Note: Code was copied over from snowflake (no export worksheet option on web UI). Then taken from this file and pasted in separate sql files. Additionally minor python or tableau work was done after to prep data for the graph.

(State | RFT (avg per day) | Date (1/1/18-9/13/22) | Season)

(17.4k rows, .csv) DATA FILE

```
SELECT REPLACE(json_data:state, '"', '') AS state,
Avg(json_data:foot_traffic_count_normalized) AS avg_daily_foot_traffic,
DATE(json_data:timestamp) as date,
   CASE
      WHEN DATE_PART(dayofyear, date) BETWEEN '356' AND '366' THEN 'Winter'
      WHEN DATE_PART(dayofyear, date) BETWEEN '1' AND '78' THEN 'Winter'
      WHEN DATE_PART(dayofyear, date) BETWEEN '79' AND '170' THEN 'Spring'
      WHEN DATE_PART(dayofyear, date) BETWEEN '171' AND '264' THEN 'Summer'
      WHEN DATE_PART(dayofyear, date) BETWEEN '265' AND '355' THEN 'Fall'
      ELSE 'S?'
      END AS Season
FROM FOOT_TRAFFIC_JSON_DATA
WHERE state in ('CA','MO','AZ','PA','TN','FL','IN','LA','AB','NV','ID','DE','IL','NJ')
GROUP BY state, season, date;
```

(State | RFT (avg per State+Season) | Season) - Date (1/1/18-9/13/22)

(44 rows, .csv) DATA FILE

```
SELECT REPLACE(json_data:state, '"', '') AS state,
Avg(json_data:foot_traffic_count_normalized) AS avg_daily_foot_traffic,
   CASE
      WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '356' AND '366'
THEN 'Winter'
      WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '1' AND '78'
THEN 'Winter'
      WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '79' AND '170'
THEN 'Spring'
      WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '171' AND '264'
THEN 'Summer'
      WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '265' AND '355'
THEN 'Fall'
      ELSE 'S?'
      END AS Season
FROM FOOT_TRAFFIC_JSON_DATA
```

```
WHERE state in ('CA','MO','AZ','PA','TN','FL','IN','LA','AB','NV','ID','DE','IL','NJ')
GROUP BY state, season;
```

(Season | RFT | Category)

(5.2k rows, .csv) *DATA FILE*

```
SELECT rftTemp.Season, AVG(rftTemp.avg_daily_foot_traffic) as avg_daily_Foot_Traffic,
yc.category_name
FROM (
   SELECT REPLACE(json_data:state, '"', '') AS state,
Avg(json_data:foot_traffic_count_normalized) AS avg_daily_foot_traffic,
      CASE
         WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '356' AND
'366' THEN 'Winter'
         WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '1' AND '78'
THEN 'Winter'
         WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '79' AND '170'
THEN 'Spring'
         WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '171' AND
'264' THEN 'Summer'
         WHEN DATE_PART(dayofyear, DATE(json_data:timestamp)) BETWEEN '265' AND
'355' THEN 'Fall'
         ELSE 'S?'
         END AS Season
   FROM
UNITED_STATES_RETAIL_FOOT_TRAFFIC_DATA.PUBLIC.FOOT_TRAFFIC_JSON_DATA
   WHERE state in ('CA','MO','AZ','PA','TN','FL','IN','LA','AB','NV','ID','DE','IL','NJ') AND
DATE(json_data:timestamp) BETWEEN ('2018-01-01') AND ('2022-01-19')
   GROUP BY state, Season
) AS rftTemp
JOIN YELP.PUBLIC.BUSINESS yb
ON rftTemp.state = yb.state
JOIN YELP.PUBLIC.CATEGORY yc
ON yb.business_id=yc.business_id
GROUP BY rftTemp.Season, yc.category_name;
```

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bID | Longevity | Open date | Close date | Season Closed | State | Category | RFT

(615.8k rows, .csv) *DATA FILE*

```
SELECT r.business_id, DATE(min(r.review_date)) as opening_date, DATE(max(r.review_date))
as closing_date, DATEDIFF(Day, min(r.review_date), max(r.review_date)) as longevity_inDays,
b.state, c.category_name, AVG(rftTemp.avg_daily_foot_traffic) as avg_retail_foot_traffic,
   CASE
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '356' AND '366' THEN 'Winter'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '1' AND '78' THEN 'Winter'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '79' AND '170' THEN 'Spring'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '171' AND '264' THEN 'Summer'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '265' AND '355' THEN 'Fall'
      ELSE 'S?'
      END AS season_closed
From (
   SELECT REPLACE(json_data:state, "", '') AS state,
Avg(json_data:foot_traffic_count_normalized) AS avg_daily_foot_traffic
   FROM
UNITED_STATES_RETAIL_FOOT_TRAFFIC_DATA.PUBLIC.FOOT_TRAFFIC_JSON_DATA
   WHERE state in ('CA','MO','AZ','PA','TN','FL','IN','LA','AB','NV','ID','DE','IL','NJ')
   GROUP BY state
) AS rftTemp
INNER JOIN yelp.public.business b
ON rftTemp.state = b.state
INNER JOIN yelp.public.review r
ON r.business_id = b.business_id
INNER JOIN yelp.public.category c
ON c.business_id = r.business_id
GROUP BY r.business_id, b.state, c.category_name;
```

