**Query explanation**

Given a user (device\_id), this query provides the average value of the time difference between all the consecutive pair of events (event n and its immediate follower), for the event “4” and the client ”1” throughout the month of August 2019.

The time difference is provided in seconds.

**Finding an example for a business trigger**

As an example, given an Instagram story ad displayed to a user, the time difference between the click when he enters the story and the click when he exits the story would give us the engagement time of the user with the ad.

With the supposition that a longer engagement time means the ad is successful with the user (i.e. it is interested, he is considering to buy the product, etc), we can trigger to keep showing ads to the user in the month of September if the mean value of the engagement time during August surpasses, let’s say, 3 seconds.

My example is not perfect because using the query as is, we would have two different type of intervals, during the ad and between the ads are showed…that should be separated to only leave the “during the ad” one.

I guess that to find an example that suits the query perfectly I would need to know more about the business model, which event does the query addresses, etc.