1. Average page views

select

avg(Page\_Views\_Per\_Session) as `Average Page Views`

from website\_traffic\_data

A screenshot of a browser

Description automatically generated

1. Avg Session Duration in Hours

select

round(avg(Session\_Duration)/3600,2) as `Average Session Duration`

from website\_traffic\_data

A close-up of a screen

Description automatically generated

1. Total Page Views

select

sum(Page\_Views\_Per\_Session) as `Total Page Views`

from website\_traffic\_data

A screenshot of a computer

Description automatically generated

1. Total Session Duration in Hours

select

round(sum(Session\_Duration)/3600,2) as `Total Session Duration`

from website\_traffic\_data

A white background with black text

Description automatically generated

1. Total Sessions

select

count(Session\_Id) as `Total Page Views`

from website\_traffic\_data

A screenshot of a computer

Description automatically generated

1. Bounce Rate

select

(count(Session\_Id)/(select count(Session\_Id) from website\_traffic\_data))\*100 as Bounce\_Rate

from website\_traffic\_data

where Page\_Views\_Per\_Session <2

A close up of numbers

Description automatically generated

1. Bounce Rate by devices

with cte as (

select

d. Device\_Type as device1,

count(Session\_Id) as Total\_Sessions

from device\_lookup d

join website\_traffic\_data w

on d.Device\_Key=w.Device\_Key

group by d.Device\_Type

)

select

d. Device\_Type as device\_type,

(count(Session\_Id)/cte.Total\_Sessions)\*100 as Bounce\_Rate

from device\_lookup d

join website\_traffic\_data w

on d.Device\_Key=w.Device\_Key

join cte on d.device\_type=cte.device1

where Page\_Views\_Per\_Session <2

group by device\_type

A screenshot of a computer

Description automatically generated

1. Bounce Rate by content segment

with cte as (

select

d.Content\_Segment as segment1,

count(Session\_Id) as Total\_Sessions

from device\_lookup d

join website\_traffic\_data w

on d.Device\_Key=w.Device\_Key

group by d.Content\_Segment

)

select

d.Content\_Segment as Content\_Segment,

(count(Session\_Id)/cte.Total\_Sessions)\*100 as Bounce\_Rate

from device\_lookup d

join website\_traffic\_data w

on d.Device\_Key=w.Device\_Key

join cte on d.Content\_Segment=cte.segment1

where Page\_Views\_Per\_Session <2

group by d.Content\_Segment

A screenshot of a computer

Description automatically generated

1. Bounce rate by Browser

with cte as (

select

d.Device\_Browser as browser1,

count(Session\_Id) as Total\_Sessions

from device\_lookup d

join website\_traffic\_data w

on d.Device\_Key=w.Device\_Key

group by d.Device\_Browser

)

select

d.Device\_Browser as Device\_Browser,

(count(Session\_Id)/cte.Total\_Sessions)\*100 as Bounce\_Rate

from device\_lookup d

join website\_traffic\_data w

on d.Device\_Key=w.Device\_Key

join cte on d.Device\_Browser=cte.browser1

where Page\_Views\_Per\_Session <2

group by d.Device\_Browser

A screenshot of a computer

Description automatically generated

1. Bounce Rate by Website Traffic Sources

with cte as (

select

s.Source\_Type as source1,

count(Session\_Id) as Total\_Sessions

from source\_lookup s

join website\_traffic\_data w

on s.Source\_Key=w.Source\_Key

group by s.Source\_Type

)

select

s.Source\_Type as Source\_Type,

(count(Session\_Id)/cte.Total\_Sessions)\*100 as Bounce\_Rate

from source\_lookup s

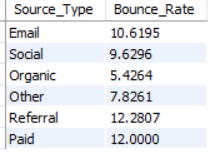
join website\_traffic\_data w

on s.Source\_Key=w.Source\_Key

join cte on s.Source\_Type=cte.source1

where Page\_Views\_Per\_Session <2

group by s.Source\_Type



1. Bounce\_Rate monthly trend

with cte as(

select

monthname(str\_to\_date(Date\_Key, '%m/%d/%Y')) as month1,

count(Session\_Id)as total\_sessions

from website\_traffic\_data

group by month1

)

select

monthname(str\_to\_date(Date\_Key, '%m/%d/%Y')) as month,

(count(Session\_Id)/cte.total\_sessions)\*100 as bounce\_rate

from website\_traffic\_data w

join cte on monthname(str\_to\_date(Date\_Key, '%m/%d/%Y'))= cte.month1

where w.Page\_Views\_Per\_Session<2

group by month, month(str\_to\_date(Date\_Key,'%m/%d/%Y')), cte.total\_sessions

order by month(str\_to\_date(Date\_Key,'%m/%d/%Y'))

