DATE & TIME FUNCTIONS

%Y → 4 digit year

%m → 2-digit month

%d → 2 digit date.

%h → hour (12-hour time)

%i → mins.

%p → AM / PM

Q. Extract the following from market_start_datetime.

→ Day ✓

→ Month

→ Year

→ Hour

→ Minute

From the timestamp.

SELECT - - -)

EXTRACT (DAY FROM mark - - - -) AS -

EXTRACT MONTH

DATE_ADD() / DATE_SUB()

Q. Sales happened within the first 30 minutes after the market started.

2019-03-04

Sales between start + start + 30 mins

✓ DATE_ADD (mkt_start_time, INTERVAL 30 Minute)

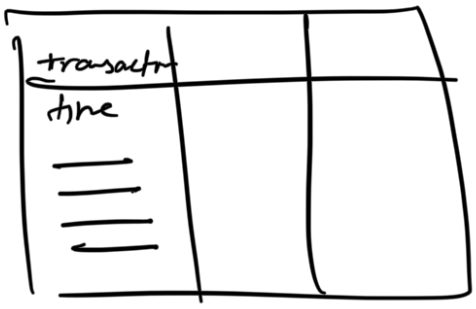
AS

GROUP BY

3' April → 30 → 1 record ✓

4 → 15

. → —



COUNT(*)

WHERE transaction_time <= DATE_ADD (start_time, INTERVAL 30 MINUTE)

GROUP BY → MIN()

DATEDIFF()

First purchase
Last "

MAX()

d. Find out how long a customer has been part of the market.

DATEDIFF(MAX(mkt_date), MIN(mkt_date))

FROM

GROUP BY customer_id .

21	1		
21	1		
21	1		
21	1		
21	2		
21	3		

?

GROUP BY

WINDOW fns ?

Date	C-ID	Duration
	1	80
	2	18
	2	

Q: How long it's been since a customer made their last purchase?

current date − last purchase (MAX(_))

Q: Give the days between each purchase a customer makes.

LAG (market_date, 1)

Q. Today's date → May 31, 2019.

Pull up the list of customers

→ Who came only once in the previous month.

DISTINCT

Date	C-ID
21	1
21	1
21	1
21	1

⟹ (1)