Additional SQL question to the data challenge - Write SQL queries to retrieve the following metrics using these two tables :

1. Total Pageviews

SELECT COUNT(Count) AS total\_pageview FROM Traffic\_Table

b. Unique Pageviews

SELECT DISTINCT Event\_Type WHERE Event\_Type="Page"

1. Shopping click through rate

Clicks/impressions = CTR

Select S\_T.shop\_clicks / T\_T.count

From Shopping\_Behaviour\_Table S\_T JOIN Traffic\_Table T\_T

ON Shopping\_Behaviour\_Table. user id = Traffic\_Table. user id;

**traffic\_table**

|  |  |  |  |
| --- | --- | --- | --- |
| user id | session id | event type | count |
| 1 | 5614561451 | page | 5 |
| 3 | 87946313 | page | 6 |
| 4 | 5846351346 | page | 7 |
| 12 | 847684351464 | page | 6 |
| 89 | 5845847845 | page | 8 |
| 90 | 4545465 | page | 9 |
| 1 | 88476946 | page | 10 |
| 4 | 5846351346 | event | 12 |

**shopping\_behaviour\_table**

|  |  |
| --- | --- |
| user id | shop clicks |
| 2 | 2 |
| 3 | 6 |
| 4 | 8 |
| 6 | 7 |
| 78 | 1 |
| 98 | 2 |
| 58 | 3 |