

exchange_rates

PK DATE exchange_date

PK VARCHAR(3) currency_code

DECIMAL(16, 8) usd_to_currency

3.3 SELECT duration

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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'
```

ON e.subscriber_id=e2.subdcriber_id
WHERE e.introductory_price_type='Free Trial'
AND e.subscription_apple_id='id'

AND e.date='date'