-- Chart 4: User typology - single-sector, multi-sector, recurrent users

WITH user\_activity AS (

-- DEX activity

SELECT

DATE\_TRUNC('month', block\_timestamp) AS month,

origin\_from\_address AS user\_address,

'DEX' AS sector,

COUNT(\*) AS transactions,

SUM(COALESCE(amount\_in\_usd, 0)) AS total\_volume

FROM ETHEREUM.DEFI.EZ\_DEX\_SWAPS

WHERE block\_timestamp >= '2023-01-01'

AND block\_timestamp < '2025-09-01'

AND amount\_in\_usd BETWEEN 0.1 AND 1e9

AND amount\_in\_usd IS NOT NULL

GROUP BY 1, 2, 3

UNION ALL

-- Lending activity

SELECT

DATE\_TRUNC('month', block\_timestamp) AS month,

origin\_from\_address AS user\_address,

'Lending' AS sector,

COUNT(\*) AS transactions,

SUM(COALESCE(amount\_usd, 0)) AS total\_volume

FROM (

SELECT block\_timestamp, origin\_from\_address, amount\_usd

FROM ETHEREUM.DEFI.EZ\_LENDING\_DEPOSITS

WHERE block\_timestamp >= '2023-01-01' AND block\_timestamp < '2025-09-01'

AND amount\_usd BETWEEN 0.1 AND 1e9 AND amount\_usd IS NOT NULL

UNION ALL

SELECT block\_timestamp, origin\_from\_address, amount\_usd

FROM ETHEREUM.DEFI.EZ\_LENDING\_BORROWS

WHERE block\_timestamp >= '2023-01-01' AND block\_timestamp < '2025-09-01'

AND amount\_usd BETWEEN 0.1 AND 1e9 AND amount\_usd IS NOT NULL

)

GROUP BY 1, 2, 3

UNION ALL

-- NFT activity

SELECT

DATE\_TRUNC('month', block\_timestamp) AS month,

buyer\_address AS user\_address,

'NFT' AS sector,

COUNT(\*) AS transactions,

SUM(COALESCE(price\_usd, 0)) AS total\_volume

FROM ETHEREUM.NFT.EZ\_NFT\_SALES

WHERE block\_timestamp >= '2023-01-01'

AND block\_timestamp < '2025-09-01'

AND price\_usd BETWEEN 0.1 AND 1e9

AND price\_usd IS NOT NULL

AND event\_type IN ('sale', 'bid\_won')

GROUP BY 1, 2, 3

),

user\_sectors AS (

SELECT

month,

user\_address,

COUNT(DISTINCT sector) AS sectors\_count,

SUM(transactions) AS total\_transactions,

SUM(total\_volume) AS total\_volume

FROM user\_activity

GROUP BY 1, 2

),

user\_typology AS (

SELECT

month,

user\_address,

sectors\_count,

total\_transactions,

total\_volume,

CASE

WHEN sectors\_count = 1 THEN 'Single-Sector'

WHEN sectors\_count >= 2 THEN 'Multi-Sector'

END AS user\_type,

CASE

WHEN total\_volume >= 100000 OR total\_transactions >= 100 THEN 'Power User'

ELSE 'Casual User'

END AS activity\_level

FROM user\_sectors

)

SELECT

month,

user\_type,

activity\_level,

COUNT(DISTINCT user\_address) AS unique\_users,

AVG(total\_volume) AS avg\_volume\_per\_user,

AVG(total\_transactions) AS avg\_transactions\_per\_user

FROM user\_typology

GROUP BY 1, 2, 3

ORDER BY month, user\_type, activity\_level