|  |
| --- |
|  |
|  |
|  | SELECT |
|  | YEAR(website\_sessions.created\_at) AS yr, |
|  | MONTH(website\_sessions.created\_at) AS mo, |
|  | COUNT(DISTINCT website\_sessions.website\_session\_id) AS sessions, |
|  | COUNT(DISTINCT orders.order\_id) AS orders |
|  | FROM website\_sessions |
|  | LEFT JOIN orders |
|  | ON website\_sessions.website\_session\_id = orders.website\_session\_id |
|  | WHERE website\_sessions.created\_at < '2013-01-01' |
|  | GROUP BY 1, 2 |
|  | ; |
|  |  |
|  | SELECT |
|  | MIN(DATE(website\_sessions.created\_at)) AS week\_start\_date, |
|  | COUNT(DISTINCT website\_sessions.website\_session\_id) AS sessions, |
|  | COUNT(DISTINCT orders.order\_id) AS orders |
|  | FROM website\_sessions |
|  | LEFT JOIN orders |
|  | ON website\_sessions.website\_session\_id = orders.website\_session\_id |
|  | WHERE website\_sessions.created\_at < '2013-01-01' |
|  | GROUP BY |
|  | YEARWEEK(website\_sessions.created\_at) |
|  | ; |
|  |  |
|  | ################################################################################################################### |
|  |  |
|  | #2. ANALYZING BUSINESS PATTERNS |
|  | SELECT |
|  | hr, |
|  | ROUND(AVG(website\_sessions),1) AS avg\_sessions, |
|  | ROUND(AVG(CASE WHEN wkday = 0 THEN website\_sessions ELSE NULL END),1) AS mon, |
|  | ROUND(AVG(CASE WHEN wkday = 1 THEN website\_sessions ELSE NULL END),1) AS tue, |
|  | ROUND(AVG(CASE WHEN wkday = 2 THEN website\_sessions ELSE NULL END),1) AS wed, |
|  | ROUND(AVG(CASE WHEN wkday = 3 THEN website\_sessions ELSE NULL END),1) AS thu, |
|  | ROUND(AVG(CASE WHEN wkday = 4 THEN website\_sessions ELSE NULL END),1) AS fri, |
|  | ROUND(AVG(CASE WHEN wkday = 5 THEN website\_sessions ELSE NULL END),1) AS sat, |
|  | ROUND(AVG(CASE WHEN wkday = 6 THEN website\_sessions ELSE NULL END),1) AS sun |
|  | FROM ( |
|  | SELECT |
|  | DATE(created\_at) AS created\_date, |
|  | WEEKDAY(created\_at) AS wkday, |
|  | HOUR(created\_at) AS hr, |
|  | COUNT(DISTINCT website\_session\_id) AS website\_sessions |
|  | FROM website\_sessions |
|  | WHERE created\_at BETWEEN '2013-09-15' AND '2013-11-15' |
|  | GROUP BY 1,2,3 |
|  | ) AS daily\_hourly\_sessions |
|  | GROUP BY 1 |
|  | ORDER BY 1 |
|  | ; |