**CASE STUDY 2**

**Data: tutorial.kag\_conversion\_data**

1. Write a query to count the total number of records in the tutorial.kag\_conversion\_data dataset.
2. **SELECT COUNT(\*) FROM tutorial.kag\_conversion\_data;**
3. Write a query to count the distinct number of fb\_campaign\_id.
4. **SELECT COUNT(DISTINCT fb\_campaign\_id) FROM tutorial.kag\_conversion\_data;**
5. Write a query to find the maximum spent, average interest, minimum impressions for ad\_id.
6. **SELECT ad\_id, MAX(spent), AVG(interest), MIN(impressions) FROM tutorial.kag\_conversion\_data GROUP BY ad\_id;**
7. Write a query to create an additional column spent per impressions(spent/impressions).
8. **SELECT \*, (spent/impressions) as spent\_per\_impression FROM tutorial.kag\_conversion\_data;**
9. Write a query to count the ad\_campaign for each age group..
10. **SELECT age, COUNT(ad\_id) FROM tutorial.kag\_conversion\_data GROUP BY age;**
11. Write a query to calculate the average spent on ads for each gender category.
12. **SELECT gender, AVG(spent) FROM tutorial.kag\_conversion\_data GROUP BY GENDER;**
13. Write a query to find the total approved conversion per xyz campaign id. Arrange the total conversion in descending order.
14. **SELECT xyz\_campaign\_id, SUM(approved\_conversion) AS total\_approved\_conversion FROM tutorial.kag\_conversion\_data GROUP BY 1 ORDER BY 2 DESC;**
15. Write a query to show the fb\_campaign\_id and total interest per fb\_campaign\_id. Only show the campaign which has more than 300 interests.
16. **SELECT fb\_campaign\_id, SUM(interest) AS Total\_interest FROM tutorial.kag\_conversion\_data GROUP BY 1 HAVING SUM(interest)>300;**
17. Write a query to find the age and gender segment with maximum impression to interest ratio. Return three columns - age, gender, impression\_to\_interest.
18. **SELECT age, gender, MAX(impressions/interest) as Max\_impression\_to\_interest\_ratio FROM tutorial.kag\_conversion\_data GROUP by 1,2 ORDER by 1;**
19. Write a query to find the top 2 xyz\_campaign\_id and gender segment with the maximum total\_unapproved\_conversion.
20. **select xyz\_campaign\_id, gender, MAX(total\_conversion-approved\_conversion) as Maximum\_total\_unapproved\_conversion FROM tutorial.kag\_conversion\_data GROUP by 1, 2 ORDER BY 3 DESC LIMIT 2;**