КОД ДЛЯ LT

SElect customer\_id,

MAX(order\_date) as max\_date,

MIN(order\_date) as min\_date,

DATEDIFF(DAY, MIN(order\_date), MAX(order\_date)) as LT

From Dataset

Group BY customer\_id

Having DATEDIFF(DAY, MIN(order\_date), MAX(order\_date))/30 !=0

ORDER BY LT ASC

КОД ДЛЯ ARPU

With CTE as(

SElect

COUNT(Distinct customer\_id) as customers,

ROUND(SUM(sales), 0) as total\_sales

From Dataset

)

SElect customers,

total\_sales,

ROUND((total\_sales / customers), 0) as ARPU

FROM CTE