**（1）**

**select** new\_3.new\_date **as** 新增日期,

new\_3.s2 **as** 日新增用户,

**sum**(**if**(new\_3.cmu\_day=2,new\_3.s1,0)) **as** 次日留存用户,

**sum**(**if**(new\_3.cmu\_day=4,new\_3.s1,0)) **as** 3日留存用户,

**sum**(**if**(new\_3.cmu\_day=8,new\_3.s1,0)) **as** 7日留存用户,

**sum**(**if**(new\_3.cmu\_day=15,new\_3.s1,0)) **as** 14日留存用户,

**sum**(**if**(new\_3.cmu\_day=30,new\_3.s1,0)) **as** 29日留存用户,

**concat**(**round**(100\***sum**(**if**(new\_3.cmu\_day=2,new\_3.s1,0))/new\_3.s2,2),'%') **as** 次日留存率,

**concat**(**round**(100\***sum**(**if**(new\_3.cmu\_day=4,new\_3.s1,0))/new\_3.s2,2),'%') **as** 3日留存率,

**concat**(**round**(100\***sum**(**if**(new\_3.cmu\_day=8,new\_3.s1,0))/new\_3.s2,2),'%') **as** 7日留存率,

**concat**(**round**(100\***sum**(**if**(new\_3.cmu\_day=15,new\_3.s1,0))/new\_3.s2,2),'%') **as** 14日留存率,

**concat**(**round**(100\***sum**(**if**(new\_3.cmu\_day=30,new\_3.s1,0))/new\_3.s2,2),'%') **as** 29日留存率

**from**

(

**select** new\_1.new\_date,

new\_1.act\_date,

new\_1.cmu\_day,

new\_1.s1,new\_2.s2

**from**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(`number`)**as** s1

**from** 数据库新.baidu

**group** **by** new\_date,act\_date

**having** cmu\_day =1 **or** cmu\_day =2 **or** cmu\_day =4

**or** cmu\_day =8 **or** cmu\_day =15 **or** cmu\_day =30

) **as** new\_1

**inner** **join**

(

**select** new\_date,

cmu\_day,

**sum**(`number`) **as** s2

**from** 数据库新.baidu

**group** **by** new\_date,act\_date

**having** cmu\_day =1

)**as** new\_2

**on** new\_1.new\_date = new\_2.new\_date

)**as** new\_3

**group** **by** new\_3.new\_date

**（2）**

**select** new\_3.act\_date **as** 新增日期,

new\_3.s2 **as** 日活跃用户,

new\_3.s3 **as** 月活跃用户,

**concat**(**round**(100\*new\_3.s2/new\_3.s3,2),'%') **as** 用户活跃度

**from**

(

**select** new\_2.act\_date,

**sum**(ask) **as** s2,

(

**select** **sum**(new\_1.s1) **as** total

**from**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(**number**)**as** s1

**from** 数据库新.baidu

**group** **by** new\_date,act\_date

) **as** new\_1

**group** **by** new\_1.cmu\_day

**having** new\_1.cmu\_day=1

) **as** s3

**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

**（3）**

**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,

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

**（4）**

**select** new\_3.new\_date **as** 新增日期,

new\_3.total\_1 **as** 日新增用户,

**concat**(**round**(100\*(new\_3.vip\_0\_1/new\_3.total\_1),2),'%') **as** 新增\_免费玩家率,

**concat**(**round**(100\*((new\_3.vip\_1\_1+new\_3.vip\_2\_1+new\_3.other\_1)

/new\_3.total\_1),2),'%') **as** 新增\_付费玩家率,

**concat**(**round**(100\*(new\_3.vip\_1\_1/new\_3.total\_1),2),'%') **as** 新增\_vip1付费率,

**concat**(**round**(100\*(new\_3.vip\_2\_1/new\_3.total\_1),2),'%') **as** 新增\_vip2付费率,

**concat**(**round**(100\*(new\_3.other\_1/new\_3.total\_1),2),'%') **as** 新增\_其余付费率,

new\_3.total\_2 **as** 次日留存用户,

