

-- Metricas duração do Trial

with clinicas_unicas_periodo_trial as

(

select cli.*

from clinics cli

where cli.is_chain_clinic is false

and exists (select * from activity act where act.clinic_id = cli.clinic_id)

)

-- # Qtde de clinicas unicas durante o periodo Trial

select count(distinct c.clinic_id) as frequencia from clinicas_unicas_periodo_trial c;

Data Output		Messages	Notifications
	frequencia bigint		
1	983		

-- # Duração média do período de trial para todas as clínicas.

select round(avg(c.trial_duration),2) as media from clinicas_unicas_periodo_trial c;

Data Output		Messages	Notifications
	media numeric		
1	8.61		

-- Métricas de Interação Durante o Trial

with atividades as

```
(
select act.clinic_id, act.activity_type, act.feature
from clinics cli
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and act.is_valid_activity is True
)
,num_atividades_validas as
(
select count(*) as num_atividades_validas
from clinics cli
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and act.is_valid_activity is True
)
,num_clinicas_atividades_validas as
(
select count(distinct cli.clinic_id) num_clinicas_atividades_validas
from clinics cli
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and act.is_valid_activity is True
)
,num_atividades_por_clinica as
(
select a.clinic_id, count(*) as freq_atividades
from atividades a
group by a.clinic_id
)

-- # Número médio de atividades realizadas por clínica durante o trial.
select round(avg(a.freq_atividades),2) as media from num_atividades_por_clinica a
```

Data Output		Messages	Notifications
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>			
	media numeric		
1	9.57		

-- # Distribuição do número de atividades por clínica (quantas clínicas realizaram mais de X atividades).

select * from num_atividades_por_clinica order by 2 desc limit 10

Data Output			Messages	Notifications
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>				
	clinic_id integer	freq_atividades bigint		
1	10449	599		
2	10138	264		

3	11275	193
4	10915	175
5	9825	173
6	9892	171
7	9570	164
8	9762	134
9	10469	119
10	9691	110

-- # Quais funcionalidades são mais usadas durante o trial.

```
select ati.feature
, count(ati.feature) as frequencia
, round((count(ati.feature)::numeric / (select num_atividades_validas from num_atividades_validas))*100,2) as porcentagem
from atividades as ati
group by ati.feature
order by 2 desc
```

Data Output Messages Notifications			
<div><div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div></div></div>			
	feature character varying (50)	frequencia bigint	porcentagem numeric
1	medical_record	2773	33.84
2	scheduling	2459	30.01
3	budget_management	949	11.58
4	revenue_management	737	8.99
5	anamnese	444	5.42
6	patient_management	327	3.99
7	documents_and_files	232	2.83
8	user_management	207	2.53
9	credit_check	57	0.70
10	bnpl	7	0.09
11	payment_book	3	0.04

-- # Percentual de clínicas que utilizam funcionalidades específicas (como prontuário eletrônico, agenda, gestão financeira).

```
select ati.feature, count(ati.feature) as frequencia
, round((count(ati.feature)::numeric / (select num_clinicas_atividades_validas from num_clinicas_atividades_validas))*100,2) as porcentagem
from
(select distinct ati.feature
, ati.clinic_id
from atividades as ati) as ati
group by ati.feature
order by 2 desc
```

Data Output Messages Notifications			
<div><div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div><div><div></div><div></div><div></div></div></div></div>			
	feature character varying (50)	frequencia bigint	porcentagem numeric
1	scheduling	724	84.58
2	medical_record	333	45.84

2	medical_record	393	45.91	
3	budget_management	294	34.35	
4	anamnese	283	33.06	
5	revenue_management	208	24.30	
6	patient_management	126	14.72	
7	user_management	117	13.67	
8	documents_and_files	115	13.43	
9	credit_check	30	3.50	
10	bnpl	7	0.82	
11	payment_book	2	0.23	

-- Métricas de Conversão no Trial

with num_clinicas_convertidas as

```
(
select count(distinct cli.clinic_id) as num_clinicas_convertidas
from clinics as cli
inner join subscriptions as sub on sub.clinic_id = cli.clinic_id
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and sub.stripe_subscription_id is not null
)
```

