**Case Study 2**

* Includes view table and derived table with dimensions and measures.
* Includes Screenshots of Dashboard and looks visualizations.

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**# The name of this view in Looker is "Orders Vw"**

view: orders\_vw {

# The sql\_table\_name parameter indicates the underlying database table

# to be used for all fields in this view.

sql\_table\_name: `poc-analytics-ai.sample\_superstore.orders\_vw` ;;

drill\_fields: [order\_item\_id]

# This primary key is the unique key for this table in the underlying database.

# You need to define a primary key in a view in order to join to other views.

dimension: order\_item\_id {

primary\_key: yes

type: number

sql: ${TABLE}.id ;;

}

# Dates and timestamps can be represented in Looker using a dimension group of type: time.

# Looker converts dates and timestamps to the specified timeframes within the dimension group.

dimension\_group: created {

type: time

timeframes: [

raw,

time,

date,

week,

month,

quarter,

year

]

sql: ${TABLE}.created\_at ;;

datatype: date

}

# Here's what a typical dimension looks like in LookML.

# A dimension is a groupable field that can be used to filter query results.

# This dimension will be called "Delivered At" in Explore.

dimension: delivered\_at {

type: string

sql: ${TABLE}.delivered\_at ;;

}

dimension: inventory\_item\_id {

type: number

sql: ${TABLE}.inventory\_item\_id ;;

}

dimension: order\_id {

type: number

sql: ${TABLE}.order\_id ;;

}

dimension: returned\_at {

type: string

sql: ${TABLE}.returned\_at ;;

}

dimension: sale\_price {

type: number

sql: ${TABLE}.sale\_price ;;

}

# A measure is a field that uses a SQL aggregate function. Here are defined sum and average

# measures for this dimension, but you can also add measures of many different aggregates.

# Click on the type parameter to see all the options in the Quick Help panel on the right.

measure: total\_sale\_price {

type: sum

sql: ${sale\_price} ;;

}

measure: average\_sale\_price {

type: average

sql: ${sale\_price} ;;

}

dimension: shipped\_at {

type: string

sql: ${TABLE}.shipped\_at ;;

}

dimension: status {

type: string

sql: ${TABLE}.status ;;

}

dimension: user\_id {

type: number

sql: ${TABLE}.user\_id ;;

}

measure: count {

type: count

drill\_fields: [order\_item\_id]

}

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#Total Lifetime Orders

#The total number of orders placed over the course of customers’ lifetimes.

measure : total\_life\_time\_orders{

type :sum

sql: ${order\_item\_id} ;;

}

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#Total Lifetime Revenue

#The total amount of revenue brought in over the course of customers’ lifetimes.

measure: total\_lifetime\_revenue {

type: sum

value\_format\_name: usd

sql: ${sale\_price} ;;

}

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#First Order Date

#The date in which a customer placed his or her first order on the fashion.ly website

measure: first\_order\_date{

type: date

sql: MIN(${created\_date}) ;;

}

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#Latest Order Date

#The date in which a customer placed his or her most recent order on the fashion.ly website

measure: latest\_order\_date{

type: date

sql: MAX(${created\_date}) ;;

}

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#Is Active

#Identifies whether a customer is active or not (has purchased from the website within the last 90 days)

measure: is\_active{

type: yesno

sql: DATE\_DIFF(CURRENT\_DATE(),DATE(${latest\_order\_date}),DAY)<=90 ;;

}

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#Average Days Since Latest Order

#The average number of days since customers have placed their most recent orders on the websit

measure: days\_since\_latest\_order{

type: number

sql: DATE\_DIFF(CURRENT\_DATE(),DATE(${latest\_order\_date}),DAY);;

}

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#Repeat Customer

#Identifies whether a customer was a repeat customer or not

measure: order\_count {

type: count\_distinct

sql: ${order\_id} ;;

}

measure: repeat\_customer{

type: yesno

sql: ${order\_count}>1 ;;

# COUNT(${order\_id} > 1) ;;

}

}

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------------------------------------------derived\_table--------------------------------------------------------------------------

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view: derivedn\_order {

derived\_table: {

explore\_source: orders\_vw {

column: days\_since\_latest\_order {}

column: order\_count {}

column: total\_lifetime\_revenue {}

column: user\_id {}

}

}

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#Days Since Latest Order

#The number of days since a customer placed his or her most recent order on the website

measure: days\_since\_latest\_order {

description: ""

type: average

}

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#Average Lifetime Orders

#The average number of orders that a customer places over the course of their lifetime as a customer.

