SQL Style Guide for Projects

- Use snake case, e.g. page_visits, first_touches
- Aliases are used when they improve the readability of the query and results. Aliases should relate in some way to the object or expression they are aliasing
- GROUP BY and ORDER BY use column numbers or aliases when they refer to aggregate or calculated columns, like COUNT() and AVG().
- Always use uppercase for the reserved keywords like SELECT and WHERE
- Each column name gets its own line in SELECT clauses
- There are no extraneous columns, i.e. columns that are not asked for and/or not relevant to the topic
- DISTINCT does not use parentheses
- WITH clauses are separated by commas, rather than nested
- Spaces should be used to left-align queries, subqueries, and joins, respectively
- Example below:

```sql
WITH sub_query_1 AS (
    SELECT DISTINCT t1.column1,
        t2.column2
    FROM table1 t1
    JOIN table2 t2
        ON t1.columnA = t2.columnA
    WHERE t1.columnB = 'foobar'),
sub_query_2 AS (
    SELECT t3.column3,
        SUM(t4.column4) AS aggregate4
    FROM table4 t4
    LEFT JOIN table5 t5
        ON t4.columnC = t5.columnC
    GROUP BY 1
    HAVING SUM(t4.column4) > 5)
SELECT sq1.column1,
    sq2.aggregate4
FROM sub_query_1 sq1
JOIN sub_query_2 sq2
    ON sq1.column1 = sq2.column3
WHERE sq2.column3 > 5
ORDER BY 1, 2 DESC
LIMIT 20;
```