, clinicas_convertidas as

```
(
select distinct cli.clinic_id as num_clinicas_convertidas
, subscription_start_date
, subscription_end_date
, trial_start_date
from clinics as cli
inner join subscriptions as sub on sub.clinic_id = cli.clinic_id
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and sub.stripe_subscription_id is not null
)
```

, num_clinicas_unicas_periodo_trial as

```
(
select count(distinct cli.clinic_id) num_clinicas_unicas_periodo_trial
from clinics cli
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
)
```

, clinicas_convertidas_com_atividades as

```
(
select distinct cli.clinic_id,act.feature
from clinics as cli
inner join subscriptions as sub on sub.clinic_id = cli.clinic_id
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and sub.stripe_subscription_id is not null
and act.is_valid_activity is true
)
```

, total_clinicas_convertidas_com_atividades as

```
(
select count(distinct cli.clinic_id) as num_clinicas_convertidas
from clinics as cli
inner join subscriptions as sub on sub.clinic_id = cli.clinic_id
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and sub.stripe_subscription_id is not null
and act.is_valid_activity is true
)
```

, num_atividades_por_clinica_convertida as

```
(
select cli.clinic_id, count(*) as num_atividades
from clinics as cli
inner join subscriptions as sub on sub.clinic_id = cli.clinic_id
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and sub.stripe_subscription_id is not null
and act.is_valid_activity is true
)
```

```
group by cli.clinic_id
order by 2 desc
)
, num_atividades_por_clinica_nao_convertida as
(
select cli.clinic_id, count(*) as num_atividades
from clinics as cli
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and act.is_valid_activity is true
and not exists (select sub.clinic_id from subscriptions as sub where sub.clinic_id = cli.clinic_id)
group by cli.clinic_id
order by 2 desc
)
, trial_duration as
(
select cli.clinic_id
,cli.trial_duration
,case
when cli.trial_duration <= 7 then 'Até 7 dias'
when (cli.trial_duration > 7 and cli.trial_duration <= 14) then 'Entre 8 e 14 dias'
when cli.trial_duration > 14 then 'Acima de 14 dias'
end as trial_duration_interval
from clinics as cli
inner join subscriptions as sub on sub.clinic_id = cli.clinic_id
inner join activity act on act.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and sub.stripe_subscription_id is not null
)

-- # Percentual de clínicas que convertem para assinaturas pagas após o trial.
-- # A conversão requer um registro de assinatura onde STRIPE_SUBSCRIPTION_ID seja diferente de NaN, não importando o status.
select round((num_clinicas_convertidas::numeric / (select num_clinicas_unicas_periodo_trial from num_clinicas_unicas_periodo_trial))*100,2) as porcentagem
from num_clinicas_convertidas
```

Data Output	Messages	Notifications
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>		
	porcentagem numeric	
1	27.47	

```
-- # Tempo médio desde o início do trial até a conversão para assinatura paga.
select round(avg(subscription_start_date - trial_start_date),2) as media
from clinicas_convertidas
```

Data Output	Messages	Notifications
<div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div><div></div></div>		
	media numeric	
1	9.31	

```
-- # Comparação de conversão entre clínicas que realizaram um número alto de atividades versus um número baixo.
select perc_ate_50_atividades,perc_entre_51_100_atividades,perc_acima_100_atividades
from
(select round((count(*)::numeric / (select num_clinicas_convertidas from total_clinicas_convertidas_com_atividades))*100,2) as perc_ate_50_atividades
from num_atividades_por_clinica_convertida
```

```
where num_atividades <= 50) as ate_50_atividades
,(select round((count(*)::numeric / (select num_clinicas_convertidas from total_clinicas_convertidas_com_atividades))*100,2) as perc_entre_51_100_atividades
from num_atividades_por_clinica_convertida
where (num_atividades > 50 and num_atividades <= 100) ) as entre_51_100_atividades
,(select round((count(*)::numeric / (select num_clinicas_convertidas from total_clinicas_convertidas_com_atividades))*100,2) as perc_acima_100_atividades
from num_atividades_por_clinica_convertida
where (num_atividades > 100)) as acima_100_atividades
```

