Check the null values

SELECT 'id' as col, count(\*) as kount FROM `thelookecommerce-392615.ecommerce.events`

where id is null

union all

SELECT 'user\_id', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where user\_id is null

union all

SELECT 'sequence\_number', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where sequence\_number is null

union all

SELECT 'session\_id', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where session\_id is null

union all

SELECT 'created\_at', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where created\_at is null

union all

SELECT 'ip\_address', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where ip\_address is null

union all

SELECT 'city', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where city is null

union all

SELECT 'state', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where state is null

union all

SELECT 'postal\_code', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where postal\_code is null

union all

SELECT 'browser', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where browser is null

union all

SELECT 'traffic\_source', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where traffic\_source is null

union all

SELECT 'uri', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where uri is null

union all

SELECT 'event\_type', count(\*) FROM `thelookecommerce-392615.ecommerce.events`

where event\_type is null

limit 1000

Average age and count by category and gender

SELECT distinct p.category, u.gender as gender, avg(u.age) as avg\_age, count(\*) as number FROM `thelookecommerce-392615.ecommerce.products` p

inner join `thelookecommerce-392615.ecommerce.order\_items` oi on oi.product\_id = p.id

inner join `thelookecommerce-392615.ecommerce.users` u on u.id = oi.user\_id

group by p.category, u.gender

order by p.category

Counting total and women percentage, and average age by country

SELECT country, count(\*) as contagem, round(count(case when gender='F' then 1 else NULL end)/count(\*)\*100,2) as perc\_women,

avg(age) as avg\_age FROM `thelookecommerce-392615.ecommerce.users`

group by country

order by contagem desc

SELECT country, state, count(\*) as number\_of\_clients, round(count(case when gender='F' then 1 else NULL end)/count(\*)\*100,2) as perc\_women,

round(avg(age) ,2) as avg\_age FROM `thelookecommerce-392615.ecommerce.users`

where country="United States"

group by country,state

order by number\_of\_clients desc

SELECT first\_name, last\_name, country, date\_diff(current\_date(), cast(created\_at as date), DAY) as days\_as\_client, created\_at FROM `thelookecommerce-392615.ecommerce.users`

where date\_diff(current\_date(), cast(created\_at as date), DAY)>=1785

order by days\_as\_client desc

SELECT u.id, concat(u.first\_name,' ',u.last\_name) as name, u.gender, count(u.id) as number\_of\_orders, sum(o.num\_of\_item) as number\_of\_items, date\_diff(current\_date(), cast(u.created\_at as date), DAY) as now\_much\_time , round(date\_diff(current\_date(), cast(u.created\_at as date), DAY)/sum(o.num\_of\_item),1) as days\_per\_item FROM `thelookecommerce-392615.ecommerce.users` u

inner join `thelookecommerce-392615.ecommerce.orders` o on u.id = o.user\_id

group by u.id, name, u.gender, u.created\_at

order by number\_of\_items desc

SELECT u.id, concat(u.first\_name,' ',u.last\_name) as name, u.gender, count(u.id) as number\_of\_orders, sum(o.num\_of\_item) as number\_of\_items, date\_diff(current\_date(), cast(u.created\_at as date), DAY) as now\_much\_time , round(date\_diff(current\_date(), cast(u.created\_at as date), DAY)/sum(o.num\_of\_item),1) as days\_per\_item, count(e.id) FROM `thelookecommerce-392615.ecommerce.users` u

inner join `thelookecommerce-392615.ecommerce.orders` o on u.id = o.user\_id

inner join `thelookecommerce-392615.ecommerce.events` e on e.user\_id=u.id

group by u.id, name, u.gender, u.created\_at

order by number\_of\_items desc

SELECT distinct u.id, count(distinct u.id) FROM `thelookecommerce-392615.ecommerce.users` u

inner join `thelookecommerce-392615.ecommerce.events` e on e.user\_id = u.id

group by u.id, e.browser

order by u.id

select oi.user\_id, p.id, p.cost, p.category, p.brand, p.sku, p.department, p.retail\_price, p.name from `thelookecommerce-392615.ecommerce.order\_items` oi

inner join `thelookecommerce-392615.ecommerce.products` p on p.id=oi.product\_id

inner join `thelookecommerce-392615.ecommerce.users` s on s.id=oi.user\_id

where oi.user\_id < 50000 and oi.user\_id >=25000

order by oi.user\_id

FINAL TABLES

USER

EVENT 5000

SELECT id, user\_id, created\_at, browser, traffic\_source, event\_type FROM `thelookecommerce-392615.ecommerce.events`

USER+ORDERS