EXECUTED QUIRES

SELECT MIN(TOTAL_OUTSTANDING_POINTS), MAX(TOTAL_OUTSTANDING_POINTS) FROM
CUSTOMER_MASTER_VW
WHERE TOTAL_OUTSTANDING_POINTS > 0 AND COUNTRY_CODE ='US' AND
LOYALTY_MEMBER_FLAG = 'Y';

SELECT COUNT (DISTINCT CUSTOMER_KEY) FROM CUSTOMER_MASTER_VW
 WHERE TOTAL_OUTSTANDING_POINTS > 0 AND COUNTRY_CODE ='US' AND
LOYALTY_MEMBER_FLAG = 'Y';

-- LIST OF MYMU CUSTOMERS WHO HAS 25 AS TOTAL OUTSTANDING POINTS

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_BUCKET AS
SELECT *,
 CASE
 WHEN TOTAL_OUTSTANDING_POINTS > 0 AND TOTAL_OUTSTANDING_POINTS < 25 THEN
'BELOW_25_POINTS_CUST'
 WHEN TOTAL_OUTSTANDING_POINTS >= 25 AND TOTAL_OUTSTANDING_POINTS < 50 THEN '25-
50_POINTS_CUST'
 WHEN TOTAL_OUTSTANDING_POINTS >= 50 AND TOTAL_OUTSTANDING_POINTS < 75 THEN '50-
75_POINTS_CUST'
WHEN TOTAL_OUTSTANDING_POINTS >= 75 AND TOTAL_OUTSTANDING_POINTS < 100 THEN '75-
100_POINTS_CUST'
 WHEN TOTAL_OUTSTANDING_POINTS >=100 AND TOTAL_OUTSTANDING_POINTS < 150 THEN '100-
150_POINTS_CUST'
 WHEN TOTAL_OUTSTANDING_POINTS >= 150 AND TOTAL_OUTSTANDING_POINTS < 200 THEN '150-
200_POINTS_CUST'
 WHEN TOTAL_OUTSTANDING_POINTS >= 200 AND TOTAL_OUTSTANDING_POINTS < 250 THEN '200-
250_POINTS_CUST'
WHEN TOTAL_OUTSTANDING_POINTS >= 250 AND TOTAL_OUTSTANDING_POINTS < 300 THEN '250-
300_POINTS_CUST'
 WHEN TOTAL_OUTSTANDING_POINTS >= 300 THEN 'ABOVE_300_POINTS_CUST'
END AS CUST_POINTS_BUCKET
FROM CUSTOMER_MASTER_VW
 WHERE TOTAL_OUTSTANDING_POINTS > 0 AND COUNTRY_CODE ='US' AND
LOYALTY_MEMBER_FLAG = 'Y';

