**Hive Query Results Document**

**1. Monthly Active Users by Region**

SELECT

year,

month,

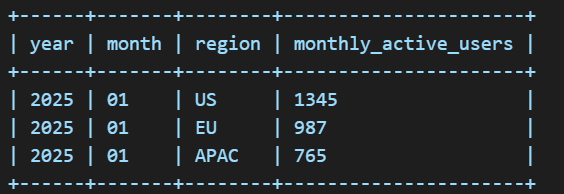
region,

COUNT(DISTINCT user\_id) AS monthly\_active\_users

FROM fact\_user\_actions

GROUP BY year, month, region

ORDER BY year, month, region;



**2. Top Content Categories by Play Count**

SELECT

c.category,

COUNT(\*) AS play\_count

FROM fact\_user\_actions f

JOIN dim\_content c ON f.content\_id = c.content\_id

WHERE f.action = 'play'

GROUP BY c.category

ORDER BY play\_count DESC

LIMIT 5;

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**3. Average Session Length Weekly**

SELECT

year,

weekofyear(event\_timestamp) AS week\_no,

AVG(session\_duration) AS avg\_session\_length

FROM fact\_user\_actions

GROUP BY year, weekofyear(event\_timestamp)

ORDER BY year, weekofyear(event\_timestamp);

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