SQL Code Case Study from Mode Analytics: "Yammer Analysis: Drop in User Engagement":


```
-- Engagement event counts by week
SELECT DATE_TRUNC('week', occurred_at) as week_date, count(event_name)
FROM tutorial.yammer_events events
WHERE event_type = 'engagement'
GROUP BY DATE_TRUNC('week', occurred_at)
ORDER BY DATE_TRUNC('week', occurred_at) asc


-- Understanding the total Pending vs Active User Count
SELECT state, count(user_id) as User_Count
FROM tutorial.yammer_users
GROUP BY state
ORDER BY count(user_id) desc


-- Confirming that engagement events only arise from active users
SELECT events.location, count(users.user_id)
FROM tutorial.yammer_events events
JOIN tutorial.yammer_users users
ON events.user_id = users.user_id
WHERE state = 'active' AND event_type = 'engagement'
GROUP BY location
ORDER BY count(users.user_id) desc
LIMIT 10


-- Email Open Action count by Week
SELECT DATE_TRUNC('week', occurred_at) as week_date, count(user_id) as user_actions
FROM tutorial.yammer_emails emails
WHERE action = 'email_open'
GROUP BY DATE_TRUNC('week', occurred_at)
ORDER BY DATE_TRUNC('week', occurred_at) asc


-- User Action by Week
SELECT DATE_TRUNC('week', occurred_at) as week_date, action,
count(user_id) as user_actions
```

```
FROM tutorial.yammer_emails emails
GROUP BY DATE_TRUNC('week', occurred_at), action
ORDER BY DATE_TRUNC('week', occurred_at) asc


-- Event Type by Week
SELECT DATE_TRUNC('week', occurred_at) as week_date, event_name,
count(user_id)
FROM tutorial.yammer_events events
WHERE event_type = 'engagement'
GROUP BY DATE_TRUNC('week', occurred_at), event_name
ORDER BY DATE_TRUNC('week', occurred_at) asc


-- Events by Device Type by Week
SELECT DATE_TRUNC('week', occurred_at) as week_date, device,
count(user_id)
FROM tutorial.yammer_events events
GROUP BY DATE_TRUNC('week', occurred_at), device
ORDER BY DATE_TRUNC('week', occurred_at) asc
```