

# LinkedIn

You are a Product Analyst on the LinkedIn Messaging team focused on understanding user engagement with messaging features....

Question 1: What is the total number of messages sent during April 2024? This information will help us quantify overall engagement as a baseline for targeted product enhancements.

```
SELECT COUNT(message_id) AS total_messages_april
FROM fct_messages
WHERE TO_CHAR(message_sent_date, 'YYYY-MM') = '2024-04';
```



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Question 2: What is the average number of messages sent per user during April 2024? Round your result to the nearest whole number. This metric provides insight into individual engagement levels for refining our communication features.

```
WITH april AS (  
  SELECT user_id, COUNT(*) AS message_count  
  FROM fct_messages  
  WHERE TO_CHAR(message_sent_date, 'YYYY-MM') = '2024-04'  
  GROUP BY user_id  
)  
SELECT ROUND(AVG(message_count)) AS avg_messages_per_user_april  
FROM april;
```





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Question 3: What percentage of users sent more than 50 messages during April 2024? This calculation will help identify highly engaged users and support recommendations for enhancing messaging interactions.

```
WITH april AS (  
  SELECT user_id, COUNT(message_id) AS message_count  
  FROM fct_messages  
  WHERE TO_CHAR(message_sent_date, 'YYYY-MM') = '2024-04'  
  GROUP BY user_id  
)  
SELECT  
  ROUND((COUNT(CASE WHEN message_count > 50 THEN 1 END) * 100.  
0) / COUNT(*), 2) AS percentage_users_over_50_messages  
FROM april;
```

