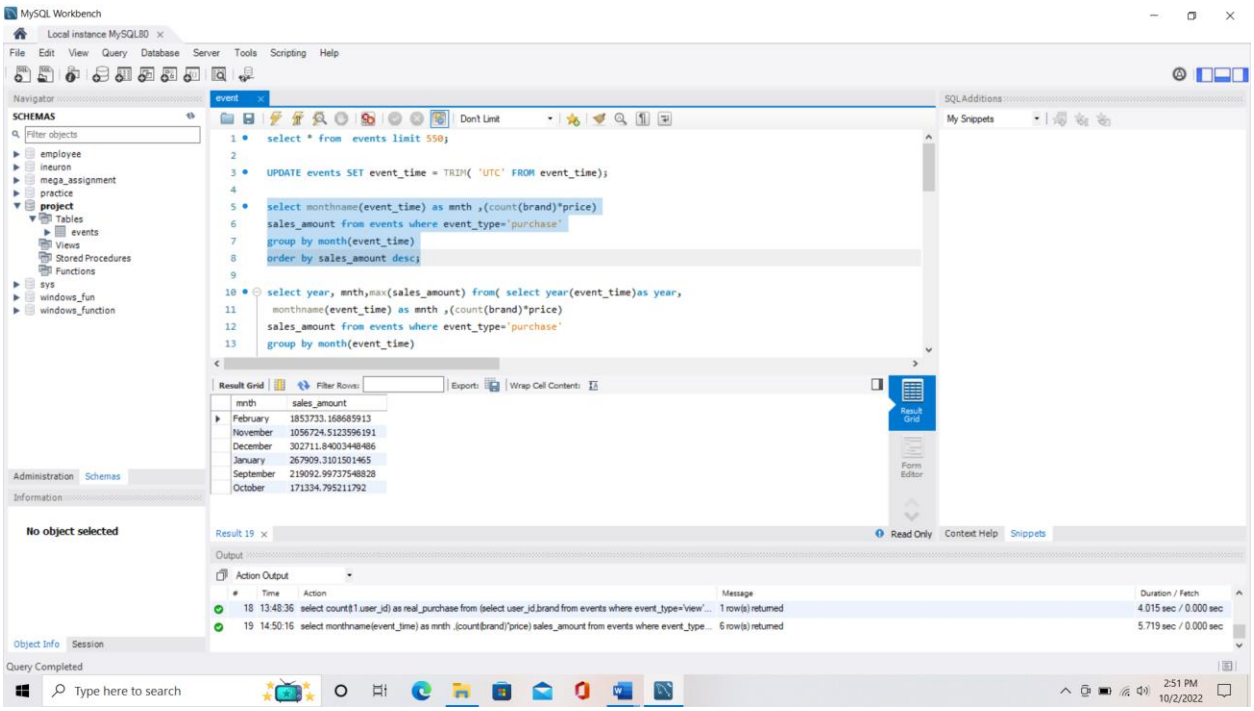
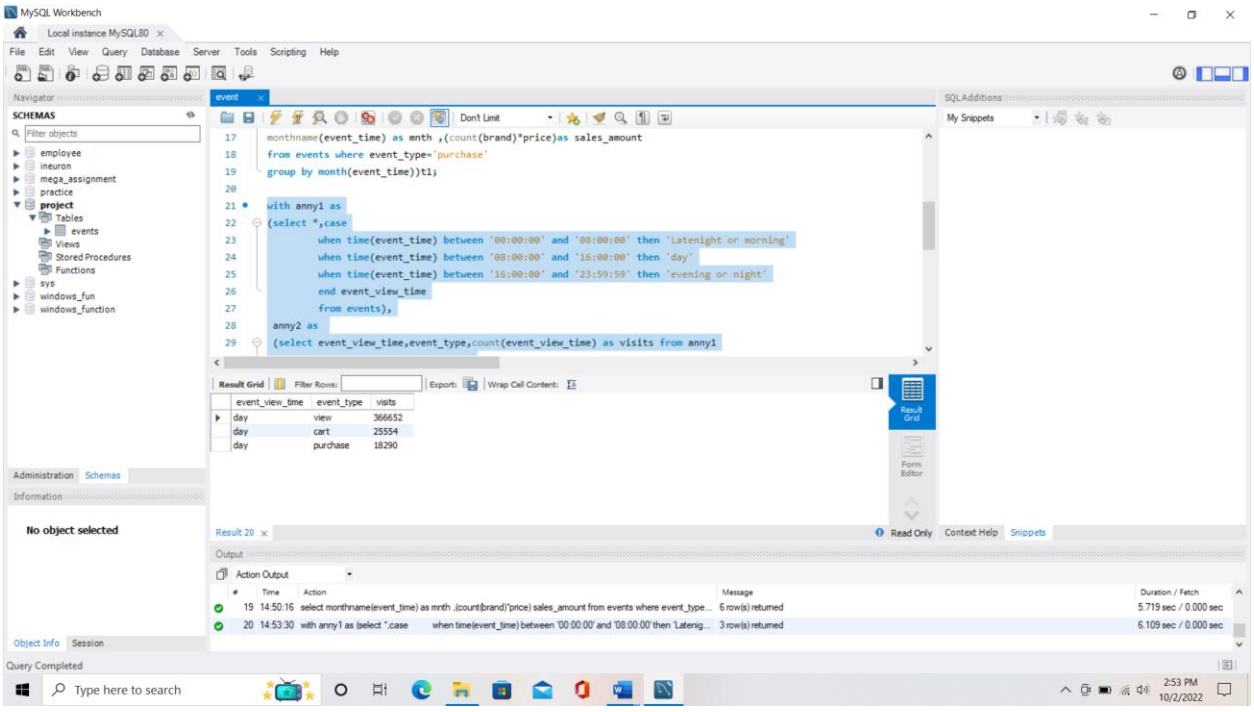
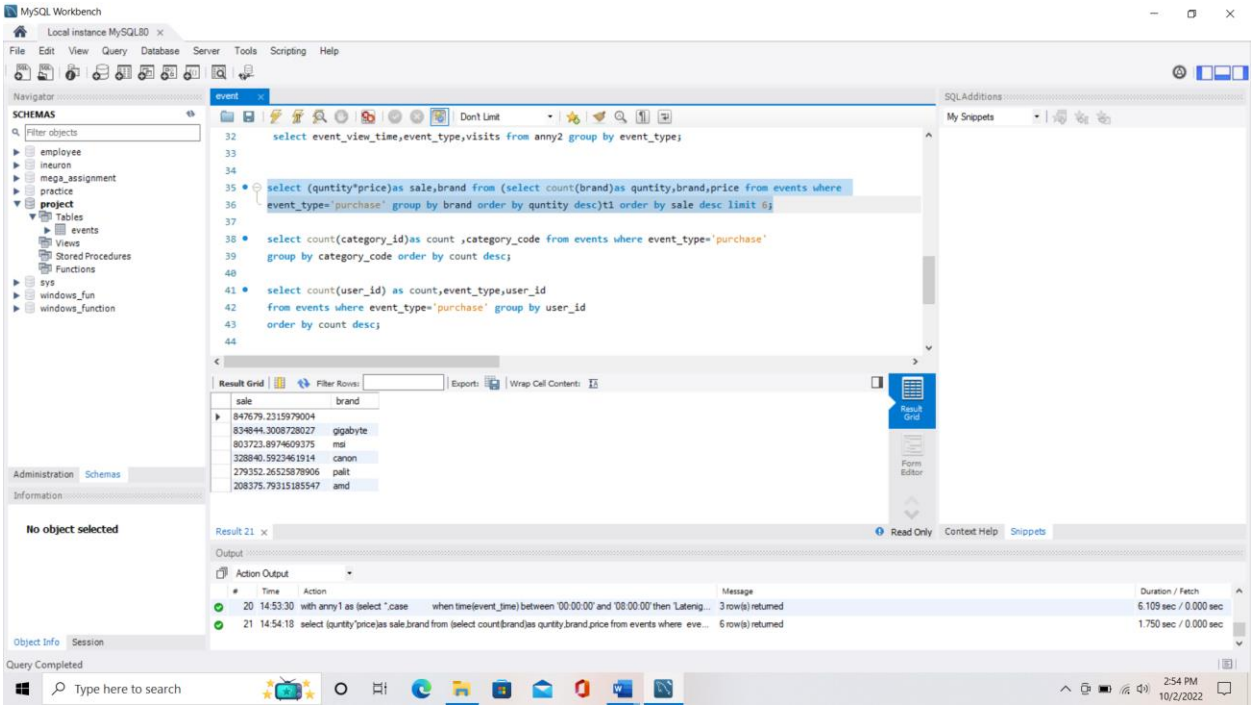
```
select monthname(event_time) as mnth ,(count(brand)*price)
sales_amount from events where event_type='purchase'
group by month(event_time)
order by sales_amount desc;
select year, mnth,max(sales_amount) from( select year(event_time)as year,
 monthname(event_time) as mnth ,(count(brand)*price)
sales_amount from events where event_type='purchase'
group by month(event_time)
order by sales_amount desc)t1;
select year,mnth,min(sales_amount) from (select year(event_time)as year,
monthname(event_time) as mnth ,(count(brand)*price)as sales_amount
from events where event_type='purchase'
group by month(event_time))t1;
```



```
with anny1 as
(select *,case
        when time(event_time) between '00:00:00' and '08:00:00' then 'Latenight or morning'
        when time(event_time) between '08:00:00' and '16:00:00' then 'day'
        when time(event_time) between '16:00:00' and '23:59:59' then 'evening or night'
                end event_view_time
        from events),
 anny2 as
 (select event_view_time,event_type,count(event_view_time) as visits from anny1
 group by event_view_time,event_type
 order by visits desc)
 select event_view_time,event_type,visits from anny2 group by event_type;
```