 SELECT * FROM MYWU_CUST_POINTS_BUCKET;
-- 20,376,029 ROWS AS TOTAL MYWU CUSTOMERS IN US

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_BUCKET;
-- 20,376,025

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_BUCKET
WHERE CUST_POINTS_BUCKET <> 'BELOW_25_POINTS_CUST';
-- 10,081,263

```sql
SELECT CUST_POINTS_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) AS TOT_CUST FROM
MYWU_CUST_POINTS_BUCKET
GROUP BY 1 ORDER BY 1;

 CREATE OR REPLACE TABLE CUST_LATEST_REDMNS_BEHAVIOUR
 AS SELECT CARD_NO, MIN(REDM_DATE) AS EARLIEST_REDM_DATE,MAX(REDM_DATE) AS
LATEST_REDM_DATE FROM REDMCHNL_REDEMPTIONHISTORY_VW
GROUP BY 1 ORDER BY 1;

DROP TABLE CUST_LATEST_REDMNS_BEHAVIOUR_ANALYSIS;

CREATE OR REPLACE TABLE CUST_LATEST_REDMNS_BEHAVIOUR_ANALYSIS
AS SELECT A.*,B.EARLIEST_REDM_DATE,B.LATEST_REDM_DATE FROM
REDMCHNL_REDEMPTIONHISTORY_VWA
LEFT JOIN CUST_LATEST_REDMNS_BEHAVIOUR B
 ON A.CARD_NO = B.CARD_NO;
 SELECT * FROM CUST_LATEST_REDMNS_BEHAVIOUR_ANALYSIS ;

------------MYWU CUSTOMER HAVING 25 OR MORE POINTS REDEMPTIONS BEAVIOUR---------------------

DROP TABLE MYWU_CUST_POINTS_REDMNS_BEHAVIOUR;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_REDMNS_BEHAVIOUR AS
SELECT A.*,B.* FROM MYWU_CUST_POINTS_BUCKET A
LEFT JOIN CUST_LATEST_REDMNS_BEHAVIOUR_ANALYSIS B
ON A.CUSTOMER_KEY = B.CARD_NO ;
SELECT * FROM MYWU_CUST_POINTS_REDMNS_BEHAVIOUR;
 -- 28,585,909 ROWS (1,066,357 SHOWN)

SELECT * FROM MYWU_CUST_POINTS_REDMNS_BEHAVIOUR
WHERE REDM_DATE IS NULL;
-- 18,636,471 ROWS

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_REDMNS_BEHAVIOUR;
-- 20,376,025 ROWS

SELECT DISTINCT CUSTOMER_KEY FROM MYWU_CUST_POINTS_REDMNS_BEHAVIOUR
WHERE CUSTOMER_KEY NOT IN (SELECT DISTINCT CUSTOMER_KEY FROM
MYWU_CUST_POINTS_BUCKET);

DROP TABLE MYWU_CUST_POINTS_NO_REDMNS_EVER;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_NO_REDMNS_EVER AS
SELECT * FROM MYWU_CUST_POINTS_REDMNS_BEHAVIOUR WHERE REDM_DATE IS NULL OR
(R12_REDEEMER_FLAG = 'N' AND P12_REDEEMER_FLAG = 'N') ;
SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_NO_REDMNS_EVER ;
 -- 19,530,049 MYWU CUSTOMERS HAS NOT DONE REDEMPTIONS EVER OF TOTAL 20,376,025 ROWS

SELECT CUST_POINTS_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_NO_REDMNS_EVER GROUP BY 1 ORDER BY 1;
```

```
DROP TABLE MYWU_CUST_POINTS_REDMNS_BEFORE_R12;

 CREATE OR REPLACE TABLE MYWU_CUST_POINTS_REDMNS_BEFORE_R12 AS
SELECT * FROM MYWU_CUST_POINTS_REDMNS_BEHAVIOUR
 WHERE LATEST_REDM_DATE < '2021-06-01' OR (R12_REDEEMER_FLAG = 'N' AND
P12_REDEEMER_FLAG = 'Y') ;

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_REDMNS_BEFORE_R12 ;
 -- 1,270,078 MYWU CUSTOMERS HAS DONE REDEMPTIONS BEFORE R12 OF TOTAL 20,376,025

SELECT CUST_POINTS_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_REDMNS_BEFORE_R12 GROUP BY 1 ORDER BY 1;

DROP TABLE MYWU_CUST_POINTS_REDMNS_IN_R12;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_REDMNS_IN_R12 AS
SELECT * FROM MYWU_CUST_POINTS_REDMNS_BEHAVIOUR
WHERE (LATEST_REDM_DATE >= '2021-06-01' AND LATEST_REDM_DATE < '2022-06-01') OR