**concat**(**round**(100\*(new\_3.vip\_0\_2/

**if**(new\_3.total\_2=0,1,new\_3.total\_2)),2),'%') **as** 次日留存\_免费玩家率,

**concat**(**round**(100\*((new\_3.vip\_1\_2+new\_3.vip\_2\_2+new\_3.other\_2)/

**if**(new\_3.total\_2=0,1,new\_3.total\_2)),2),'%') **as** 次日留存\_付费玩家率,

**concat**(**round**(100\*(new\_3.vip\_1\_2/

**if**(new\_3.total\_2=0,1,new\_3.total\_2)),2),'%') **as** 次日留存\_vip1付费率,

**concat**(**round**(100\*(new\_3.vip\_2\_2/

**if**(new\_3.total\_2=0,1,new\_3.total\_2)),2),'%') **as** 次日留存\_vip2付费率,

**concat**(**round**(100\*(new\_3.other\_2/

**if**(new\_3.total\_2=0,1,new\_3.total\_2)),2),'%') **as** 次日留存\_其余付费率,

new\_3.total\_8 **as** 7日留存用户,

**concat**(**round**(100\*(new\_3.vip\_0\_8/**if**(new\_3.total\_8=0,1,new\_3.total\_8)),2),'%') **as** 7日留存\_免费玩家率,

**concat**(**round**(100\*((new\_3.vip\_1\_8+new\_3.vip\_2\_8+new\_3.other\_8)/

**if**(new\_3.total\_8=0,1,new\_3.total\_8)),2),'%') **as** 7日留存\_付费玩家率,

**concat**(**round**(100\*(new\_3.vip\_1\_8/

**if**(new\_3.total\_8=0,1,new\_3.total\_8)),2),'%') **as** 7日留存\_vip1付费率,

**concat**(**round**(100\*(new\_3.vip\_2\_8/

**if**(new\_3.total\_8=0,1,new\_3.total\_8)),2),'%') **as** 7日留存\_vip2付费率,

**concat**(**round**(100\*(new\_3.other\_8/

**if**(new\_3.total\_8=0,1,new\_3.total\_8)),2),'%') **as** 7日留存\_其余付费率

**from**

(

**select** new\_2.new\_date,

**sum**(**if**(new\_2.cmu\_day=1,new\_2.vip\_0,0)) **as** vip\_0\_1,

**sum**(**if**(new\_2.cmu\_day=1,new\_2.vip\_1,0)) **as** vip\_1\_1,

**sum**(**if**(new\_2.cmu\_day=1,new\_2.vip\_2,0)) **as** vip\_2\_1,

**sum**(**if**(new\_2.cmu\_day=1,new\_2.other,0)) **as** other\_1,

**sum**(**if**(new\_2.cmu\_day=1,new\_2.total,0)) **as** total\_1,

**sum**(**if**(new\_2.cmu\_day=2,new\_2.vip\_0,0)) **as** vip\_0\_2,

**sum**(**if**(new\_2.cmu\_day=2,new\_2.vip\_1,0)) **as** vip\_1\_2,

**sum**(**if**(new\_2.cmu\_day=2,new\_2.vip\_2,0)) **as** vip\_2\_2,

**sum**(**if**(new\_2.cmu\_day=2,new\_2.other,0)) **as** other\_2,

**sum**(**if**(new\_2.cmu\_day=2,new\_2.total,0)) **as** total\_2,

**sum**(**if**(new\_2.cmu\_day=8,new\_2.vip\_0,0)) **as** vip\_0\_8,

**sum**(**if**(new\_2.cmu\_day=8,new\_2.vip\_1,0)) **as** vip\_1\_8,

**sum**(**if**(new\_2.cmu\_day=8,new\_2.vip\_2,0)) **as** vip\_2\_8,

**sum**(**if**(new\_2.cmu\_day=8,new\_2.other,0)) **as** other\_8,

**sum**(**if**(new\_2.cmu\_day=8,new\_2.total,0)) **as** total\_8

**from**

(

**select** new\_1.new\_date,

new\_1.act\_date,

new\_1.cmu\_day,

**sum**(**if**(new\_1.first\_vip=0,new\_1.s1,0)) **as** vip\_0,

**sum**(**if**(new\_1.first\_vip=1,new\_1.s1,0)) **as** vip\_1,

**sum**(**if**(new\_1.first\_vip=2,new\_1.s1,0)) **as** vip\_2,

**sum**(**if**(new\_1.first\_vip!=0 **and** new\_1.first\_vip!=1

**and** new\_1.first\_vip!=2, new\_1.s1,0)) **as** other,

**sum**(new\_1.s1) **as** total

**from**

(