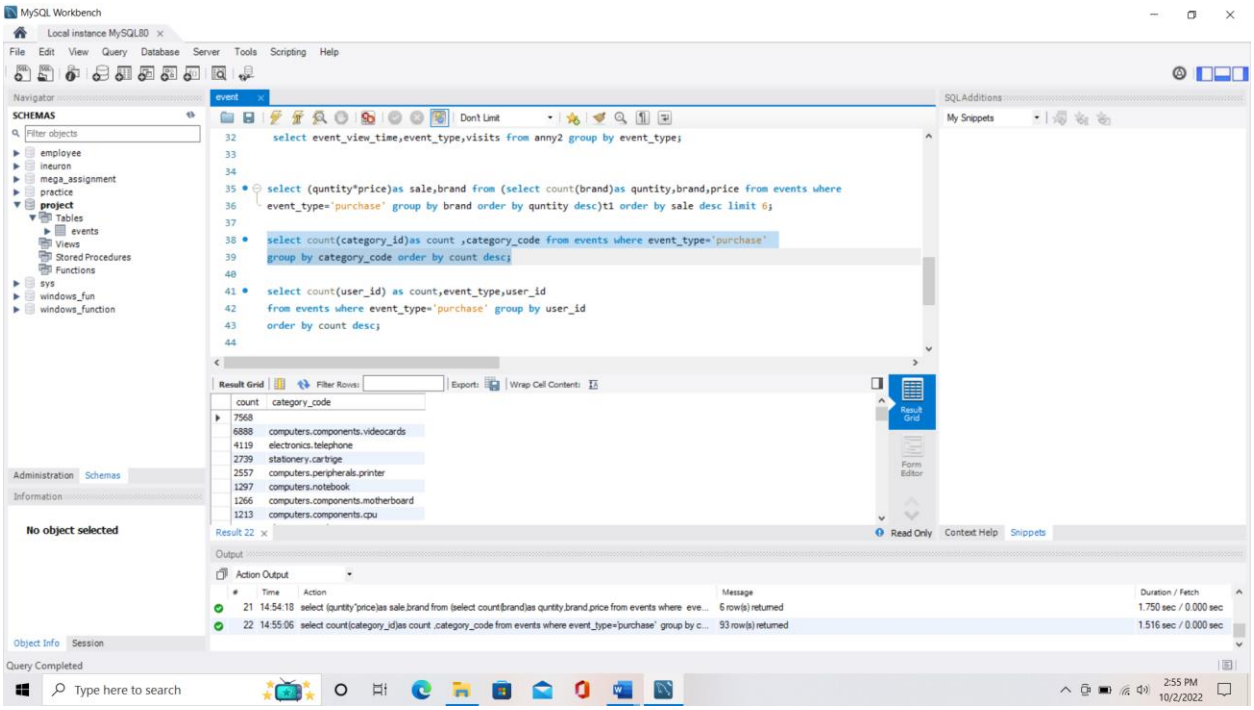


select (quntity*price)as sale,brand from (select count(brand)as quntity,brand,price from events where event_type='purchase' group by brand order by quntity desc)t1 order by sale desc limit 6;