---

bID | Longevity | Open date | Close date | Season Closed | State | RFT

(138k rows, .csv) *DATA FILE*

```
SELECT r.business_id, DATE(min(r.review_date)) as opening_date, DATE(max(r.review_date))
as closing_date, DATEDIFF(Day, min(r.review_date), max(r.review_date)) as longevity_inDays,
b.state, AVG(rftTemp.avg_daily_foot_traffic) as avg_retail_foot_traffic,
   CASE
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '356' AND '366' THEN 'Winter'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '1' AND '78' THEN 'Winter'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '79' AND '170' THEN 'Spring'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '171' AND '264' THEN 'Summer'
      WHEN DATE_PART(dayofyear, closing_date) BETWEEN '265' AND '355' THEN 'Fall'
      ELSE 'S?'
      END AS season_closed
From (
```

```
   SELECT REPLACE(json_data:state, '"', '') AS state,
Avg(json_data:foot_traffic_count_normalized) AS avg_daily_foot_traffic
   FROM
UNITED_STATES_RETAIL_FOOT_TRAFFIC_DATA.PUBLIC.FOOT_TRAFFIC_JSON_DATA
   WHERE state in ('CA','MO','AZ','PA','TN','FL','IN','LA','AB','NV','ID','DE','IL','NJ')
   GROUP BY state
) AS rftTemp
INNER JOIN yelp.public.business b
ON rftTemp.state = b.state
INNER JOIN yelp.public.review r
ON r.business_id = b.business_id
GROUP BY r.business_id, b.state;
```

(Review Count | RFT | bID | category | date | day of week (1-7) | State | Season)

(12.4 million rows, .csv) *DATA FILE*

```
SELECT COUNT(r.review_id) as reviewCount, r.business_id, c.category_name,
DATE(r.review_date) as date, b.state, AVG(rftTemp.avg_daily_foot_traffic) as
avg_daily_foot_traffic, rftTemp.DOW,
   CASE
        WHEN DATE_PART(dayofyear, date) BETWEEN '356' AND '366' THEN 'Winter'
        WHEN DATE_PART(dayofyear, date) BETWEEN '1' AND '78' THEN 'Winter'
        WHEN DATE_PART(dayofyear, date) BETWEEN '79' AND '170' THEN 'Spring'
        WHEN DATE_PART(dayofyear, date) BETWEEN '171' AND '264' THEN 'Summer'
        WHEN DATE_PART(dayofyear, date) BETWEEN '265' AND '355' THEN 'Fall'
        ELSE 'S?'
        END AS Season
FROM (
   SELECT REPLACE(json_data:state, '"', '') AS state,
Avg(json_data:foot_traffic_count_normalized) AS avg_daily_foot_traffic,
Date(json_data:timestamp) as day, DAYOFWEEK(day) as DOW
   FROM
UNITED_STATES_RETAIL_FOOT_TRAFFIC_DATA.PUBLIC.FOOT_TRAFFIC_JSON_DATA
   WHERE state in ('CA','MO','AZ','PA','TN','FL','IN','LA','AB','NV','ID','DE','IL','NJ')
   GROUP BY state, day
) AS rftTemp
INNER JOIN yelp.public.business b
ON rftTemp.state = b.state
INNER JOIN yelp.public.review r
ON r.business_id=b.business_id AND rftTemp.day=date
INNER JOIN yelp.public.category c
ON c.business_id = r.business_id
```

```
WHERE date BETWEEN ('2018-01-01') AND ('2022-01-19')
GROUP BY r.business_id, date, rftTemp.DOW, b.state, c.category_name, Season;
```

(Review Count | RFT | bID | date | day of week (1-7) | State | Season)

(2.4 million rows, .csv) DATA FILE

```
SELECT COUNT(r.review_id) as reviewCount, r.business_id, DATE(r.review_date) as date,
b.state, AVG(rftTemp.avg_daily_foot_traffic) as avg_daily_foot_traffic, rftTemp.DOW,
   CASE
        WHEN DATE_PART(dayofyear, date) BETWEEN '356' AND '366' THEN 'Winter'
        WHEN DATE_PART(dayofyear, date) BETWEEN '1' AND '78' THEN 'Winter'
        WHEN DATE_PART(dayofyear, date) BETWEEN '79' AND '170' THEN 'Spring'
        WHEN DATE_PART(dayofyear, date) BETWEEN '171' AND '264' THEN 'Summer'
        WHEN DATE_PART(dayofyear, date) BETWEEN '265' AND '355' THEN 'Fall'
        ELSE 'S?'
        END AS Season
FROM (
   SELECT REPLACE(json_data:state, '"', '') AS state,
Avg(json_data:foot_traffic_count_normalized) AS avg_daily_foot_traffic,
Date(json_data:timestamp) as day, DAYOFWEEK(day) as DOW
   FROM
UNITED_STATES_RETAIL_FOOT_TRAFFIC_DATA.PUBLIC.FOOT_TRAFFIC_JSON_DATA
   WHERE state in ('CA','MO','AZ','PA','TN','FL','IN','LA','AB','NV','ID','DE','IL','NJ')
   GROUP BY state, day
) AS rftTemp
INNER JOIN yelp.public.business b
ON rftTemp.state = b.state
INNER JOIN yelp.public.review r
ON r.business_id=b.business_id AND rftTemp.day=date
WHERE date BETWEEN ('2018-01-01') AND ('2022-01-19')
GROUP BY r.business_id, date, rftTemp.DOW, b.state, Season;
```