**select** new\_date,

act\_date,

cmu\_day,

first\_vip,

**sum**(`number`)**as** s1

**from** 数据库新.baidu

**where** cmu\_day =1 **or** cmu\_day =2 **or** cmu\_day =8

**group** **by** new\_date, act\_date,first\_vip

) **as** new\_1

**group** **by** new\_1.new\_date,new\_1.act\_date

) **as** new\_2

**group** **by** new\_2.new\_date

) **as** new\_3

**（5）**

**select** pb.new\_date **as** 新增日期,

**sum**(**if**(pb.cmu\_day=1,pb.play\_0,0)) **as** 新增1\_10级玩家,

**sum**(**if**(pb.cmu\_day=1,pb.play\_1,0)) **as** 新增11\_20级玩家,

**sum**(**if**(pb.cmu\_day=1,pb.play\_2,0)) **as** 新增21\_30级玩家,

**concat**(**sum**(**if**(pb.cmu\_day=1,pb.rat\_0,0)),'%') **as** 新增1\_10级玩家付费率,

**concat**(**sum**(**if**(pb.cmu\_day=1,pb.rat\_1,0)),'%') **as** 新增11\_20级玩家付费率,

**concat**(**sum**(**if**(pb.cmu\_day=1,pb.rat\_2,0)),'%') **as** 新增21\_30级玩家付费率,

**sum**(**if**(pb.cmu\_day=2,pb.play\_0,0)) **as** 次日留存1\_10级玩家,

**sum**(**if**(pb.cmu\_day=2,pb.play\_1,0)) **as** 次日留存11\_20级玩家,

**sum**(**if**(pb.cmu\_day=2,pb.play\_2,0)) **as** 次日留存21\_30级玩家,

**concat**(**sum**(**if**(pb.cmu\_day=2,pb.rat\_0,0)),'%') **as** 次日留存1\_10级玩家付费率,

**concat**(**sum**(**if**(pb.cmu\_day=2,pb.rat\_1,0)),'%') **as** 次日留存11\_20级玩家付费率,

**concat**(**sum**(**if**(pb.cmu\_day=2,pb.rat\_2,0)),'%') **as** 次日留存21\_30级玩家付费率,

**sum**(**if**(pb.cmu\_day=8,pb.play\_0,0)) **as** 7日留存1\_10级玩家,

**sum**(**if**(pb.cmu\_day=8,pb.play\_1,0)) **as** 7日留存11\_20级玩家,

**sum**(**if**(pb.cmu\_day=8,pb.play\_2,0)) **as** 7日留存21\_30级玩家,

**concat**(**sum**(**if**(pb.cmu\_day=8,pb.rat\_0,0)),'%') **as** 7日留存1\_10级玩家付费率,

**concat**(**sum**(**if**(pb.cmu\_day=8,pb.rat\_1,0)),'%') **as** 7日留存11\_20级玩家付费率,

**concat**(**sum**(**if**(pb.cmu\_day=8,pb.rat\_2,0)),'%') **as** 7日留存21\_30级玩家付费率

**from**

(

**select** new\_1.new\_date,

new\_1.act\_date,

new\_1.cmu\_day,

new\_2.total **as** pay\_play\_t,

new\_2.low\_level **as** pay\_play\_0,

new\_2.mid\_level **as** pay\_play\_1,

new\_2.high\_level **as** pay\_play\_2,

(new\_1.total+new\_2.total) **as** play\_t,

(new\_1.low\_level+new\_2.low\_level) **as** play\_0,

(new\_1.mid\_level+new\_2.mid\_level) **as** play\_1,

(new\_1.high\_level+new\_2.high\_level) **as** play\_2,

**concat**(**round**(100\*(new\_2.low\_level /

**if**((new\_1.low\_level+new\_2.low\_level)=0,1

,(new\_1.low\_level+new\_2.low\_level))),2),'%') **as** rat\_0,

**concat**(**round**(100\*(new\_2.mid\_level /

**if**((new\_1.mid\_level+new\_2.mid\_level)=0,1

,(new\_1.mid\_level+new\_2.mid\_level))),2),'%') **as** rat\_1,

**concat**(**round**(100\*(new\_2.high\_level /

**if**((new\_1.high\_level+new\_2.high\_level)=0,1

,(new\_1.high\_level+new\_2.high\_level))),2),'%') **as** rat\_2

**from**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(**if**( first\_rank>=1 **and** first\_rank<=10,**number**,0)) **as** low\_level,

