

```

SELECT
    v.UserID,
    u.Name,
    u.Surname,
    u.Email,
    u.Gender,
    u.Race,
    u.Age,
    u.Province,
    u.`Social Media Handle`,
    v.Channel2,
    v.RecordDate2 AS record_date_utc,
    convert_timezone(
        'UTC',
        'Africa/Johannesburg',
        to_timestamp(v.RecordDate2, 'yyyy/MM/dd HH:mm')
    ) AS record_date_sa,
    v.`Duration 2` AS session_start_utc,
    convert_timezone(
        'UTC',
        'Africa/Johannesburg',
        to_timestamp(v.`Duration 2`, 'yyyy/MM/dd HH:mm')
    ) AS session_start_sa
FROM workspace.default.viewership_csv v
JOIN user_profiles_btv u
    ON v.UserID = u.UserID;

-- User Trends: Count by demographics
SELECT
    Gender,
    Race,
    Age,
    Province,
    COUNT(*) AS user_count,
    ROUND(
        COUNT(*) * 100.0 / SUM(COUNT(*)) OVER (),
        2
    ) AS percent_of_total
FROM user_profiles_btv
GROUP BY Gender, Race, Age, Province;

```