

/* Question-1/ New users acquired every month

(New user in a month = a customer who has placed a request for the first time)*/

```
select year(FirstTimeOrder) as year, month(FirstTimeOrder) as month, count(*) as  
new_users
```

```
from (select Profile_ID, min(Date_of_Booking) as FirstTimeOrder
```

```
      from uc_sample
```

```
      group by Profile_ID
```

```
    ) oc
```

```
group by year(FirstTimeOrder), month(FirstTimeOrder)
```

```
order by year(FirstTimeOrder), month(FirstTimeOrder);
```

	year ^	month	new_users	
	2017	12	2424	
▶	2018	1	1892	
	2018	2	1549	
	2018	3	1490	
	2018	4	1346	
	2018	5	1264	
	2018	6	1273	
	2018	7	1208	
	2018	8	1120	
	2018	9	1020	
	2018	10	1110	
	2018	11	1015	

/*Question-2/ 30-Day repeat rate is defined as percentage of new users who have placed a 2nd order within 30 days of placing their first order.

What is the 30-day repeat rate of new users acquired in December 2017?*/

```
select year(od_1) as Year, month(od_1) as Month, count(*) as new_customers,
       sum(case when od_2 <= od_1 + interval 30 day then 1 else 0 end) as
repeating_30_days,
       avg(case when od_2 <= od_1 + interval 30 day then 1 else 0 end)*100 as
30_day_repeat_rate
from (select Profile_ID, min(Date_of_Booking) as od_1,
       max(case when num = 2 then Date_of_Booking end) as od_2
      from (select u.*,
                  row_number() over (partition by Profile_ID order by Date_of_Booking) as
num
          from uc_sample u
        ) u
      where num <= 2
      group by Profile_ID
    ) c
group by year(od_1), month(od_1)
order by year(od_1), month(od_1);
```

ANS

Year	Month	New_customers	30_rep_customers	30_day_rep_rate
2017	12	2424	408	16.8317