DESAFIO

Analise o comportamento dos clientes de uma fintech

Dashboard Bankverse





Gráfico 1 - Faturamento



Gráfico 3 – Analises de interações

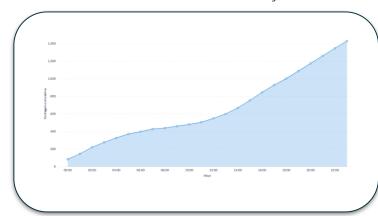


Gráfico 2 – Faturamento por dia

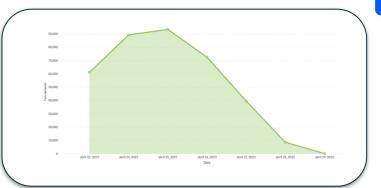
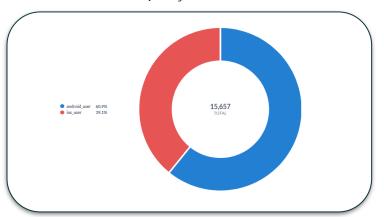


Gráfico 4 – Proporção de usuários Android X IOS



Query 1 - Faturamento

```
SELECT
SUM(`tax`.`tax`) AS `sum`
FROM
    'tax`

LEFT JOIN `transactions` AS `Transactions` ON `tax`.`transaction_id` =
    'Transactions`.`transaction_id`
WHERE
CEIL(
DAYOFYEAR(
STR_TO_DATE(
CONCAT(YEARWEEK(`Transactions`.`date`),' Sunday'),
    '%X%V %W'
)
) /7.0
) = 17
```

Query 3 – Analises de interações

```
SELECT
HOUR(`interaction`.`hour`) AS `hour`,
COUNT(*) AS `count`
FROM
`interaction`
WHERE
(`interaction`.`used_premium_feature` = 1)

AND (`interaction`.`liked` = 1)
GROUP BY
HOUR(`interaction`.`hour`)
ORDER BY
HOUR(`interaction`.`hour`) ASC
```

Query 2 – Faturamento por dia

```
SELECT
DATE('Transactions', 'date') AS 'Transactions_date',
SUM('tax', 'tax') AS 'sum'
FROM
'tax'

LEFT JOIN 'transactions' AS 'Transactions' ON 'tax', 'transaction_id' =
'Transactions', 'transaction_id'
WHERE

(
Transactions', 'date' >= timestamp'2023-04-23'00:00:00:00000')

AND (
'Transactions', 'date' < timestamp'2023-04-30'00:00:00:00000')

GROUP BY
DATE('Transactions', 'date')
ORDER BY
DATE('Transactions', 'date') ASC
```

Query 4 – Proporção de usuários Android X IOS

```
with Tabela_Usuarios_Android as (
select
'android_user' as Sistema_Operacional,
sum(case when android_user = 1 and churn = 0 then 1 else 0 end) as QTD
from user
),

Tabela_Usuarios_IOS as (
select
'ios_user' as Sistema_Operacional,
sum(case when ios_user = 1 and churn = 0 then 1 else 0 end) as QTD
from user
)

select
Sistema_Operacional,
QTD
from Tabela_Usuarios_Android
union all
select
Sistema_Operacional,
QTD
from Tabela_Usuarios_Android
```

Proposta

Com base dos dados apresentados, o melhor momento para lançamento da nova funcionalidade seria, numa quarta feira entre 19hs – 23hs, onde temos a maior atividade de usuários, deve também esperar uma maior adesão dos usuários que possuem smartphone ANDROID

