

Date time continued:

Start @ 9:03

Recap:

Extract

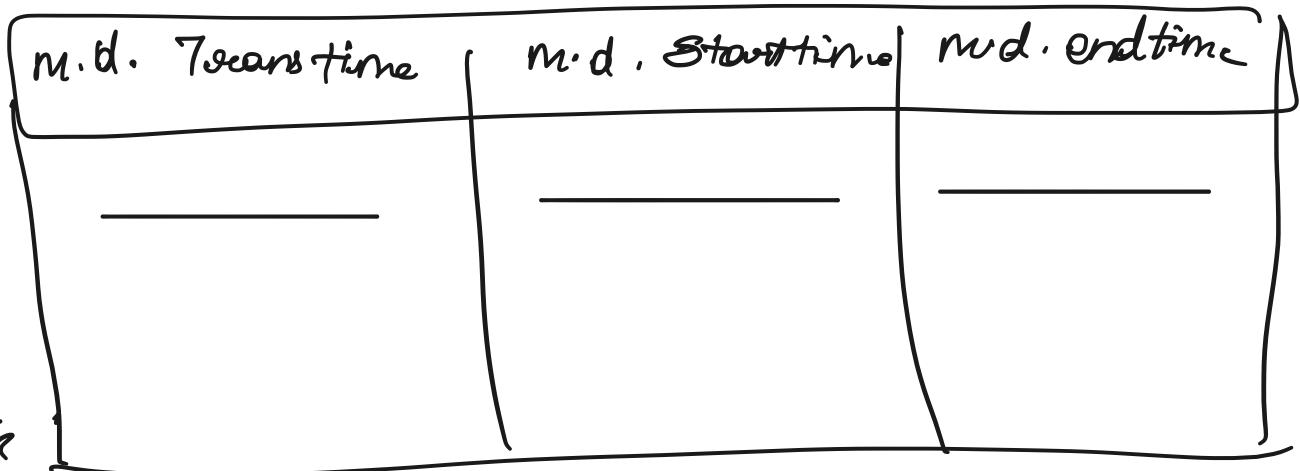
Date time format

Lag, Lead

First, Last, nth value.

Agenda:

- More datetime func.
- Date-add
- Date-sub,
- Date-diff
- etc.



trans 1

trans 2

:

trans ... k

Date - add () → adds days to the datetime column

Find all trans within first 30 mins of market start

	mkt_start	mkt_transc	first 30 min.
Trans 1	Jan 1 9:AM	Jan 1 9:22AM	Jan 1 9:30AM
Trans 2	Jan 2 1 PM	Jan 2 1:29PM	Jan 2 1:30PM
Trans 3	Jan 2 1 PM.	Jan 2 1:48PM	Jan 2 1:30PM

Any trans within this interval is what we needed

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 dys visit

A → 1

total purchase

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		Jan 10
3	B	Jan 10
4		Jan 11
5		Jan 11

↓
distinct cus-id, mkt-date

↓

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

$$\text{V'rat} \rightarrow 4, 1, 4, 3, 4 \rightarrow \frac{6}{3} = 2.$$

$$1, 3, 2, 4, 1, 4 \rightarrow \frac{6}{2} = 3$$

$$4, 1, 2, 0, 1, 3 \rightarrow \frac{6}{1} = 6.$$

subtract
May 31 from all

April 15

May 31 → 46

April	2
May	10
May	24
	:
	:
May 31	
June	2
June	5.

May 31	\rightarrow	29
May 31	\rightarrow	21
May 31	\rightarrow	7
	:	
May 31	\rightarrow	0
May 31	\rightarrow	-2
May 31	\rightarrow	-5

$$\begin{array}{r}
 8 \\
 10 \\
 12
 \end{array}
 \begin{array}{l}
 \nearrow 5 \\
 \nearrow 10 \\
 \nearrow 11
 \end{array}
 \begin{array}{l}
 \text{Count} \rightarrow 3 \\
 \text{Sum} = 30 \\
 \downarrow \\
 8 + 10 + 12
 \end{array}$$