measure: order\_count {

description: ""

type: average

}

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#Average Lifetime Revenue

#The average amount of revenue that a customer brings in over the course of their lifetime as a customer.

measure: total\_lifetime\_revenue {

description: ""

value\_format: "$#,##0.00"

type: average

}

dimension: user\_id {

description: ""

type: number

primary\_key: yes

}

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#Customer Lifetime Revenue

#The total amount of revenue brought in from an individual customer over the course of their patronage. Lifetime revenue is often analyzed based on specific value groupings. These groupings are:

#$0.00 - $4.99

#$5.00 - $19.99

#$20.00 - $49.99

#$50.00 - $99.99

#$100.00 - $499.99

#$500.00 - $999.99

#$1000.00 +

dimension: customer\_lifetime\_revenue {

type: tier

tiers: [0.00, 5.00, 20.00, 50.00, 100.00, 500.00, 1000.00]

style: relational

value\_format\_name: usd

sql: ${TABLE}.total\_lifetime\_revenue ;;

}

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# Customer Lifetime Orders

#The total number of orders that a customer has placed since first using the website. Customers are typically analyzed in groupings rather than by the specific number of orders placed. These groupings are:

#1 Order

#2 Orders

#3-5 Orders

#6-9 Orders

#10+ Orders

dimension: customer\_lifetime\_orders {

type: tier

tiers: [1, 2, 3, 6, 10]

style: integer

#sql: ${order\_id};;

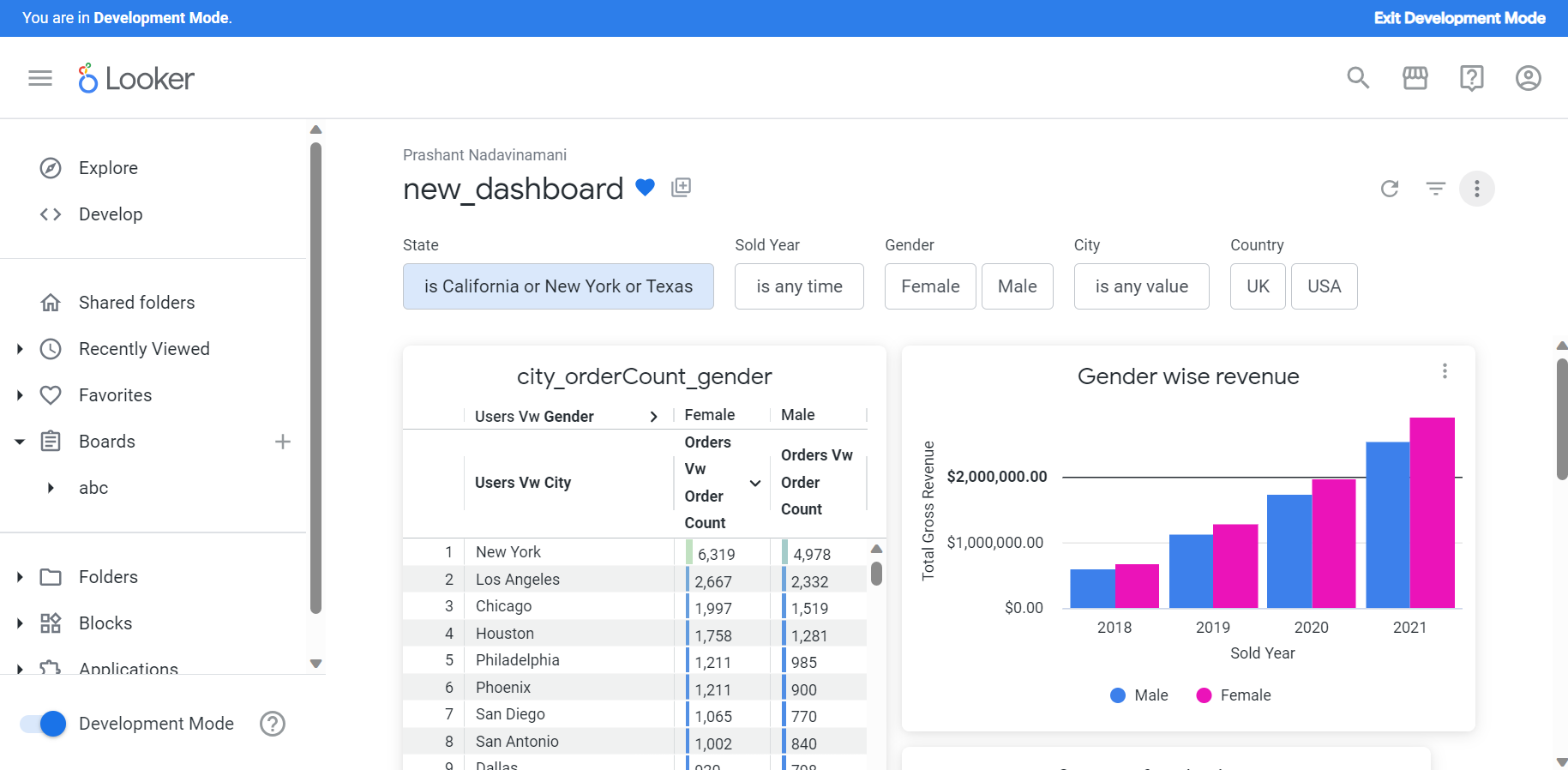
sql: ${TABLE}.order\_count ;;

