

Creacion de base de datos en mysql:

```
CREATE DATABASE merged_data;
USE merged_data
CREATE TABLE t_merged_data (
  user_id VARCHAR(36),
  name VARCHAR(255),
  email VARCHAR(255),
  join_date DATE,
  transaction_id VARCHAR(36),
  amount DECIMAL(10,2),
  timestamp TIMESTAMP,
  transaction_type VARCHAR(255),
  package_id VARCHAR(36),
  courier VARCHAR(255),
  delivery_date DATE,
  delivery_status VARCHAR(255)
);
```

```
LOAD DATA LOCAL INFILE
'C:\Users\Raymundoneo\Documents\DAE_CCX_Data_Challenge-20240904T211252Z-001 -
Copy\DAE CCX Data Challenge\merged_data_final.csv'
INTO TABLE t_merged_data
FIELDS TERMINATED BY ',' -- No enclosing character
LINES TERMINATED BY '\n' -- Each line is a new record
IGNORE 1 ROWS;          -- Skip the header row
```

Queries relacionados a las preguntas

How many users are there in total?

How many users have transacted?

What is the card delivery rate?

Which is the most efficient package courier?

Which are the top 10 categories with the most transactions?

(Query para definir horario de ciudad de México

SET time_zone = 'America/Mexico_City';)

1. How many users are there in total?

```
1 SELECT COUNT(DISTINCT user_id) AS total_users
2 FROM t_merged_data;
```

```
total_users
```

```
10000
```

2. How many users have transacted?

```
1 SELECT COUNT(DISTINCT user_id) AS users_with_transactions
2 FROM t_merged_data
3 WHERE transaction_id IS NOT NULL;
```

```
users_with_transactions
```

```
10000
```

3. What is the card delivery rate?

```
1 SELECT
2     (COUNT(CASE WHEN delivery_status = 'Delivered' THEN 1 END) * 100.0 / COUNT(*)) AS card_delivery_rate
3 FROM t_merged_data;
```

```
card_delivery_rate
```

```
24.8200000000000000
```

4. Which is the most efficient package courier?

```
1 SELECT
2     courier,
3     COUNT(CASE WHEN delivery_status = 'Delivered' THEN 1 END) * 1.0 / COUNT(*) AS delivery_success_rate
4 FROM t_merged_data
5 GROUP BY courier
6 ORDER BY delivery_success_rate DESC
7 LIMIT 1;
```

courier	delivery_success_rate
FEDEX	0.25171400587659157689

5. What are the top 10 categories with the most transactions?

```
1 SELECT
2     transaction_type,
3     COUNT(*) AS transaction_count
4 FROM t_merged_data
5 GROUP BY transaction_type
6 ORDER BY transaction_count DESC
7 LIMIT 10;
```

transaction_type	transaction_count
In-Store	3374
Online	3325
Subscription	3301