

1. Query to create a view for daily /weekly /monthly active customers (number of customers ordering daily/weekly/monthly)

```
CREATE VIEW sales.active_customers
AS
SELECT
    date
, time_frame
, territoryid
, active_users
FROM
(
    SELECT
        DATE(orderdate)
    , 'Daily' AS time_frame
    , territoryid
    , COUNT(customerid) AS active_users
    FROM
        sales.salesorderheader
    GROUP BY orderdate, territoryid

    UNION

    SELECT
        DATE_TRUNC('WEEK', orderdate)::date
    , 'Weekly' AS time_frame
    , territoryid
    , COUNT(customerid) AS active_users
    FROM
        sales.salesorderheader
    GROUP BY orderdate, territoryid

    UNION

    SELECT
        DATE_TRUNC('MONTH', orderdate)::date
    , 'Monthly' AS time_frame
    , territoryid
    , COUNT(customerid) AS active_users
    FROM
```

```
        sales.salesorderheader
    GROUP BY orderdate, territoryid
) x;
```

## 2. Query to create a view for new customers who are placing orders daily/weekly/monthly

```
CREATE VIEW sales.new_customers
AS
SELECT
    firstpurchase
, 'Monthly' AS time_frame
, territoryid
, COUNT(customerid)
FROM
(
    SELECT
        customerid
    , territoryid
    , MIN(date_trunc('MONTH', orderdate)::date) AS firstpurchase
    FROM
        sales.salesorderheader
    GROUP BY
        customerid, territoryid
) x
GROUP BY firstpurchase, territoryid

UNION
--NEW weekly users--
SELECT
    firstpurchase
, 'Weekly' AS time_frame
, territoryid
, COUNT(customerid)
FROM
(
    SELECT
        customerid
    , territoryid
    , MIN(date_trunc('WEEK', orderdate)::date) AS firstpurchase
    FROM
```

```
        sales.salesorderheader
    GROUP BY
        customerid, territoryid
) x
GROUP BY firstpurchase, territoryid
```

UNION

```
--NEW daily users--
SELECT
    firstpurchase
, 'Daily' AS time_frame
, territoryid
, COUNT(customerid)
FROM
(
    SELECT
        customerid
    , territoryid
    , DATE(MIN(orderdate)) AS firstpurchase
    FROM
        sales.salesorderheader
    GROUP BY
        customerid, territoryid
) x
GROUP BY firstpurchase, territoryid;
```