Two SQL files are provided for OperationsDb analysis:

- **01_sessions_orders_conversion_analysis.sql:** Monthly session/order trends, conversion rates, marketing channel performance, device type analysis, new vs repeat visitors, and YoY growth comparisons.
- **02_product_revenue_refund_analysis.sql:** Product sales ranking, revenue per order/session trends, cross-sell analysis, refund rates by product, product mix evolution, and a Date dimension table for time intelligence.

```
Marketing Channel =  IF(     ISBLANK(website_sessions[utm_source]) &&
ISBLANK(website_sessions[http_referer]),     "Direct Type-in",     IF(
ISBLANK(website_sessions[utm_source]),          "Organic Search",
website_sessions[utm_source]     ) )
```