}

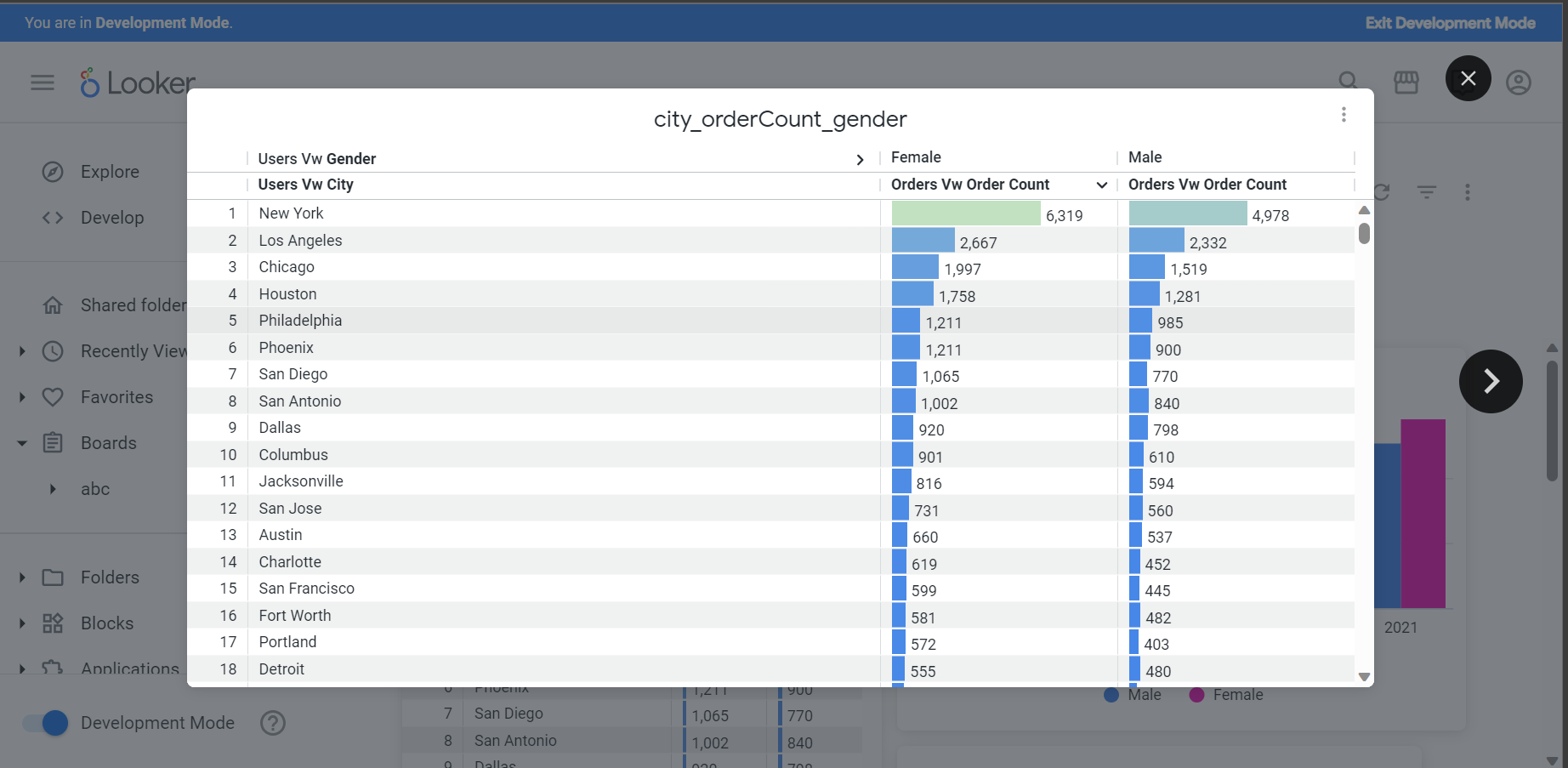
}

**Visualizations of this case study**

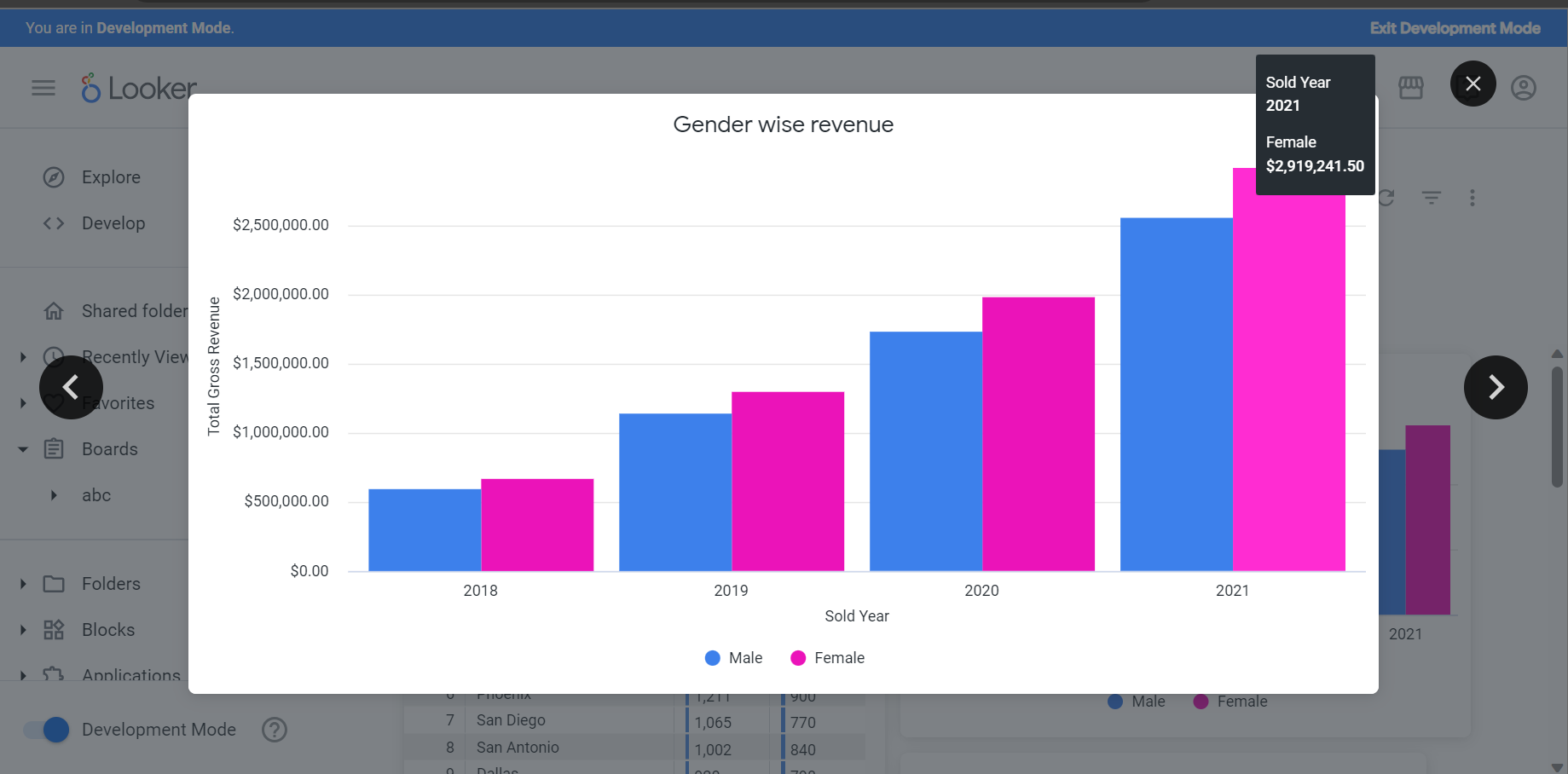
1. **Dashboard**

