- This code was to view the tables and see all columns to ensure that accurate data was loaded.

```
select * from viewership;

select * from userprofile;
```

- This code provides an overview of the two tables joined on a similar column. A full outer join was used to return both tables without manipulating any of the data.

```
SELECT *
FROM VIEWERSHIP AS a
FULL OUTER JOIN USERPROFILE AS b
ON A. USERID = B.USERID;
```

- This code provides a view of timebuckets, where I labelled the data according to the time of the day that the user viewed the channel. To determine when do most people watch tv.
- This data was ordered by channel to arrange the data into channels.
- The select statement includes the UserID to later count how many users view TV at each time bucket.

```
SELECT
  userid,
  channel2,
  timesast,
  CASE
    WHEN timesast BETWEEN '00:00:00' AND '11:59:59' THEN 'Morning'
    WHEN timesast BETWEEN '12:00:00' AND '17:59:59' THEN 'Afternoon'
    WHEN timesast BETWEEN '18:00:00' AND '23:59:59' THEN 'Evening'
    ELSE 'Unknown'
  END AS Timestamps
FROM viewership
ORDER BY channel2;
```

- This code returns data that determines which gender watches the most tv

```sql
--- who uses tv the most
select gender, count(userid) as users,
from userprofile
group  by gender;
```

- This is the final code that retrieves all data, with both tables combined using a full outer join to keep all the data fields.
- There are time buckets to separate the different viewing times and to distinguish trends.
- Age buckets are created to distinguish who watches tv in each age group respectively.
- The two buckets have been added as extra columns for a clearer picture of the data.

```sql
SELECT *,
  CASE
   WHEN timesast BETWEEN '00:00:00' AND '11:59:59' THEN 'Morning'
    WHEN timesast BETWEEN '12:00:00' AND '17:59:59' THEN 'Afternoon'
    WHEN timesast BETWEEN '18:00:00' AND '23:59:59' THEN 'Evening'
    ELSE 'Unknown'
  END AS TimeBucket,
  CASE
    WHEN b.age BETWEEN 0 AND 17 THEN 'Young'
    WHEN b.age BETWEEN 18 AND 34 THEN 'Adult'
    WHEN b.age BETWEEN 35 AND 64 THEN 'Elder'
    ELSE 'Senior'
  END AS AgeBucket
FROM viewership AS a
FULL OUTER JOIN userprofile AS b
  ON a.userid = b.userid
ORDER BY a.channel2;
```