

```
SELECT marketing_channel_id, sum(spendings) as sum_spendings
FROM spendings
where report_date>='2016-12-01' and report_date<='2016-12-31'
group by marketing_channel_id;
```

```
SELECT subscriptions.marketing_channel_id, signup_country_code,
sum(spendings)/sum(subscription_count) as avg_cost_of_acquisition
FROM subscriptions LEFT JOIN spendings ON
subscriptions.marketing_channel_id=spendings.marketing_channel_id and
subscriptions.signup_country_code=spendings.country_code
group by subscriptions.marketing_channel_id, signup_country_code;
```

```
SELECT a.day_of_the_week, avg_net_revenue, avg_spendings
FROM
(SELECT DATENAME(weekday,subscription_date) AS day_of_the_week, avg(net_revenue) as
avg_net_revenue
FROM subscriptions
GROUP BY DATENAME(weekday,subscription_date)) as a
FULL OUTER JOIN
(SELECT DATENAME(weekday,report_date) AS day_of_the_week, avg(spendings) as
avg_spendings
FROM spendings
GROUP BY DATENAME(weekday,report_date)) as b
ON a.day_of_the_week=b.day_of_the_week;
```