apps

PK BIGINT	id
VARCHAR(100)	name

events

DATE	date
FK	app_apple_id
FK	subscription_apple_id
VARCHAR(20)	introductory_price_type
VARCHAR(20)	introductory_price_duration
VARCHAR(10)	marketing_opt_in_duration
BIGINT	subscriber_id
DECIMAL(10,2)	customer_price
DECIMAL(10,2)	developer_proceeds
TINYINT(1)	is_price_preserved
TINYINT(1)	is_proceed_higher
TINYINT(1)	is_purchased_from_news
VARCHAR(20)	device
FK	country_code
TINYINT(1)	is_subscriber_id_reset
TINYINT(1)	is_refund
DATE	purchase_date
INT	units

subscriptions

PK BIGINT	id
VARCHAR(100)	name
VARCHAR(20)	duration
BIGINT	group_id

country_to_currency

PK VARCHAR(2)	country_code
VARCHAR(3)	currency_code

exchange_rates

PK DATE	exchange_date
PK VARCHAR(3)	currency_code
DECIMAL(10, 8)	usd_to_currency

3.3 SELECT duration
     FROM subsctiptions
     WHERE id=id
3.4 SELECT DISTINCT s.name
    FROM events e
    LEFT JOIN subsctiptions s
        ON s.id=e.subscription_apple_id
    WHERE e.app_apple_id=id
3.5 SELECT a.name AS app_name,
           SUM(developer_proceeds/er.usd_to_currency) AS total_revenue
    FROM events e
    LEFT JOIN apps a
         ON a.id= e.app_apple_id
    LEFT JOIN country_to_currency ctc
         ON ctc.country_code=e.country_code
    LEFT JOIN exchange_rates er
         ON er.exchange_date=e.date AND er.currency_code = ctc.currency_code
    WHERE e.date>=start_period AND e.date<=end_period
    GROUP BY a.id
    ORDER BY total_revenue DESC
    LIMIT 1
3.6 SELECT COUNT(DISTINCT e2.subdcriber_id)/COUNT(DISTINCT e.subscriber_id) AS conversion
     FROM events e
     LEFT JOIN (SELECT DISTINCT e.subscriber_id
             FROM events e
             WHERE e.date>=date
             AND e.subscription_apple_id='id'
             AND e.introductory_price_type!='Free Trial'
) e2
        ON e.subscriber_id=e2.subdcriber_id
    WHERE e.introductory_price_type='Free Trial'
       AND e.subscription_apple_id='id'
       AND e.date='date'