1. What are the top 5 gifs sent as a result of suggestions?

SELECT \* FROM EVENTS;

SELECT gif\_id,  
(COUNT(gif\_id)) AS clicks  
FROM EVENTS  
where EVENT='clicked'  
GROUP BY gif\_id ORDER BY clicks DESC  
LIMIT 5;

Graphical user interface, application

Description automatically generated

1. Write 1 query to compare the CTR of the age group 15-25 and 45-55.

The output of the query should be the following:

**'15-25', 0.7**

**'45-55', 0.4**

SELECT  
CAST(SUM(case when event='clicked' AND  age BETWEEN 15 AND 25 THEN 1 ELSE 0 END) as FLOat(1))/  
        CAST(SUM(CASE WHEN age BETWEEN 15 AND 25 THEN 1 ELSE 0 END) as FLOAT(1)) AS 'CTR age group 15-25',  
        CAST(SUM(CASE WHEN event='clicked' AND age BETWEEN 45 AND 55 THEN 1 ELSE 0 END) as FLOAT(1))/  
        CAST(SUM(CASE WHEN age BETWEEN 45 AND 55 THEN 1 ELSE 0 END) as FLOAT(1)) AS 'CTR age group 45-55'  
 FROm  
(SELECT \* from EVENTS) as E  
inner join  
dim\_all\_users  
on E.user\_id = dim\_all\_users.user\_id;

Graphical user interface, text, application, email

Description automatically generated