

#### Definitions:

Job – This is a request for legal services. The first step is for the job to be posted, once the client accepts a proposal (bid) from an attorney, that job becomes booked.

Bid – This is a response to a job post from an attorney. It includes the price the attorney will charge and details if the bid is fixed or hourly.

#### KPI Queries (jobs)

- 1) How many jobs were posted, and how many jobs were booked each month?  
Bonus points if you can provide a query, which can be used when no data exists for a month.
- 2) How many new customers each month, versus how many repeat customers each month? A new customer booked their first transaction this month, while a repeat customer had booked their first transaction in a previous month? A customer can only be counted once per month.

#### Analysis Queries (jobs + categories)

- 1) Out of the jobs posted each month, how many of them are currently booked?  
How many of them booked within 5 days of being posted?
- 2) Which job area has the best booking rate?
- 3) Understanding the channel users come from is extremely important for us.  
Using the categories dataset, which uCat (channel) has the best booking rate?
- 4) How many users booked only 1 job?

#### Advanced SQL Queries (bids)

- 1) For every job determine the number of bids, and the average client payment.
- 2) For every job determine the most expensive bid, and who the attorney was for that bid.
- 3) Create a histogram showing the number of bids by job. For example how many jobs have 1 bid, 2 bids, 3 bids?