# SQL Assignment

We have selected an E-Commerce data from Kaggle, please follow the link and take your time to read the description of the data found there.

1. Download the dataset `2019-Oct.csv`
2. Load it to any preferred SQL database (PostgreSQL, MySQL, MSSQL, SQLite, Oracle, or other). Alternatively, you can use the `sqlite3` package in Python.
3. Use SQL to answer the below questions (please include the SQL snippet while answering to the questions):
    1. How many users have interacted with the eCommerce website? How many products have been viewed by those users?
    2. What were the top 5 most viewed product in October 2019?
    3. On average, how many items were added to cart?
        1. By user
        2. By user session
        3. Looking at the results of parts 1 & 2 of Question # 3, what can you say about the average number of sessions per user?
        4. Can you back your conclusion with data (using SQL)?
    4. On average, how long do users take to visit the website again?
    5. Based on the results of Question # 4, could you categorize customers into different categories based on the time period it takes them to visit the website again? *(note: quick assumption)*
    6. How many DAU does the E-Commerce website have? Any peaks/troughs? What about WAU? (you might need to define who is an active user)
    7. What is the Average Revenue Per User ARPU and the Average Expected Revenue Per User in October 2019?

        **Note:** users usually add items to the cart and they can remove it from the cart. The expected revenue can be estimated to be based on items added to the cart * the likelihood of not removing it from the cart.

    8. What was the product which was added FIRST to the cart the most?