

Conversion rate

```
WITH cte AS ( SELECT uid, "group" ,SUM(spent) AS total_spent
FROM groups
left join activity
using(uid)
GROUP BY uid, "group")
SELECT "group",Round(avg(converted)*100,2) As Conversion_rate
FROM (
  SELECT uid, "group" ,COALESCE(total_spent, 0) as total_spent ,
    CASE
      WHEN total_spent is not null THEN 1
      else 0 end as converted
    FROM cte) AS Subquery
Group by "group";
```

Average Amount Spent

```
WITH cte AS (  
  SELECT  
    uid,  
    groups.group,  
    COALESCE(SUM(spent), 0) AS total_spent,  
    CASE  
      WHEN SUM(spent) IS NOT NULL THEN 1  
      ELSE 0  
    END AS converted  
  FROM groups  
  LEFT JOIN activity USING (uid)  
  GROUP BY uid, groups.group  
)  
SELECT  
  cte.group,  
  AVG(total_spent) AS average_spent_per_user  
FROM cte  
GROUP BY cte.group;
```

Query with join date and Date

```
SELECT
    u.id AS user_id,
    u.country,
    u.gender,
    a.device AS User_Device,
    g.group AS Test_Group,
    CASE WHEN a.spent > 0 THEN 1 ELSE 0 END AS converted,
    COALESCE(SUM(a.spent), 0) AS total_spent,
    g.join_dt,
    a.dt AS Dated
FROM
    users u
    LEFT JOIN activity a ON u.id = a.uid
    LEFT JOIN groups g ON u.id = g.uid
GROUP BY
    u.id,
    u.country,
    u.gender,
    a.device,
    g.group,
    g.join_dt,
    a.dt,
    CASE WHEN a.spent > 0 THEN 1
else 0 end;
```