You averaged the averages.

D8A.ACADEMY/RESOURCES/AVERAGE-OF-AVERAGES

THE BUG

`store A`	1,000 orders, avg $40
`store B`	10 orders, avg $120
`(40 + 120) / 2`	← $80: 10 orders weigh like 1,000

THE FIX

`SUM(revenue)`	$41,200
`/ SUM(orders)`	1,010
`= $40.79`	divide at the very end

SAME TRAP

`rates`	conversion per day to per week
`per group`	basket per region, rating per category

WORTH MEMORIZING

01 The fix in SQL

Average the rows, not the averages.

```sql
-- wrong: 80.00
SELECT AVG(avg_order) FROM store_daily;

-- right: 40.79
SELECT SUM(revenue) / SUM(orders)
FROM store_daily;
```

→ If the summary table only kept the average, add the count back: SUM(avg_order * orders) / SUM(orders) gives the same 40.79.