**sum**(**if**( first\_rank>10 **and** first\_rank<=20,**number**,0)) **as** mid\_level,

**sum**(**if**( first\_rank>20 **and** first\_rank<=30,**number**,0)) **as** high\_level,

**sum**(`number`) **as** total

**from** 数据库新.baidu

**where** first\_vip =0

**group** **by** new\_date ,act\_date

) **as** new\_1

**inner** **join**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(**if**( first\_rank>=1 **and** first\_rank<=10,**number**,0)) **as** low\_level,

**sum**(**if**( first\_rank>10 **and** first\_rank<=20,**number**,0)) **as** mid\_level,

**sum**(**if**( first\_rank>20 **and** first\_rank<=30,**number**,0)) **as** high\_level,

**sum**(`number`) **as** total

**from** 数据库新.baidu

**where** first\_vip !=0

**group** **by** new\_date ,act\_date

) **as** new\_2

**on** new\_1.new\_date = new\_2.new\_date **and** new\_1.act\_date = new\_2.act\_date

**where** new\_1.cmu\_day =1 **or** new\_1.cmu\_day =2 **or** new\_1.cmu\_day =8

) **as** pb

**group** **by** pb.new\_date

**（6）**

**select** ppp.act\_date **as** 新增日期,

ppp.总玩家 **as** 日活总玩家,

ppp.低玩家 **as** 日活1\_10级玩家,

ppp.中玩家 **as** 日活11\_20级玩家,

ppp.高玩家 **as** 日活21\_30级玩家,

**concat**(**round**(100\*((ppp.付费低玩家/ppp.低玩家)),2),'%') **as** 日活1\_10级玩家付费率,

**concat**(**round**(100\*((ppp.付费中玩家/ppp.中玩家)),2),'%') **as** 日活11\_20级玩家付费率,

**concat**(**round**(100\*((ppp.付费高玩家/ppp.高玩家)),2),'%') **as** 日活21\_30级玩家付费率,

bbb.play\_t **as** 日新增总玩家,

bbb.play\_0 **as** 日新增1\_10级玩家,

bbb.play\_1 **as** 日新增11\_20级玩家,

bbb.play\_2 **as** 日新增21\_30级玩家,

**concat**(**round**(100\*((bbb.pay\_play\_0/bbb.play\_0)),2),'%') **as** 日新增1\_10级玩家付费率,

**concat**(**round**(100\*((bbb.pay\_play\_1/bbb.play\_1)),2),'%') **as** 日新增11\_20级玩家付费率,

**concat**(**round**(100\*((bbb.pay\_play\_2/

**if**(bbb.play\_2=0,1,bbb.play\_2))),2),'%') **as** 日新增21\_30级玩家付费率,

ppp.总玩家-bbb.play\_t **as** 日留存总玩家,

ppp.低玩家-bbb.play\_0 **as** 日留存1\_10级玩家,

ppp.中玩家-bbb.play\_1 **as** 日留存11\_20级玩家,

ppp.高玩家-bbb.play\_2 **as** 日留存21\_30级玩家,

**concat**(**round**(100\*(((ppp.付费低玩家-bbb.pay\_play\_0)/(ppp.总玩家-bbb.play\_0))),2),'%') **as** 日留存1\_10级玩家付费率,

**concat**(**round**(100\*(((ppp.付费中玩家-bbb.pay\_play\_1)/**if**((ppp.中玩家-bbb.play\_1)=0,1

,(ppp.中玩家-bbb.play\_1)))),2),'%') **as** 日留存11\_20级玩家付费率,

**concat**(**round**(100\*(((ppp.付费高玩家-bbb.pay\_play\_2)/**if**((ppp.高玩家-bbb.play\_2)=0,1

,(ppp.高玩家-bbb.play\_2)))),2),'%') **as** 日留存21\_30级玩家付费率

**from**

(

**select** pb.act\_date,

**sum**(pb.pay\_play\_t) **as** 付费总玩家,

**sum**(pb.pay\_play\_0) **as** 付费低玩家,

**sum**(pb.pay\_play\_1) **as** 付费中玩家,

**sum**(pb.pay\_play\_2) **as** 付费高玩家,

**sum**(pb.play\_t) **as** 总玩家,

**sum**(pb.play\_0) **as** 低玩家,

**sum**(pb.play\_1) **as** 中玩家,

**sum**(pb.play\_2) **as** 高玩家

**from**

(

**select** new\_1.new\_date,

new\_1.act\_date,

new\_1.cmu\_day,

new\_2.total **as** pay\_play\_t,

new\_2.low\_level **as** pay\_play\_0,

new\_2.mid\_level **as** pay\_play\_1,