A screenshot of a data

Description automatically generated

1. Bounce Rate daily Trend

with cte as(

select

dayname(str\_to\_date(Date\_Key, '%m/%d/%Y')) as day1,

count(Session\_Id)as total\_sessions

from website\_traffic\_data

group by day1

)

select

dayname(str\_to\_date(Date\_Key, '%m/%d/%Y')) as day,

(count(Session\_Id)/cte.total\_sessions)\*100 as bounce\_rate

from website\_traffic\_data w

join cte on dayname(str\_to\_date(Date\_Key, '%m/%d/%Y'))= cte.day1

where w.Page\_Views\_Per\_Session<2

group by day, weekday(str\_to\_date(Date\_Key,'%m/%d/%Y')), cte.total\_sessions

order by weekday(str\_to\_date(Date\_Key,'%m/%d/%Y'))

A screenshot of a computer

Description automatically generated

1. Average session duration monthly trend

select

monthname(str\_to\_date(Date\_Key,'%m/%d/%Y'))as month1,

avg(Session\_Duration)/3600 as average\_session\_duration

from website\_traffic\_data

group by month1, month(str\_to\_date(Date\_Key, '%m/%d/%Y'))

order by month(str\_to\_date(Date\_Key, '%m/%d/%Y'))

A screenshot of a computer

Description automatically generated

1. Average session duration daily trend

select

dayname(str\_to\_date(Date\_Key,'%m/%d/%Y'))as day,

avg(Session\_Duration)/3600 as average\_session\_duration

from website\_traffic\_data

group by day, weekday(str\_to\_date(Date\_Key, '%m/%d/%Y'))

order by weekday(str\_to\_date(Date\_Key, '%m/%d/%Y'))

A screenshot of a computer

Description automatically generated

1. Total Page views monthly trend

select

monthname(str\_to\_date(Date\_Key,'%m/%d/%Y'))as month1,

sum(Page\_Views\_Per\_Session) as total\_Page\_views

from website\_traffic\_data

group by month1, month(str\_to\_date(Date\_Key, '%m/%d/%Y'))

order by month(str\_to\_date(Date\_Key, '%m/%d/%Y'))

A screenshot of a calendar

Description automatically generated

1. Total Page views daily trend

select

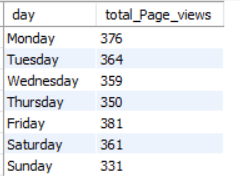
dayname(str\_to\_date(Date\_Key,'%m/%d/%Y'))as day,

sum(Page\_Views\_Per\_Session) as total\_Page\_views

from website\_traffic\_data

group by day, weekday(str\_to\_date(Date\_Key, '%m/%d/%Y'))

order by weekday(str\_to\_date(Date\_Key, '%m/%d/%Y'))



1. Total Session Duration in hours by region

select

g.Location\_Region as Region,

((sum(Session\_Duration)/3600 )/(select sum(Session\_Duration)/3600 from website\_traffic\_data))\*100 as total\_session\_duration

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key= w.Location\_Key

group by Region

A screenshot of a computer

Description automatically generated

1. Total Page Views by region

select

g.Location\_Region as Region,

((sum(Page\_Views\_Per\_Session)/3600 )/(select sum(Page\_Views\_Per\_Session)/3600 from website\_traffic\_data))\*100 as total\_page\_views

