**-- Sample queries to understand the data and their attributes**

select \* from tutorial.yammer\_users   
limit 10   
  
select distinct location from tutorial.yammer\_events   
limit 10  
  
select distinct user\_type from tutorial.yammer\_events   
limit 10  
  
select \* from tutorial.yammer\_emails   
limit 10  
  
select \* from benn.dimension\_rollup\_periods   
limit 10

select distinct event\_name from tutorial.yammer\_events where event\_type = 'engagement'  
 limit 10

**-- Working query to identify patterns in activated users used which device to login**  
SELECT DATE\_TRUNC('week',created\_at) AS week,  
 COUNT(DISTINCT CASE WHEN activated\_at IS NOT NULL THEN u.user\_id ELSE NULL END) AS activated\_users,  
 COUNT(DISTINCT CASE WHEN ye.device IN ('macbook pro','lenovo thinkpad','macbook air','dell inspiron notebook',  
 'asus chromebook','dell inspiron desktop','acer aspire notebook','hp pavilion desktop','acer aspire desktop','mac mini')  
 THEN ye.user\_id ELSE NULL END) AS computer,  
 COUNT(DISTINCT CASE WHEN ye.device IN ('iphone 5','samsung galaxy s4','nexus 5','iphone 5s','iphone 4s','nokia lumia 635',  
 'htc one','samsung galaxy note','amazon fire phone') THEN ye.user\_id ELSE NULL END) AS phone,  
 COUNT(DISTINCT CASE WHEN ye.device IN ('ipad air','nexus 7','ipad mini','nexus 10','kindle fire','windows surface',  
 'samsumg galaxy tablet') THEN ye.user\_id ELSE NULL END) AS tablet  
 FROM tutorial.yammer\_users u  
 JOIN tutorial.yammer\_events ye on ye.user\_id = u.user\_id   
 WHERE created\_at >= '2014-06-01'  
 AND created\_at < '2014-09-01'  
 AND ye.event\_type = 'engagement'  
 AND ye.event\_name = 'login'  
 GROUP BY 1  
 ORDER BY 1  
   
 **-- Getting top 5 countries by users to identify patterns in user engagement drop**  
 SELECT  
 ye.location,  
 COUNT(ye.location) as active\_users  
 FROM tutorial.yammer\_events as ye  
 WHERE ye.event\_type = 'engagement'  
 AND ye.event\_name = 'login'  
 GROUP BY 1  
 ORDER BY 2 desc  
 limit 5  
   
   
 **-- Looking at number of users with multiple devices**   
 SELECT  
 user\_id, count(distinct device)  
 FROM tutorial.yammer\_events as ye  
 WHERE ye.event\_type = 'engagement'  
 AND ye.event\_name = 'login'  
 and ye.occurred\_at >= '2014-04-28' and ye.occurred\_at < '2014-05-05'   
 GROUP BY 1  
 HAVING count(distinct device) > 1  
 ORDER BY 1  
   
  
   
 **-- Looking for pattern in drop in which type of events is it engagement type or non engagement type i.e signup**  
   
 SELECT  
 DATE\_TRUNC('week', occurred\_at) AS week,  
 COUNT(ye.event\_name) as all\_events,  
 COUNT(CASE WHEN ye.event\_type = 'signup\_flow' THEN ye.event\_name ELSE NULL END) AS signup,  
 COUNT(CASE WHEN ye.event\_type = 'engagement' THEN ye.event\_name ELSE NULL END) AS engagement  
 FROM tutorial.yammer\_events as ye  
 GROUP BY 1