

In the data tab from the excel file you have information from one of RTB's clients. Use that to solve the following:

1. Please fill out the columns in blank (CTR, CPC, CR, ROAS, Share):
 - CTR: click-through rate
 - CPC: cost per click
 - CR: conversion rate
 - ROAS: return on advertising spend
 - Share: percentage of how many conversions are from RTB

(Please note that columns G and J are related to RTB results, while K and M are for the advertiser as a whole.)

2. Analyze the data available and write your insights about the behavior of:
 - Volume (impressions, clicks, overall website traffic...)
 - CPC
 - Total number of conversions
 - RTB's share of the website
 - Overall traffic of the advertiser

Is it possible to see any kind of seasonality? Did the values increase or decrease? By how much? Are RTB's results and delivery stable?

Using the schema provided (same as the tables tab in the excel), write the following SQL queries:

3. A query to retrieve all the data available in the data tab (Impressions, Clicks, Cost, Conversions, Conversions value, Total number of conversions, Total number of the tags), displayed the same way (day per line) for an advertiser with an ID of your choosing.
4. A query to retrieve all RTB conversions (rtb column value is True) where the last click from a user in this same advertiser happened less than 24 hours before a conversion from this same user.
5. A query to retrieve a list of names from all advertisers that a user with an ID of your choosing interacted with (has at least one impression, click, tag or conversion).