new\_2.high\_level **as** pay\_play\_2,

(new\_1.total+new\_2.total) **as** play\_t,

(new\_1.low\_level+new\_2.low\_level) **as** play\_0,

(new\_1.mid\_level+new\_2.mid\_level) **as** play\_1,

(new\_1.high\_level+new\_2.high\_level) **as** play\_2

**from**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(**if**( first\_rank>=1 **and** first\_rank<=10,**number**,0)) **as** low\_level,

**sum**(**if**( first\_rank>10 **and** first\_rank<=20,**number**,0)) **as** mid\_level,

**sum**(**if**( first\_rank>20 **and** first\_rank<=30,**number**,0)) **as** high\_level,

**sum**(`number`) **as** total

**from** 数据库新.baidu

**where** first\_vip =0

**group** **by** new\_date ,act\_date

) **as** new\_1

**inner** **join**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(**if**( first\_rank>=1 **and** first\_rank<=10,**number**,0)) **as** low\_level,

**sum**(**if**( first\_rank>10 **and** first\_rank<=20,**number**,0)) **as** mid\_level,

**sum**(**if**( first\_rank>20 **and** first\_rank<=30,**number**,0)) **as** high\_level,

**sum**(`number`) **as** total

**from** 数据库新.baidu

**where** first\_vip !=0

**group** **by** new\_date ,act\_date

) **as** new\_2

**on** new\_1.new\_date = new\_2.new\_date **and** new\_1.act\_date = new\_2.act\_date

) **as** pb

**group** **by** pb.act\_date

) **as** ppp

**inner** **join**

(

**select** new\_1.new\_date,

new\_1.act\_date,

new\_1.cmu\_day,

new\_2.total **as** pay\_play\_t,

new\_2.low\_level **as** pay\_play\_0,

new\_2.mid\_level **as** pay\_play\_1,

new\_2.high\_level **as** pay\_play\_2,

(new\_1.total+new\_2.total) **as** play\_t,

(new\_1.low\_level+new\_2.low\_level) **as** play\_0,

(new\_1.mid\_level+new\_2.mid\_level) **as** play\_1,

(new\_1.high\_level+new\_2.high\_level) **as** play\_2

**from**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(**if**( first\_rank>=1 **and** first\_rank<=10,**number**,0)) **as** low\_level,

**sum**(**if**( first\_rank>10 **and** first\_rank<=20,**number**,0)) **as** mid\_level,

**sum**(**if**( first\_rank>20 **and** first\_rank<=30,**number**,0)) **as** high\_level,

**sum**(`number`) **as** total

**from** 数据库新.baidu

**where** first\_vip =0

**group** **by** new\_date ,act\_date

) **as** new\_1

**inner** **join**

(

**select** new\_date,

act\_date,

cmu\_day,

**sum**(**if**( first\_rank>=1 **and** first\_rank<=10,**number**,0)) **as** low\_level,

**sum**(**if**( first\_rank>10 **and** first\_rank<=20,**number**,0)) **as** mid\_level,

**sum**(**if**( first\_rank>20 **and** first\_rank<=30,**number**,0)) **as** high\_level,

**sum**(`number`) **as** total

**from** 数据库新.baidu

**where** first\_vip !=0

**group** **by** new\_date ,act\_date

) **as** new\_2

**on** new\_1.new\_date = new\_2.new\_date **and** new\_1.act\_date = new\_2.act\_date

**where** new\_1.cmu\_day=1

) **as** bbb

**on** ppp.act\_date = bbb.new\_date