Date time continued:

Start @ 9:03

Recap:

Extract

Date time format

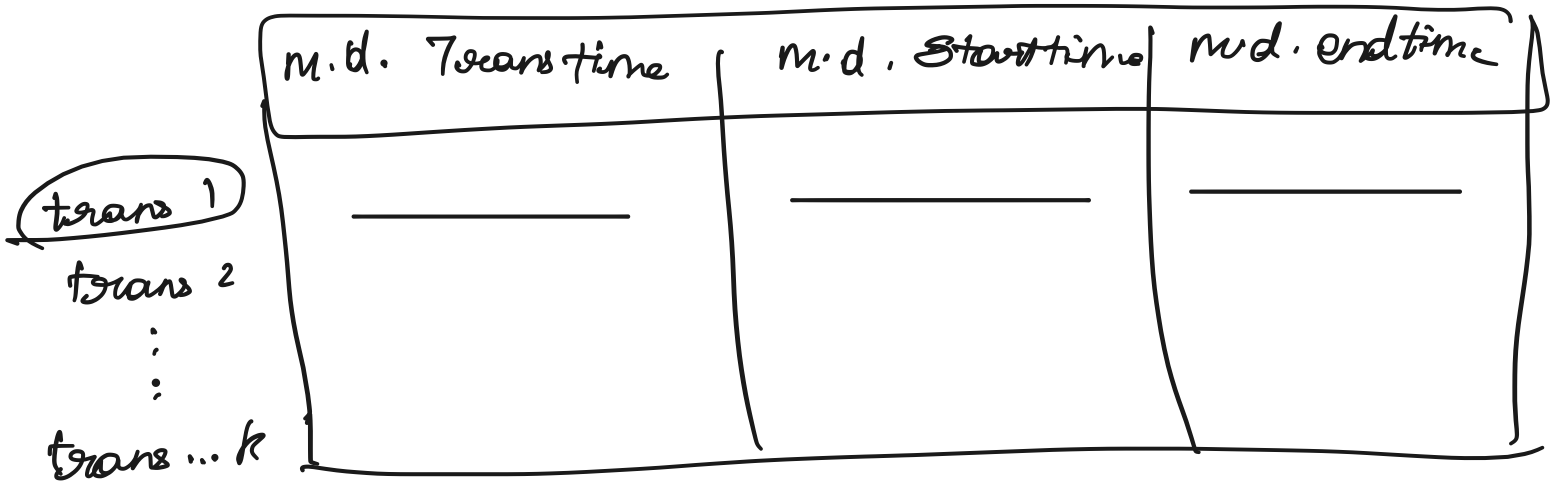
Lag, lead

First, last, Nth value.

Agenda:

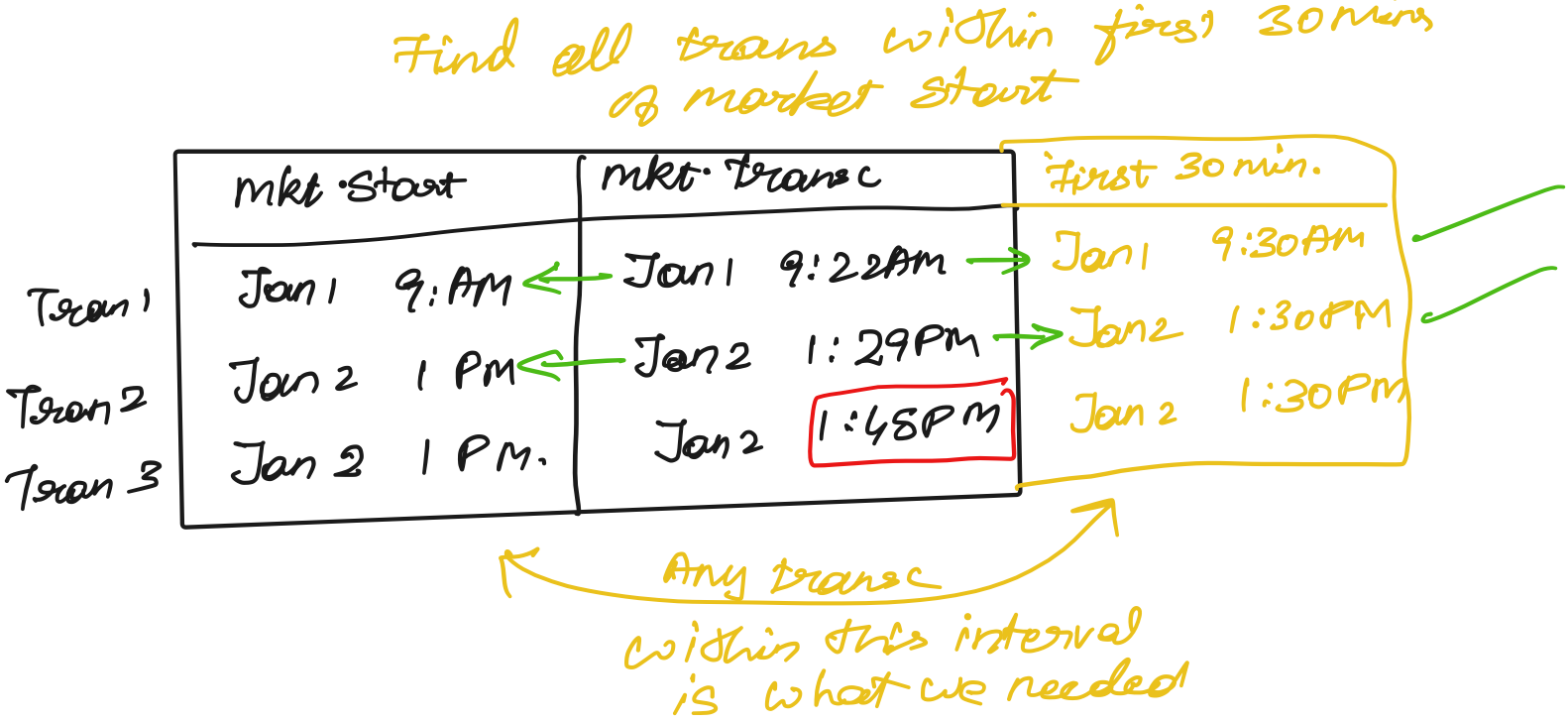
- More date time func.
- Date_add
- Date_sub,
- Date_diff

