

investor relations

Repeat purchase rate :

```
WITH orders_per_user AS ( SELECT user_id, COUNT(DISTINCT order_id) AS orders_count
FROM orders WHERE created_at IS NOT NULL GROUP BY user_id ) SELECT SUM(CASE
WHEN orders_count > 1 THEN 1 ELSE 0 END) AS repeat_customers, COUNT() AS
total_customers, ROUND(100 * SUM(CASE WHEN orders_count > 1 THEN 1 ELSE 0 END)
/ NULLIF(COUNT(),0), 2) AS repeat_rate_pct FROM orders_per_user;
```

Result Grid		
repeat_customers	total_customers	repeat_rate_pct
591	31696	1.86

Conversion rate

```
SELECT (SELECT COUNT(DISTINCT session_id) FROM events WHERE session_id IS NOT
NULL) AS distinct_sessions, (SELECT COUNT(DISTINCT user_id) FROM orders WHERE
user_id IS NOT NULL) AS distinct_buying_users, ROUND(100 * (SELECT
COUNT(DISTINCT user_id) FROM orders WHERE user_id IS NOT NULL) / NULLIF((SELECT
COUNT(DISTINCT session_id) FROM events WHERE session_id IS NOT NULL),0), 4) AS
conversion_pct ;
```

Result Grid		
distinct_sessions	distinct_buying_users	conversion_pct
681759	31696	4.6492

Gross Profit Margin

```
SELECT ROUND(SUM(oi.price_usd - oi.cogs_usd), 2) AS gross_profit,
ROUND(SUM(oi.price_usd), 2) AS revenue, ROUND(100 * SUM(oi.price_usd -
oi.cogs_usd) / SUM(oi.price_usd), 2) AS gross_margin_pct FROM order_items oi;
```

Result Grid | Filter Rows: Export: Wrap Cell Content:

	gross_profit	revenue	gross_margin_pct
▶	1216139.50	1938509.75	62.74