SQL代码
日活跃用户计算

```sql
select pa.new_date as 新增日期,
       pa.DAU as 日活跃用户,
       pa.new_customer as 日新增用户,
       pa.return_customer 日留存用户,
       (pa.DAU-pb.s2) as 日活跃付费用户,
       (pa.new_customer - pb.s1) as 日新增付费用户,
       (pa.return_customer - pb.diff) as 日留存付费用户,
       concat(round(100*((pa.DAU-pb.s2)/pa.DAU),2),'%') as 日活跃付费率,
       concat(round(100*((pa.new_customer - pb.s1)/pa.new_customer),2),'%') as 日新增付费率,
       concat(round(100*((pa.return_customer - pb.diff)/
       if(pa.return_customer=0,1,pa.return_customer)),2),'%') as 日留存付费率
from
(
    select new_1.new_date,
           new_3.s2 as DAU,
           new_1.s1 as new_customer,
           (new_3.s2-new_1.s1) as return_customer
    from
    (
        select new_date,
               cmu_day,
               sum(`number`) as s1
        from 数据库新.baidu
        group by new_date, act_date
        having cmu_day =1)new_1
      inner join
      (
        select new_2.act_date,
           sum(ask) as s2
        from
        (
            select new_date,
                   act_date,
                   cmu_day,
                   sum(`number`) as ask
            from 数据库新.baidu
            group by new_date,act_date
        ) as new_2
        group by act_date
    ) as new_3
    on new_1.new_date = new_3.act_date
) as pa
inner join
(
    select new_5.new_date,
           new_6.s2,
           new_5.s1,
           (new_6.s2-new_5.s1) as diff
    from
    (
        select new_4.new_date,
               new_4.s1
        from
        (
            select new_date,
                   act_date,
                   cmu_day,
```

```sql
                    first_vip,
                    sum(`number`) as s1
            from 数据库新.baidu
            group by new_date ,act_date ,first_vip
            having first_vip =0
        ) as new_4
        where new_4.cmu_day =1
    ) as new_5
    inner join
    (
        select new_3.act_date,
                sum(s1) as s2
        from
        (
            select new_date,
                    act_date,
                    cmu_day,
                    first_vip,
                    sum(`number`) as s1
            from 数据库新.baidu
            group by new_date ,act_date ,first_vip
            having first_vip =0
        ) as new_3
        group by new_3.act_date
    ) as new_6
    on new_5.new_date = new_6.act_date
) as pb
on pa.new_date =pb.new_date
```