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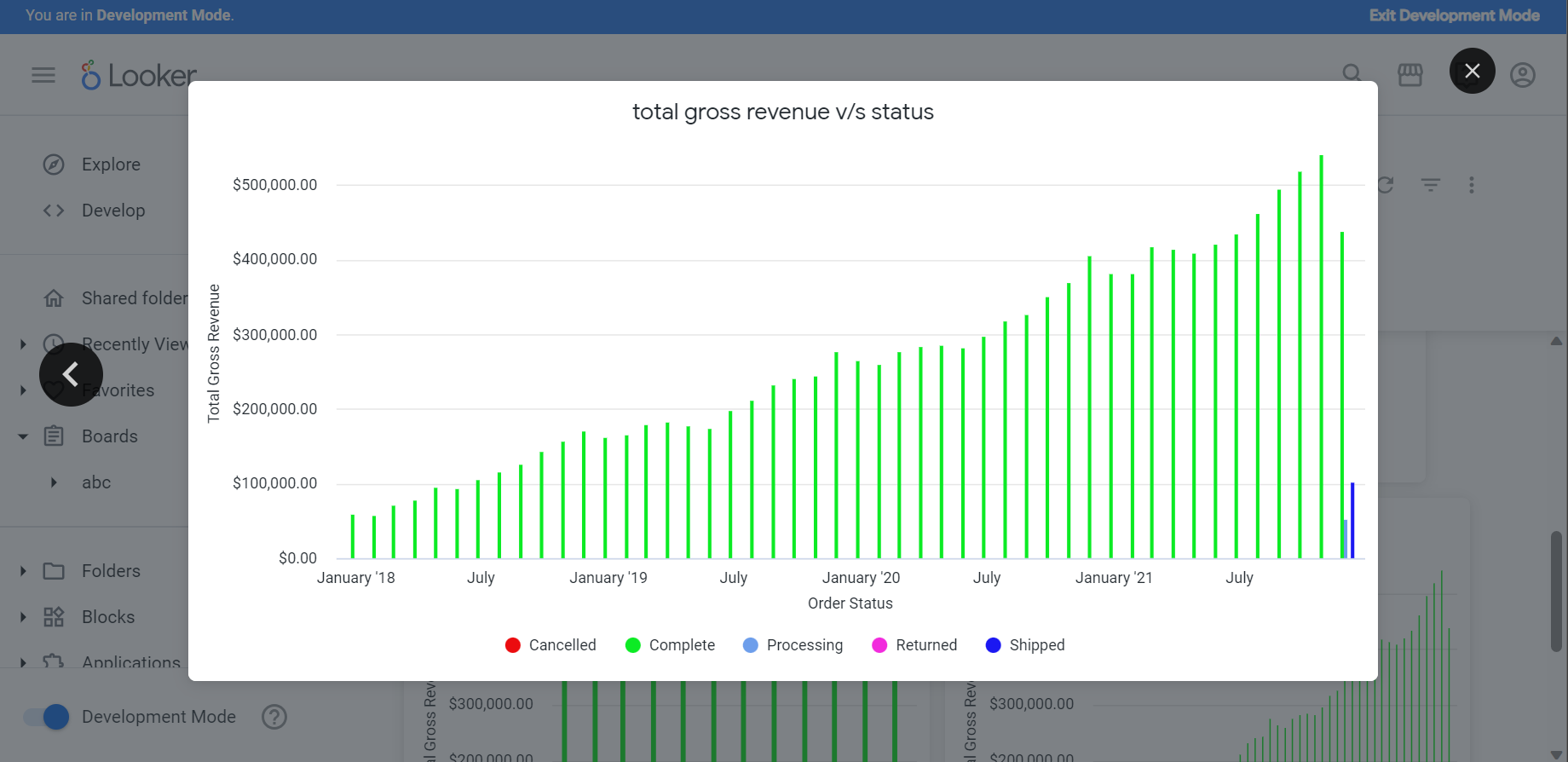
**2)** city\_orderCount\_gender

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3)Gender wise revenue



4) total gross revenue v/s status



5) Status of order items based on city