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key= w.Location\_Key

group by Region

A screenshot of a computer

Description automatically generated

1. Bounce Rate by region

with cte as(

select

g.Location\_Region as region1,

count(w.Session\_Id) as total\_sessions

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key=w.Location\_Key

group by g.Location\_Region

)

select

g.Location\_Region as region,

(count(w.Session\_Id)/cte.total\_sessions)\*100 as bounce\_rate

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key=w.Location\_Key

join cte on g.Location\_Region=cte.region1

where w.Page\_Views\_Per\_Session<2

group by region, cte.total\_sessions

order by bounce\_rate desc

limit 5

A screenshot of a graph

Description automatically generated

1. Total session duration- top 5 cities

select

g.Location\_City,

sum(w.Session\_Duration)/3600 as total\_session\_duration

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key=w.Location\_Key

group by g.location\_City

order by total\_session\_duration desc

limit 5

A screenshot of a data

Description automatically generated

1. Total Page Views- top 5 cities

select

g.Location\_City,

sum(w.Session\_Duration)/3600 as total\_session\_duration

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key=w.Location\_Key

group by g.location\_City

order by total\_session\_duration desc

limit 5

A screenshot of a computer

Description automatically generated

1. Total Sessions – top 5 cities

select

g.Location\_City,

sum(w.Page\_Views\_Per\_Session) as total\_page\_views

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key=w.Location\_Key

group by g.location\_City

order by total\_page\_views desc

limit 5

A screenshot of a computer

Description automatically generated

1. Bounce rate-top 5 cities

with cte as(

select

g.Location\_City as city1,

count(w.Session\_Id) as total\_sessions

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key=w.Location\_Key

group by g.location\_City

)

select

g.Location\_City as city,

(count(w.Session\_Id)/cte.total\_sessions)\*100 as bounce\_rate

from geo\_lookup g

join website\_traffic\_data w

on g.Location\_Key=w.Location\_Key

join cte on g.Location\_City=cte.city1

where w.Page\_Views\_Per\_Session<2

group by city, cte.total\_sessions

order by bounce\_rate desc

limit 5

A screenshot of a computer

Description automatically generated

1. Total session duration in hours by device type-yearly and quarterly Trend

select

d.Device\_type as device\_type,

year(str\_to\_date(Date\_Key, '%m/%d/%Y'))as year,

quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))as quarter,

sum(Session\_Duration)/3600 as total\_session\_duration

from device\_lookup d

join website\_traffic\_data w

on d.Device\_Key=w.Device\_Key

group by device\_type, year, quarter

A screenshot of a graph

Description automatically generated

1. Total session duration in hours by traffic sources- yearly and quarterly trend

select

s.Source\_type as source\_type,

year(str\_to\_date(Date\_Key, '%m/%d/%Y'))as year,

quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))as quarter,

sum(Session\_Duration)/3600 as total\_session\_duration

from source\_lookup s

join website\_traffic\_data w

on s.Source\_Key=w.Source\_Key

group by source\_type, year, quarter

A screenshot of a data

Description automatically generated

1. Total session duration in hours- overall trend

select

year(str\_to\_date(Date\_Key, '%m/%d/%Y'))as year,

quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))as quarter,

sum(Session\_Duration)/3600 as total\_session\_duration

from website\_traffic\_data

group by year, quarter

order by year,quarter

A screenshot of a computer

Description automatically generated

1. Average session duration in hours overall trend

select

year(str\_to\_date(Date\_Key, '%m/%d/%Y'))as year,

quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))as quarter,

avg(Session\_Duration)/3600 as avg\_session\_duration

from website\_traffic\_data

group by year, quarter

order by year,quarter

A screenshot of a computer

Description automatically generated

1. Total page views overall trend

select

year(str\_to\_date(Date\_Key, '%m/%d/%Y'))as year,

quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))as quarter,

sum(Page\_Views\_Per\_Session) as Total\_page\_views

from website\_traffic\_data

group by year, quarter

order by year,quarter

A screenshot of a data

Description automatically generated

1. Bounce rate overall trend

with cte as(

select

year(str\_to\_date(Date\_Key, '%m/%d/%Y'))as year1,

quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))as quarter1,

count(w.Session\_Id) as total\_sessions

from website\_traffic\_data w

group by year1,quarter1

)

select

year(str\_to\_date(Date\_Key, '%m/%d/%Y'))as year,

quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))as quarter,

(count(w.Session\_Id)/cte.total\_sessions)\*100 as bounce\_rate

from website\_traffic\_data w

join cte on year(str\_to\_date(Date\_Key, '%m/%d/%Y'))=cte.year1 and quarter(str\_to\_date(Date\_Key, '%m/%d/%Y'))=cte.quarter1

where w.Page\_Views\_Per\_Session<2

group by year,quarter, cte.total\_sessions

order by year,quarter

A screenshot of a data

Description automatically generated