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**ROLLNO : 205229118**  
**SUBJECT : SMA LAB**

**Lab 13. Exploring Google Analytics Platform and  
analyzing data using Big Query**

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SMA Lab 13. Exploring Google /

Exploring Your Ecommerce Data

BigQuery - qwiklabs-gcp-01-06

lva ass.pyrb - Colaboratory

+

qwiklabs.com/focuses/3618?parent=catalog

← Exploring Your Ecommerce Dataset with SQL in Google BigQuery

End Lab

00:09:21

Caution: When you are in the console, do not deviate from the lab instructions. Doing so may cause your account to be blocked. [Learn more.](#)

Open Google Console

Username

student-01-0961d350fc5b@

Password

P9kL5QwJ

GCP Project ID

qw1k1abs-gcp-03-8d9ee0a6

✓ 633

○ 950

○ 10

○ 511

Submit

Write a query to list the five products with the most views (product\_views) from all visitors (include people who have viewed the same product more than once). Your query counts number of times a product (v2ProductName) was viewed (product\_views), puts the list in descending order, and lists the top 5 entries:

Tip: In Google Analytics, a visitor can "view" a product during the following interaction types: 'page', 'screenview', 'event', 'transaction', 'item', 'social', 'exception', 'timing'. For our purposes, simply filter for only type = 'PAGE'.

#standardSQL  
SELECT  
COUNT(\*) AS product\_views,  
(v2ProductName) AS ProductName  
FROM `data-to-insights.ecommerce.all\_sessions`  
WHERE type = 'PAGE'

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00:09:34

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GCP Project ID

qw1k1abs-gcp-03-8d9ee0a6

✓

○ STANDARD SQL

✓ GROUP BY

○ SELECT

Submit

Results

Query complete (1.422 sec elapsed, 702.56 MB processed)

Job information Results JSON Execution details

Row	ProductName
1	1 oz Hand Sanitizer
2	14oz Ceramic Google Mug
3	15 oz Ceramic Mug
4	15" Android Squishable - Online
5	16 oz. Hot and Cold Tumbler

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← Exploring Your Ecommerce Dataset with SQL in Google BigQuery

End Lab 00:10:20

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Username  
student-01-0961d350fc5b@

Password  
P9kL5QwJ

GCP Project ID  
qw1klabs-gcp-03-8d9ee0a6

How many records have duplicates in all\_sessions\_raw?

☐ 0

☐ 1,015

☐ 434

☒ 615

Submit

In your own datasets, even if you have a unique key, it is still beneficial to confirm the uniqueness of the rows with COUNT, GROUP BY, and HAVING before you begin your analysis.

Click [Check my progress](#) to verify the objective.

☐ Identify duplicate rows

Check my progress

GSP407

0/100

Overview

Setup and requirements

Pin the Lab Project in BigQuery

Explore ecommerce data and identify duplicate records

Write basic SQL on ecommerce data

Congratulations!

Windows Type here to search

Windows Taskbar: File Explorer, Edge, Chrome, BigQuery, Colaboratory, etc.

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← Exploring Your Ecommerce Dataset with SQL in Google BigQuery

End Lab 00:10:38

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student-01-0961d350fc5b@

Password  
P9kL5QwJ

GCP Project ID  
qw1klabs-gcp-03-8d9ee0a6

Which UI tab will show you the data types?

☒ Schema

☐ Preview

☐ Details

Submit

How many rows are in the dataset?

☐ 5.63 GB

☐ 9990000

☒ Over 21 million

Submit

GSP407

0/100

Overview

Setup and requirements

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Congratulations!

Identify duplicate rows

End Lab

00:21:44

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Open Google Console

Username

student-01-80bd63a1113c@

Password

kHBVbzCW43p

GCP Project ID

qwiklabs-gcp-03-5bb91d13

What product has the highest avg\_per\_order?

☐ Google Mens Short Sleeve Hero Tee Black

☐ YouTube Custom Decals

☒ YouTube Bottle Infuser

Submit

The 22 oz YouTube Bottle Infuser had the highest avg\_per\_order with 9.38 units per order.

Click *Check my progress* to verify the objective.

☒

Write basic SQL on ecommerce data

Check my progress

Assessment Completed!

- GSP407
- Overview
- Setup and requirements
- Pin the Lab Project in BigQuery
- Explore ecommerce data and identify duplicate records
- Write basic SQL on ecommerce data
- Congratulations!