select count(category_id)as count ,category_code from events where event_type='purchase'

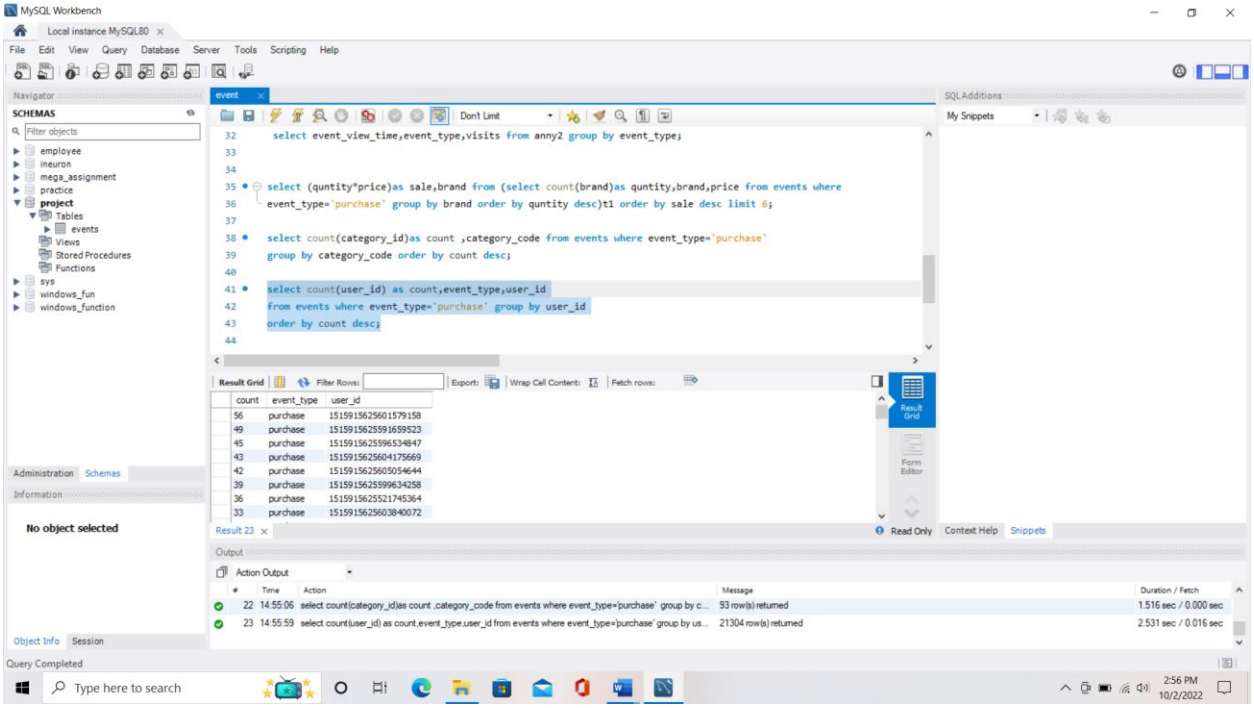
group by category_code order by count desc;



