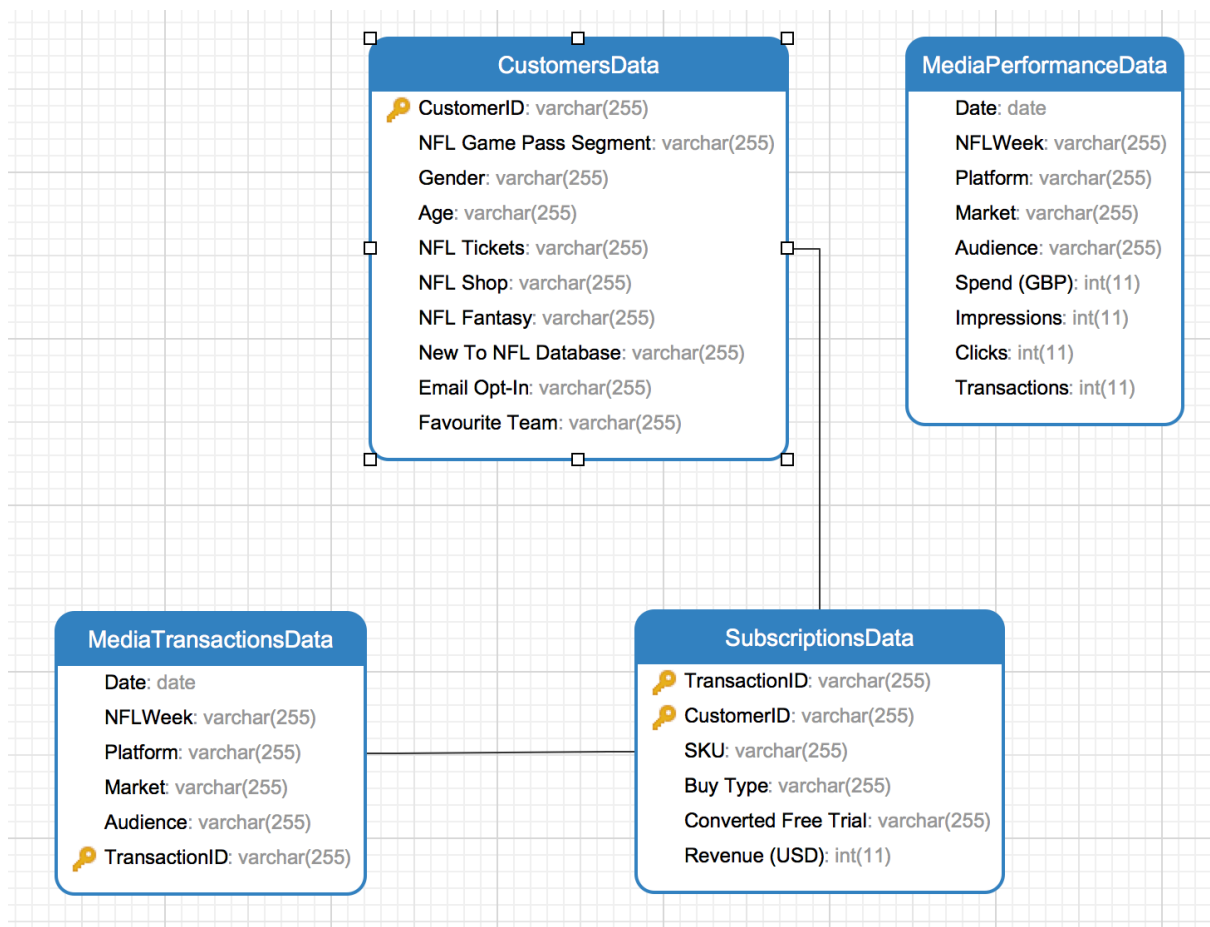


# 数据导入



## 1 在 MediaPerformanceData 中增加 numweek 与 revenue

```
select
  a.date, a.nflweek, a.numweek, a.platform, a.market, a.audience, round(a.`Spend
(GBP)`*1.3, 2) as spend_usd, a.impressions, a.clicks, a.transactions, b.revenue_usd
from (
  select *,
    @number := case
      when @weeks = nflweek then @number
      else @number+1
    end as numweek,
    @weeks := nflweek as weeks
  from mediaperformancedata
  join (select @weeks := null, @number := 0) as variable
  order by date
) a
join (
  select
```

```

        mt.date, mt.nflweek, mt.platform, mt.market, mt.audience,
round(sum(`Revenue (USD)`),2) as revenue_usd
    from
        MediaTransactionsdata mt
    join
        Subscriptionsdata s on mt.transactionID = s.transactionid
    group by
        mt.date, mt.nflweek, mt.platform, mt.market, mt.audience
    order by
        mt.date, mt.platform, mt.market, mt.audience
    ) b
on
    (a.date = b.date and a.nflweek = b.nflweek and a.platform = b.platform and
a.market = b.market and a.audience = b.audience)
;

```

## 2 连接剩下三表

```

select
    mt.transactionid, s.customerid, mt.date, mt.nflweek, mt.platform, mt.market,
mt.audience,
    c.`NFL Game Pass Segment`, c.gender, c.age, c.`NFL Tickets`, c.`NFL Shop`,
c.`NFL Fantasy`, c.`New To NFL Database`, c.`Email Opt-In`, c.`Favourite Team`,
    s.SKU, s.`Buy Type`, s.`Converted Free Trial`, s.`Revenue (USD)`
from
    Subscriptionsdata s
left join
    mediatransactionsdata mt on s.transactionid = mt.transactionid
left join
    customersdata c on s.customerid = c.customerid
order by
    mt.date
;

```