

```
SELECT (DATE_TRUNC('month', activated_at)) AS month,
       count(user_id) as user_count
FROM tutorial.yammer_users
where activated_at is not null
GROUP BY 1
order by 1
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SELECT to_char(DATE_TRUNC('week', e.occurred_at), 'MM/DD/YYYY') AS week,
count(CASE
    WHEN (u.user_age > 0
          AND u.user_age < 8) then e.user_id
    ELSE null
END) AS "1 week",
count(CASE
    WHEN (u.user_age > 7
          AND u.user_age < 15) then e.user_id
    ELSE null
END) AS "2 weeks",
count(CASE
    WHEN (u.user_age > 14
          AND u.user_age < 22) then e.user_id
    ELSE null
END) AS "3 weeks",
count(CASE
    WHEN (u.user_age > 21
          AND u.user_age < 29) then e.user_id
    ELSE null
END) AS "4 weeks",
count(CASE
    WHEN (u.user_age > 28
          AND u.user_age < 36) then e.user_id
    ELSE null
END) AS "5 weeks",
count(CASE
    WHEN (u.user_age > 35
          AND u.user_age < 43) then e.user_id
    ELSE null
END) AS "6 weeks",
count(CASE
    WHEN (u.user_age > 42
          AND u.user_age < 50) then e.user_id
    ELSE null
END) AS "7 weeks",
count(CASE
    WHEN (u.user_age > 49
          AND u.user_age < 57) then e.user_id
    ELSE null
END) AS "8 weeks",
count(CASE
    WHEN (u.user_age > 56
          AND u.user_age < 64) then e.user_id

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        ELSE null
    END) AS "9 weeks",
count(CASE
    WHEN (u.user_age > 53
        AND u.user_age <71) then e.user_id
    ELSE null
    END) AS "10 weeks",
count(CASE
    WHEN (u.user_age > 70) then e.user_id
    ELSE null
    END) AS "10+ weeks"
FROM tutorial.yammer_events e
inner join
(SELECT user_id,
    extract(days
        FROM (to_date('2014-09-01','YYYY-MM-DD')-activated_at)) AS user_age
    FROM tutorial.yammer_users
    WHERE activated_at is not null ) u
ON e.user_id = u.user_id
WHERE e.event_name = 'login'
    AND e.occurred_at > '2014-06-16'
GROUP BY 1
ORDER BY 1
LIMIT 100

```

3. Events by device type

```

SELECT to_char(DATE_TRUNC('week',occurred_at), 'MM/DD/YYYY') AS week,
    count(CASE
        WHEN device in ('acer aspire desktop', 'dell inspiron desktop', 'hp
pavilion desktop') then user_id
        ELSE null
        END) AS desktop_users,
    count(CASE
        WHEN device in ('macbook pro','lenovo thinkpad','dell inspiron
notebook','macbook air',
        'asus chromebook') then user_id
        ELSE null
        END) AS laptop_users,
    count(CASE
        WHEN device in ('iphone 5s','samsung galaxy note','nokia lumia
635','nexus 7','amazon fire phone',
        'nexus 5','iphone 4s','htc one','iphone 5','samsung galaxy s4') then
user_id
        ELSE null
        END) AS phone_users,
    count(CASE
        WHEN device in ('kindle fire','acer aspire notebook','mac
mini','ipad mini','nexus 10',
        'samsung galaxy tablet','windows surface','ipad air') then user_id
        ELSE null
        END) AS tablet_users,
    count(user_id)
FROM tutorial.yammer_events
GROUP BY 1

```

ORDER BY 1

4. Email actions

```
SELECT DATE_TRUNC('week', occurred_at) AS week,  
       COUNT(CASE WHEN e.action = 'sent_weekly_digest' THEN e.user_id ELSE NULL END)  
AS weekly_emails,  
       COUNT(CASE WHEN e.action = 'sent_reengagement_email' THEN e.user_id ELSE NULL  
END) AS reengagement_emails,  
       COUNT(CASE WHEN e.action = 'email_open' THEN e.user_id ELSE NULL END) AS  
email_opens,  
       COUNT(CASE WHEN e.action = 'email_clickthrough' THEN e.user_id ELSE NULL END)  
AS email_clickthroughs  
FROM tutorial.yammer_emails e  
GROUP BY 1  
ORDER BY 1  
LIMIT 100
```