

Cust_ID	Content_ID	Play_duration
A	GameOfThrones	100
	WonderWoman	200
	Joker	150
	Westworld	300
B	GameOfThrones	150
	Joker	80
	Joker	40
	Westworld	200
C	GameOfThrones	200
	WonderWoman	80
	Westworld	150
	WonderWoman	80

Q1. For each user least watched content?

Cust_ID	Content_ID	Play_duration
A	GameOfThrones	100
B	Joker	120
C	Westworld	150

Advertising_id	IDFA	IDFV	Acq_channel
A	X	Y	Facebook
P	B	Q	Facebook
M	N	C	Google
D	E	F	Google

How many minutes came from each acq_channel?

Acq_channel	Play_duration
Facebook	1220
Google	510

Level of merging: advertising_id, idfa, idfv