

Case Study from Mode Analytics: "Yammer Analysis: Drop in User Engagement"

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All data from: <https://community.modeanalytics.com/sql/tutorial/a-drop-in-user-engagement/>

SQL Queries Used

SQL Code:

-- Engagement event counts by week

```
SELECT DATE_TRUNC ('week', occurred_at) as week_date, count(event_name)
FROM tutorial.yammer_events events
WHERE event_type = 'engagement'
GROUP BY DATE_TRUNC ('week', occurred_at)
ORDER BY DATE_TRUNC ('week', occurred_at) asc
```

-- Understanding the total Pending vs Active User Count

```
SELECT state, count(user_id) as User_Count
FROM tutorial.yammer_users
GROUP BY state
ORDER BY count(user_id) desc
```

-- Confirming that engagement events only arise from active users

```
SELECT events.location, count(users.user_id)
FROM tutorial.yammer_events events
JOIN tutorial.yammer_users users
ON events.user_id = users.user_id
WHERE state = 'active' AND event_type = 'engagement'
GROUP BY location
ORDER BY count(users.user_id) desc
LIMIT 10
```

-- Email Open Action count by Week

```
SELECT DATE_TRUNC('week', occurred_at) as week_date, count(user_id) as user_actions
FROM tutorial.yammer_emails emails
WHERE action = 'email_open'
```

```
GROUP BY DATE_TRUNC('week', occurred_at)
ORDER BY DATE_TRUNC('week', occurred_at) asc
```

```
-- User Action by Week
SELECT DATE_TRUNC('week', occurred_at) as week_date, action, count(user_id) as
user_actions
FROM tutorial.yammer_emails emails
GROUP BY DATE_TRUNC('week', occurred_at), action
ORDER BY DATE_TRUNC('week', occurred_at) asc
```

```
-- Event Type by Week
SELECT DATE_TRUNC('week', occurred_at) as week_date, event_name, count(user_id)
FROM tutorial.yammer_events events
WHERE event_type = 'engagement'
GROUP BY DATE_TRUNC('week', occurred_at), event_name
ORDER BY DATE_TRUNC('week', occurred_at) asc
```

```
-- Events by Device Type by Week
SELECT DATE_TRUNC('week', occurred_at) as week_date, device, count(user_id)
FROM tutorial.yammer_events events
GROUP BY DATE_TRUNC('week', occurred_at), device
ORDER BY DATE_TRUNC('week', occurred_at) asc
```

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