Data Output Messages Notifications			
	perc_ate_50_atividades numeric	perc_entre_51_100_atividades numeric	perc_acima_100_atividades numeric
1	89.86	5.53	4.61

```
-- # Identificação de atividades que têm maior correlação com a conversão (e.g., clínicas que usam a gestão financeira têm maior chance de converter).
select cc.feature,
count(*) as frequencia,
round((count(*)::numeric / (select num_clinicas_convertidas from num_clinicas_convertidas))*100,2) as porcentagem
from clinicas_convertidas_com_atividades cc
group by cc.feature
order by 2
```

Data Output Messages Notifications			
	feature character varying (50)	frequencia bigint	porcentagem numeric
1	payment_book	2	0.74
2	bnpl	6	2.22
3	credit_check	18	6.67
4	documents_and_files	33	12.22
5	patient_management	53	19.63
6	revenue_management	58	21.48
7	user_management	63	23.33
8	anamnese	87	32.22
9	budget_management	91	33.70
10	medical_record	117	43.33
11	scheduling	179	66.30

```
-- # Média da quantidade de atividades válidas de clínicas convertidas
select round(avg(num_atividades),2) as media from num_atividades_por_clinica_convertida
```

Data Output Messages Notifications		
	media numeric	
1	21.56	

```
-- # Média da quantidade de atividades válidas de clínicas não convertidas
select round(avg(num_atividades),2) as media from num_atividades_por_clinica_nao_convertida
```

Data Output Messages Notifications		
	media numeric	
1	5.50	

```
select trial_duration_interval
```

```
, round((count(distinct td.clinic_id)::numeric / (select num_clinicas_convertidas from num_clinicas_convertidas))*100,2) as porcentagem
```

```
from trial_duration td
```

```
group by trial_duration_interval
```

order by 2

Data Output

Messages

Notifications

	trial_duration_interval text	frequencia bigint	porcentagem numeric
1	Acima de 14 dias	18	6.67
2	Entre 8 e 14 dias	20	7.41
3	Até 7 dias	232	85.93

```
select cli.marketing_attribution_channel_group
```

```
, round((count(cli.clinic_id)::numeric / (select num_clinicas_convertidas from num_clinicas_convertidas))*100,2) as porcentagem
```

from clinics cli

```
right join subscriptions as sub on sub.clinic_id = cli.clinic_id
```

where `cli.is_chain_clinic` is false

and exists (select * from activity act where act.clinic_id = cli.clinic_id)

and sub.stripe_subscription_id is not null

```
group by cli.marketing_attribution_channel_group
```

order by 2

Data Output

Messages

Notifications

	marketing_attribution_channel_group character varying (50)	frequencia bigint	porcentagem numeric
1	Site ou Indicação Interna	25	9.26
2	Organic	28	10.37
3	Paid - meta	62	22.96
4	Other	63	23.33
5	Paid - google	92	34.07

-- Métricas de Credenciamento no Trial

```
with clinicas_unicas_perodo_trial as
```

```
(
select cli.*
from clinics cli
where cli.is_chain_clinic is false
and exists (select * from activity act where act.clinic_id = cli.clinic_id)
)
```

, clínicas credenciadas convertidas as

```
(
select cli.*
from clinics cli
right join subscriptions as sub on sub.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and exists (select * from activity act where act.clinic_id = cli.clinic_id)
and cli.is_accreditation_approved is true
and sub.stripe_subscription_id is not null
)
```

, clinicas_nao_credenciadas_convertidas as

```
(
select cli.*
from clinics cli
right join subscriptions as sub on sub.clinic_id = cli.clinic_id
where cli.is_chain_clinic is false
and exists (select * from activity act where act.clinic_id = cli.clinic_id)
and cli.is_accreditation_approved is not true
and sub.stripe_subscription_id is not null
)
```