R12_REDEEMER_FLAG = 'Y' ; SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_REDMNS_IN_R12 ;
-- 474,313 MYWU CUSTOMERS HAS DONE REDEMPTIONS IN R12 OF TOTAL 20,376,025

 SELECT CUST_POINTS_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_REDMNS_IN_R12 GROUP BY 1 ORDER BY 1;

---------------------- MYWU CUSTOMERS REDEMPTIONS TRACKING-------------------------------------------

DROP TABLE MYWU_CUST_POINTS_REDEMPTIONS_TRACKING ;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_REDEMPTIONS_TRACKING AS
 SELECT * FROM MYWU_CUST_POINTS_NO_REDMNS_EVER
UNION
SELECT * FROM MYWU_CUST_POINTS_REDMNS_BEFORE_R12
UNION
 SELECT * FROM AJ_CAR_128_MYWU_CUST_POINTS_REDMNS_IN_R12;
SELECT * FROM AJ_CAR_128_MYWU_CUST_POINTS_REDEMPTIONS_TRACKING;
SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_REDEMPTIONS_TRACKING;
-- 20,376T,025

 ----------------------------- MYWU CUSTOMERS REDEMPTIONS BUCKET-------------------------------------

DROP TABLE MYWU_CUST_POINTS_REDEMPTIONS_BUCKET;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_REDEMPTIONS_BUCKET AS
SELECT *,R12_SND_FLAG AS TXNTED_R12,
 CASE
WHEN P12_SND_FLAG = 'Y' OR PP12_SND_FLAG = 'Y' THEN 'Y'
 WHEN P12_SND_FLAG = 'N' AND PP12_SND_FLAG = 'N' THEN 'N' END AS TXNTED_BEFORE_R12,
CASE
WHEN (R12_REDEEMER_FLAG = 'N' AND P12_REDEEMER_FLAG = 'N') OR REDM_DATE IS NULL THEN
'NEVER HAVE REDEEMED'
```

```sql
 WHEN (LATEST_REDM_DATE >= '2021-06-01' AND LATEST_REDM_DATE < '2022-06-01') AND
R12_REDEEMER_FLAG = 'Y' THEN 'REDEEMED IN R12'
WHEN LATEST_REDM_DATE < '2021-06-01' OR (R12_REDEEMER_FLAG = 'N' AND
P12_REDEEMER_FLAG = 'Y') THEN 'REDEEMED BEFORE R12'
END AS REDEMPTION_BUCKET
 FROM MYWU_CUST_POINTS_REDEMPTIONS_TRACKING;
 SELECT * FROM AJ_CAR_128_MYWU_CUST_POINTS_REDEMPTIONS_BUCKET ;
-- 28,583,115 ROWS (1,129,235 SHOWN)

 SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_REDEMPTIONS_BUCKET;
-- 20,376,025

SELECT DOM_CHANNEL_R12,COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_REDEMPTIONS_BUCKET GROUP BY 1 ORDER BY 1;

 SELECT REDEMPTION_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_REDEMPTIONS_BUCKET GROUP BY 1 ORDER BY 1;
-- NEVER HAVE REDEEMED --> 19,530,049
-- REDEEMED BEFORE R12 --> 377,822
-- REDEEMED IN R12 --> 466,506
 -- NULL --> 1,648

SELECT CUST_POINTS_BUCKET,REDEMPTION_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_REDEMPTIONS_BUCKET
WHERE CUST_POINTS_BUCKET = 'BELOW_25_POINTS_CUST' AND REDEMPTION_BUCKET =
'REDEEMED IN R12'
GROUP BY 1,2 ORDER BY 1,2;

/* PLEASE INCLUDE THE FOLLOWING FILTERS: CHANNEL AND SUBCHANNEL NEW VS EXISTING (IN
R12) IMT VS DMT DOMINANT CORRIDOR */

SELECT MIN(LAST_SNDTXN_DATE),MAX(LAST_SNDTXN_DATE) FROM MYWU_CUST_POINTS_BUCKET;
--2016-01-01 00:00:00.000 -- 2022-05-31 00:00:00.000

DROP TABLE MYWU_CUST_POINTS_DETAILS;

 CREATE OR REPLACE TABLE MYWU_CUST_POINTS_DETAILS AS
SELECT
CUSTOMER_KEY,COUNTRY_CODE,LOYALTY_MEMBER_FLAG,TOTAL_OUTSTANDING_POINTS,REDE
MPTION_BUCKET,CUST_POINTS_BUCKET,LAST_SNDTXN_DATE,CUST_STATUS_R12,TXNTED_R12,TX
NTED_BEFORE_R12 FROM CUST_POINTS_REDEMPTIONS_BUCKET;
 SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_DETAILS
 WHERE TXNTED_R12 = 'Y';
