \*

FROM BRIGHT\_TV;

alter table bright\_tv add record\_time time;

alter table bright\_tv add record\_date date;

alter table bright\_tv add record\_date\_date varchar;

alter table bright\_tv add recorddate\_time varchar;

update bright\_tv set record\_date\_date = left(recorddate2,10);

update bright\_tv set record\_date\_date = replace(record\_date\_date,'/','-');

update bright\_tv set record\_date = cast(record\_date\_date AS date);

update bright\_tv set recorddate\_time = right(recorddate2,5);

update bright\_tv set record\_time = cast(recorddate\_time AS time);

alter table bright\_tv drop record\_date\_date,recorddate\_time,recorddate2;

SELECT \*

FROM BRIGHT\_TV;

SELECT \*,CASE

WHEN RECORD\_TIME BETWEEN '00:00:01' AND '04:00:00' THEN '12AM-4AM'

WHEN RECORD\_TIME BETWEEN '04:00:01' AND '08:00:00' THEN '4AM-8AM'

WHEN RECORD\_TIME BETWEEN '08:00:01' AND '12:00:00' THEN '8AM-12PM'

WHEN RECORD\_TIME BETWEEN '12:00:01' AND '16:00:00' THEN '12PM-16PM'

WHEN RECORD\_TIME BETWEEN '16:00:01' AND '20:00:00' THEN '16PM-20PM'

ELSE '20PM-00AM'

END AS TIME\_BUCKET,

from bright\_tv;

SELECT \*,

CASE

WHEN AGE BETWEEN 0 AND 12 THEN 'CHILD'

WHEN AGE BETWEEN 13 AND 19 THEN 'Teen'

WHEN AGE BETWEEN 20 AND 24 THEN 'Young Adult'

WHEN AGE BETWEEN 25 AND 34 THEN 'Emerging adult'

WHEN AGE BETWEEN 35 AND 49 THEN 'Adult'

WHEN AGE BETWEEN 50 AND 59 THEN 'Advanced Middle age'

WHEN AGE BETWEEN 60 AND 74 THEN 'Elderly'

ELSE'Advanced elderly'

END AS AGE\_GROUP,

from bright\_tv;

select (\*),

CASE

WHEN RECORD\_DATE BETWEEN '2016-01-01' AND '2016-01-31' THEN 'JAN'

WHEN RECORD\_DATE BETWEEN '2016-02-01' AND '2016-02-29' THEN 'FEB'

WHEN RECORD\_DATE BETWEEN '2016-03-01' AND '2016-03-31' THEN 'MAR'

ELSE 'APR'

END AS MONTH\_

FROM BRIGHT\_TV;

--- NUMBER OF USERS PER CHANNEL THAT HAVE WATCHED

SELECT CHANNEL2, COUNT (USERID) NUMBER\_OF\_VIEWERS

FROM BRIGHT\_TV

WHERE DURATION\_2 > '00:00:00'

GROUP BY CHANNEL2

ORDER BY NUMBER\_OF\_VIEWERS DESC;

--- NUMBER OF VIEWERS PER CHANNEL PER GENDER

SELECT COUNT (DISTINCT USERID)NUMBER\_OF\_VIEWERS,GENDER,CHANNEL2

FROM BRIGHT\_TV

WHERE DURATION\_2 > '00:00:00'

GROUP BY GENDER,CHANNEL2

ORDER BY NUMBER\_OF\_VIEWERS DESC;