, clínicas credenciadas as

```
(
select cli.*
from clinics cli
where cli.is_chain_clinic is false
and exists (select * from activity act where act.clinic_id = cli.clinic_id)
and cli.is_accreditation_approved is true
)
```

, clinicas nao credenciadas as

```
(
select cli.*
from clinics cli
where cli.is_chain_clinic is false
and exists (select * from activity act where act.clinic_id = cli.clinic_id)
and cli.is_accreditation_approved is not true
)
```

-- # Percentual de clínicas que solicitaram credenciamento durante o trial.

```
select cut.has asked for accreditation
```

, count(*) as frecuencia

```
,round((count(*)::numeric / (select count(*) from clinicas_unicas_perodo_trial)*100),2) as porcentagem
```

from clinicas unicas periodo trial cut

where cut.has asked for accreditation is true

group by cut.has_ asked_for_accreditation

	boolean	bigint	numeric
1	true	349	35.50

-- # Conversão de clínicas credenciadas versus não credenciadas.

-- Credenciadas

```
select num_total_clinicas_credenciadas
,num_clinicas_credenciadas_convertidas
,perc_clinicas_credenciadas_convertidas
from
(select count(*) num_total_clinicas_credenciadas from clinicas_credenciadas),
(select count(*) num_clinicas_credenciadas_convertidas from clinicas_credenciadas_convertidas),
(select round((count(*)::numeric / (select count(*) num_total_clinicas_credenciadas
from clinicas_credenciadas)*100),2) as perc_clinicas_credenciadas_convertidas
from clinicas_credenciadas_convertidas)
```

Data Output Messages Notifications

	num_total_clinicas_credenciadas bigint	num_clinicas_credenciadas_convertidas bigint	perc_clinicas_credenciadas_convertidas numeric
1	282	190	67.38

-- Não credenciadas

```
select num_total_clinicas_nao_credenciadas
,num_clinicas_nao_credenciadas_convertidas
,perc_clinicas_nao_credenciadas_convertidas
from
(select count(*) num_total_clinicas_nao_credenciadas from clinicas_nao_credenciadas),
(select count(*) num_clinicas_nao_credenciadas_convertidas from clinicas_nao_credenciadas_convertidas),
(select round((count(*)::numeric / (select count(*) num_total_clinicas_nao_credenciadas
from clinicas_nao_credenciadas)*100),2) as perc_clinicas_nao_credenciadas_convertidas
from clinicas_nao_credenciadas_convertidas)
```

Data Output Messages Notifications

	num_total_clinicas_nao_credenciadas bigint	num_clinicas_nao_credenciadas_convertidas bigint	perc_clinicas_nao_credenciadas_convertidas numeric
1	701	80	11.41

-- Métricas de Desempenho do Trial

```
with clinicas_unicas_periodo_trial as
(
select cli.*
from clinics cli
where cli.is_chain_clinic is false
and exists (select * from activity act where act.clinic_id = cli.clinic_id)
)
```

-- # Percentual de clínicas que param de usar o produto durante o trial (não realizaram a assinatura do produto - não foram convertidas).

```
select count(*) as frequencia
, round((count(*)::numeric / (select count(*) from clinicas_unicas_periodo_trial))*100,2) as porcentagem
from clinicas_unicas_periodo_trial cut
where not exists (select sub.clinic_id from subscriptions as sub where sub.clinic_id = cut.clinic_id)
```

Data Output			Messages	Notifications
<div><div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div></div></div>				
	frequencia bigint	porcentagem numeric		
1	713	72.53		

-- # Percentual de clínicas que param de usar o produto após o trial (realizaram a assinatura do produto, porem não esta mais ativa).

```
select count(*) as frequencia
, round((count(*)::numeric / (select count(*) from clinicas_unicas_periodo_trial))*100,2) as porcentagem
from clinicas_unicas_periodo_trial cut
inner join subscriptions sub on sub.clinic_id = cut.clinic_id
where sub.subscription_status != 'active'
```

Data Output			Messages	Notifications
<div><div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div><div><div></div><div></div></div></div></div>				
	frequencia bigint	porcentagem numeric		
1	29	2.95		