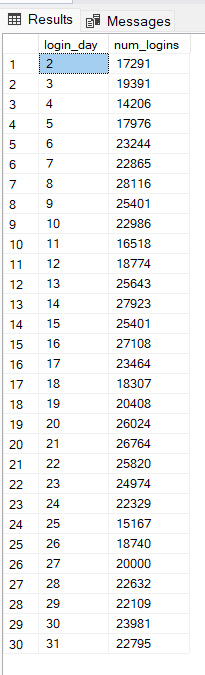
1. Make a dataset (Using SQL) named “*daily\_logins*” which contains the number of logins on a daily basis

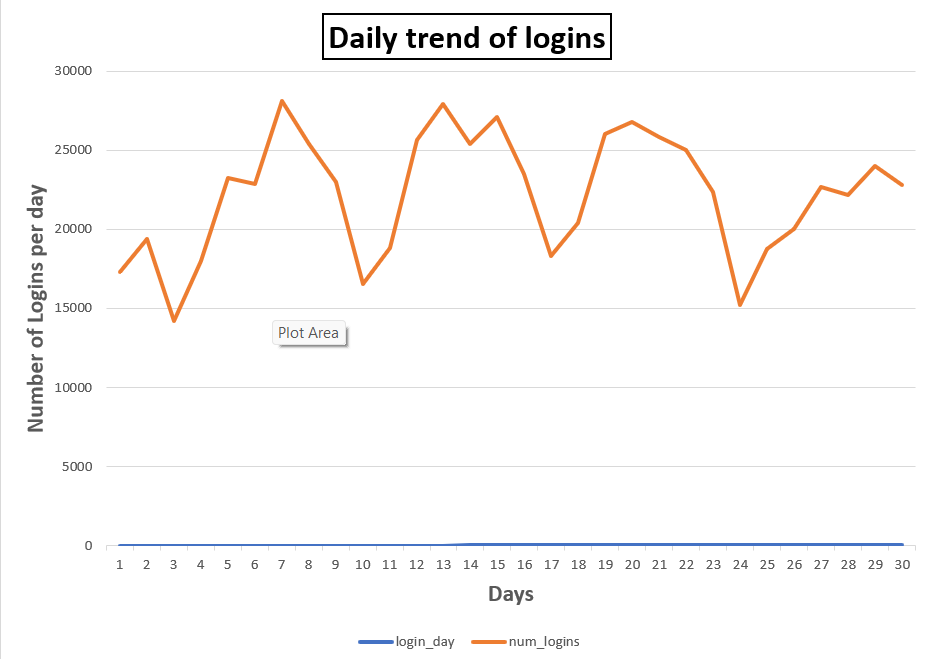
select \* from login\_log;

Select Day(Day) as login\_day, count(Day) as num\_logins from login\_log Group by Day order by login\_day asc;



1. A. Daily trend of logins and

Select Day(Day) as login\_day, count(Day) as num\_logins from login\_log Group by Day order by login\_day asc;



1. Trend of conversion rate (Number of orders placed per login)

SELECT fk\_buyer\_id,

COUNT(order\_id) AS order\_count

FROM sales\_order

GROUP BY fk\_buyer\_id

Order by order\_count;

**The conversion rate is 2.8%**

1. Prepare a report regarding our growth between the 2 years. Please try to answer the
2. Did our business grow?

Our business is growing because of each customer is buying one or more product from the app

1. Does our app perform better now?

c. Did our user base grow?

select \* from login\_log;

select Day, count(user\_id) as Total\_users

from login\_log

group by Day order by Day asc;



1. What are our top-selling products in each of the two years? Can you draw some insight from this?

select \* from sales\_orders\_items;

select fk\_product\_id, count(fk\_order\_id) as Total\_orders

from sales\_orders\_items

group by fk\_product\_id order by Total\_orders desc;

1. Looking at July 2021 data, what do you think is our biggest problem and how would you recommend fixing it?

select \* from sales\_order;

select count(sales\_order\_status) as Rejected\_Orders

from sales\_order

where sales\_order\_status like 'Rejected';

