/\* SQL solution 1 \*/

select marketing\_channel\_id, sum(spendings) as cost from spendings

where to\_char(report\_date, 'YYYY-MM')='2016-12'

group by marketing\_channel\_id

order by cost desc;

/\* sql solution 2 \*/

select country\_code,cost, num\_subs, cost/num\_subs as cpa from

(select country\_code, sum(spendings) as cost from spendings

group by country\_code) as sp

full outer join

(select signup\_country\_code, sum(subscription\_count) as num\_subs from subscriptions

where is\_paid\_channel='true'

group by signup\_country\_code) as sub

on sp.country\_code=sub.signup\_country\_code

order by cost desc;

/\* sql solution 3 \*/

select day\_no, day\_sp as day\_of\_week, avg\_sp, avg\_rev from

(select extract(isodow from report\_date) as day\_no, to\_char(report\_date, 'day') as day\_sp, avg(spendings) as avg\_sp

from spendings

group by day\_sp, day\_no) as sp

join

(select to\_char(subscription\_date, 'day') as day\_sub, avg(net\_revenue) as avg\_rev

from subscriptions

group by day\_sub) as sub

on sp.day\_sp=sub.day\_sub

order by day\_no asc;