

Apple

As a Product Analyst on the Mac software team, you are tasked with understanding user engagement with multimedia tools....

Question 1: As a Product Analyst on the Mac software team, you need to understand the engagement of professional content creators with multimedia tools. What is the number of distinct users on the last day in July 2024?

```
SELECT COUNT(DISTINCT user_id)
FROM fct_multimedia_usage
WHERE usage_date = DATE '2024-07-31';
```



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Question 2: As a Product Analyst on the Mac software team, you are assessing how much time professional content creators spend using multimedia tools. What is the average number of hours spent by users during August 2024? Round the result up to the nearest whole number.

```
SELECT CEIL(AVG(hours_spent)) AS avg_hours_ceiled
FROM fct_multimedia_usage
WHERE usage_date BETWEEN DATE '2024-08-01' AND DATE '2024-08-31';
```



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Question 3: As a Product Analyst on the Mac software team, you are investigating exceptional daily usage patterns in September 2024. For each day, determine the distinct user count and the total hours spent using multimedia tools. Which days have both metrics above the respective average daily values for September 2024?

```
WITH september AS (  
    SELECT  
        usage_date,  
        COUNT(DISTINCT user_id) AS unique_users,  
        SUM(hours_spent) AS total_hours  
    FROM fct_multimedia_usage  
    WHERE usage_date BETWEEN DATE '2024-09-01' AND DATE '2024-09-30'  
    GROUP BY usage_date  
,  
avg_values AS (  
    SELECT  
        AVG(unique_users) AS avg_users,  
        AVG(total_hours) AS avg_hours  
    FROM september  
)  
SELECT s.*  
FROM september s  
CROSS JOIN avg_values a  
WHERE s.unique_users > a.avg_users AND s.total_hours > a.avg_h  
ours  
ORDER BY s.usage_date;
```