etc.



Date_add() → adds days to the datetime column

Find all trans within first 30 mins of market start



Date_diff → find the difference between 2 date time columns

days visited

trans	Cus-Id	mk·date	Price
1→milk	A	Jan 1	15
2→biscuit	A	Jan 1	5
3→bread	B	Jan 10	8
4→choc	B	Jan 10	12
5→ice cream	B	Jan 14	2.

→

	total days visit	total Purchase
A	1	2
B	2	3

overall amount spent

A → 15+5 → 20

B → 8+12+2 = 22

Days since each visit

trans	cus_id	mkt_date
1	A	Jan 1
2	A	Jan 10
3	B	Jan 10
4	B	Jan 11
5	B	Jan 11

Jan 10 − Jan 1 = 9

Jan 11 − Jan 10 = 1

Jan 11 − Jan 11 = 0

↓

distinct cus_id, mkt_date

↓

A	Jan 1	→ − = 9
A	Jan 10	
B	Jan 10	→ − = 1
B	Jan 11	

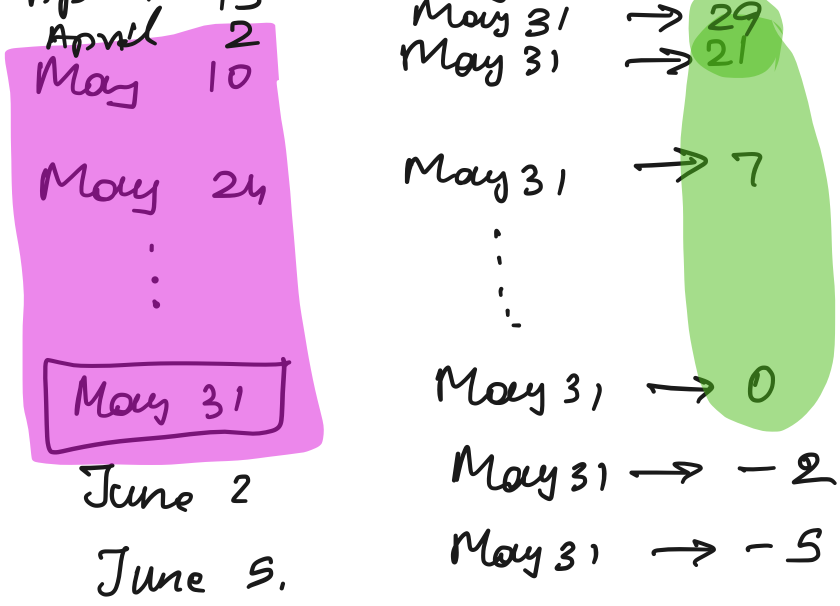
Virat → 4, 1, 4, 3, 4 → $\frac{6}{3} = 2$.

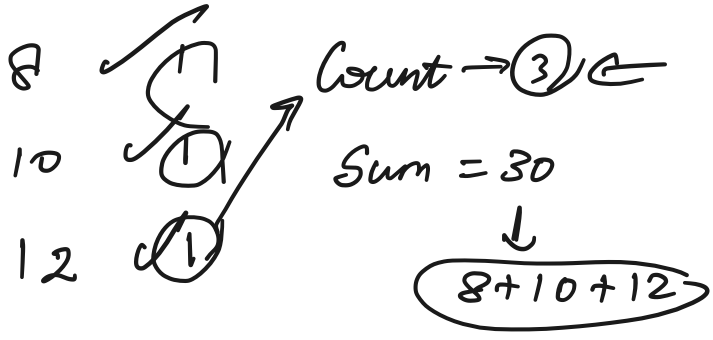
1, 3, 2, 4, 1, 4 → $\frac{6}{2} = 3$

4, 1, 2, 0, 1, 3 → $\frac{6}{1} = 6$.

subtract May 31 from all

April 16 — May 31 → 46


April 2
May 10
May 24
May 31
May 31 → 29
May 31 → 21
May 31 → 7
May 31 → 0
May 31 → −2
May 31 → −5
June 2
June 5.


8
10
12
Count → 3
Sum = 30
8+10+12