CASE STUDY #6

CliqueBait

ATTENTION CAPTURING

Date set available on these link :- https://www.db-fiddle.com/f/jmnwogTsUE8hGqkZv9H7E8/17

```sql
CREATE TABLE clique_bait.event_identifier (
  "event_type" INTEGER,
  "event_name" VARCHAR(13)
);


CREATE TABLE clique_bait.campaign_identifier (
  "campaign_id" INTEGER,
  "products" VARCHAR(3),
  "campaign_name" VARCHAR(33),
  "start_date" TIMESTAMP,
  "end_date" TIMESTAMP
);


CREATE TABLE clique_bait.page_hierarchy (
  "page_id" INTEGER,
  "page_name" VARCHAR(14),
  "product_category" VARCHAR(9),
  "product_id" INTEGER
);
```

```sql
CREATE TABLE clique_bait.users (
  "user_id" INTEGER,
  "cookie_id" VARCHAR(6),
  "start_date" TIMESTAMP
);


CREATE TABLE clique_bait.events (
  "visit_id" VARCHAR(6),
  "cookie_id" VARCHAR(6),
  "page_id" INTEGER,
  "event_type" INTEGER,
  "sequence_number" INTEGER,
  "event_time" TIMESTAMP
);
```

1. How many users are there?

```sql
select count(distinct(user_id)) as count_of_users
from users
```

2. How many cookies does each user have on average?

```sql
with mycte as
(
SELECT  u.user_id, count(e.cookie_id) as count_of_cooking_id
from users as u
join events as e
```

on u.cookie_id = e.cookie_id

group by user_id

order by user_id

)

select round(avg(count_of_cooking_id),1) as avg_count from

mycte

3. What is the unique number of visits by all users per month?

select visit_id ,extract(month from event_time) months, count(visit_id) as count_of_times

from events

group by extract(month from event_time),visit_id

order by months

4. What is the number of events for each event type?

select e.event_type ,count(e.sequence_number) count_of_numbers

from event_identifier as ev

join events as e on

ev.event_type = e.event_type

group by e.event_type

5. What is the percentage of visits which have a purchase event?

select count(visit_id)*100.0/(select count(visit_id) from events) as percentage_of_purchased

from event_identifier as ei

join events as e on

ei.event_type = e.event_type

where e.event_type = 3

6. What is the percentage of visits which view the checkout page but do not have a purchase event?

```
select count(visit_id)*100/(select count(visit_id) from events) as percentage_of_checkout

from events as e

join page_hierarchy as ph

on e.page_id = ph.page_id

where e.page_id = 12 and e.event_type <> 3
```

7. What are the top 3 pages by number of views?

```
select ph.page_name, count(e.visit_id) count_of_page

from events as e

join page_hierarchy as ph

on e.page_id = ph.page_id

where e.event_type = 2

group by ph.page_name

order by count_of_page desc

limit 3
```

8. What is the number of views and cart adds for each product category?

```
select ph.product_category,count(e.event_type) count_of_product_category

from events as e

join page_hierarchy as ph

on e.page_id = ph.page_id

where e.event_type in (1,2)

group by ph.product_category

order by count_of_product_category desc
```

9. What are the top 3 products by purchases?

```
SELECT
```

```sql
    ph.product_id,

    ph.page_name AS product_name,

    COUNT(e.event_type) AS purchase_count

FROM events e

JOIN page_hierarchy ph ON e.page_id = ph.page_id

WHERE e.event_type = 3

GROUP BY ph.product_id, ph.page_name

ORDER BY purchase_count DESC

LIMIT 3;
```