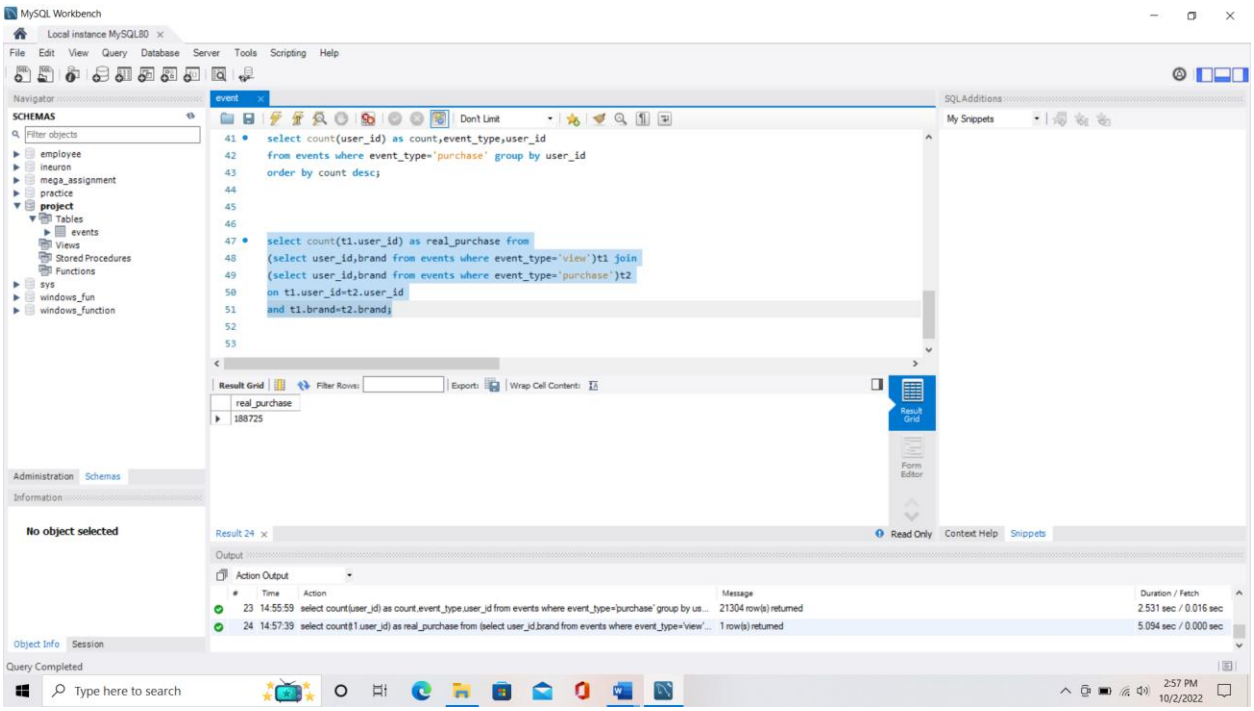
select count(user_id) as count,event_type,user_id

from events where event_type='purchase' group by user_id

order by count desc;



```
select count(t1.user_id) as real_purchase from
(select user_id,brand from events where event_type='view')t1 join
(select user_id,brand from events where event_type='purchase')t2
on t1.user_id=t2.user_id
and t1.brand=t2.brand;
```



Objectives

1)- AS analysis shows after the year change sale was down for January month. need to change the marketing strategies for the new year to grab the attention of customers.

2)After viewing the brand the number of customers buying that brand is less which needs to improve To attract the customers to buy the product after seeing it.