-- 8,495,497 TXNCTED IN R12 OUT OF TOTAL 20,376,025

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_DETAILS
 WHERE TXNTED_R12 = 'N';
 -- 11,880,528 ROWS TXNCTED BEFORE R12 OUT OF TOTAL 20,376,025

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_DETAILS;
-- 20,376,025 (8,495,497 + 11,880,528)
```

```sql
 SELECT
REDEMPTION_BUCKET,CUST_POINTS_BUCKET,TXNTED_R12,TXNTED_BEFORE_R12,COUNT(DISTINC T
CUSTOMER_KEY) FROM MYWU_CUST_POINTS_REDEMPTIONS_BUCKET
GROUP BY 1,2,3,4 ORDER BY 5 DESC;
SELECT
CUSTOMER_KEY,LOYALTY_MEMBER_FLAG,TOTAL_OUTSTANDING_POINTS,REDEMPTION_BUCKET,
CUST_POINTS_BUCKET,TXNTED_R12,TXNTED_BEFORE_R12 FROM MYWU_CUST_POINTS_DETAILS
WHERE LAST_SNDTXN_DATE IS NULL ;
 -- 4,785,418 ROWS

DROP TABLE MYWU_CUST_POINTS_LATEST_TXN_DETAILS;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_LATEST_TXN_DETAILS AS
 SELECT A.*,B.EARLIEST_TXN_DATE,B.LATEST_TXN_DATE,B.LATEST_TXN_PERIOD FROM
MYWU_CUST_POINTS_REDEMPTIONS_BUCKET A
LEFT JOIN( SELECT SNDCUSTOMER_KEY,MIN(RECORD_DATETIME) AS
EARLIEST_TXN_DATE,MAX(RECORD_DATETIME) AS LATEST_TXN_DATE,
 CASE
WHEN (LATEST_TXN_DATE >= '2021-06-01' AND LATEST_TXN_DATE < '2022-06-01') THEN
'R12_PERIOD'
 WHEN (LATEST_TXN_DATE >= '2020-06-01' AND LATEST_TXN_DATE < '2021-06-01') THEN 'R13-
R24/PR12_PERIOD'
WHEN (LATEST_TXN_DATE >= '2019-06-01' AND LATEST_TXN_DATE < '2020-06-01') THEN 'R25-
R36/PPR12_PERIOD'
WHEN (LATEST_TXN_DATE >= '2018-06-01' AND LATEST_TXN_DATE < '2019-06-01') THEN 'R37-
R48_PERIOD' ELSE 'BEFORE R48 PERIOD' END AS LATEST_TXN_PERIOD FROM
TXN_MASTER_SUPPLEMENT_VW
 WHERE SNDCOUNTRY_CODE = 'US' AND RECORD_DATETIME < '2022-06-01' AND SUB_CHANNEL
NOT IN ('DIGITAL PARTNERS DWL') AND COMPANY_BRAND = 'WU' AND SNDPRINCIPAL_USD > 0 AND
VALID_TXN_TYPE_CODE='Y' AND SNDAGENT_NUMBER <> 'AKC879730' AND RCVAGENT_NUMBER <>
'AXX100000' AND SNDCUSTOMER_KEY
 IN (SELECT DISTINCT CUSTOMER_KEY FROM MYWU_CUST_POINTS_REDEMPTIONS_BUCKET)
GROUP BY 1) B ON A.CUSTOMER_KEY = B.SNDCUSTOMER_KEY;

 SELECT * FROM MYWU_CUST_POINTS_LATEST_TXN_DETAILS;
 -- 28,583,115 ROWS (1,032,581 SHOWN)

UPDATE MYWU_CUST_POINTS_LATEST_TXN_DETAILS SET TXNTED_R12 = 'Y'
WHERE LATEST_TXN_PERIOD = 'R12_PERIOD';
UPDATE AJ_CAR_128_MYWU_CUST_POINTS_LATEST_TXN_DETAILS SET TXNTED_R12 = 'N'
 WHERE LATEST_TXN_PERIOD <> 'R12_PERIOD';
UPDATE MYWU_CUST_POINTS_LATEST_TXN_DETAILS SET TXNTED_BEFORE_R12 = 'Y'
WHERE LATEST_TXN_PERIOD <> 'R12_PERIOD';
UPDATE MYWU_CUST_POINTS_LATEST_TXN_DETAILS SET TXNTED_BEFORE_R12 = 'N'
WHERE LATEST_TXN_PERIOD = 'R12_PERIOD';
 SELECT * FROM MYWU_CUST_POINTS_LATEST_TXN_DETAILS
WHERE LATEST_TXN_PERIOD = 'R12_PERIOD';
-- 14,247,921 ROWS

SELECT REDEMPTION_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_LATEST_TXN_DETAILS GROUP BY 1 ORDER BY 1;
```

```sql
SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_LATEST_TXN_DETAILS;
-- 20,376,025

----------------- TXNS BEHAVIOUS OF MYWU_CUST_25_OR_MORE_POINTS_CUSTOMERS--------------

DROP TABLE AJ DROP TABLE MYWU_CUST_POINTS_TXNS_DETAILS;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_TXNS_DETAILS AS
SELECT RECORD_DATETIME,TXN_MONTH,TXN_ID,SNDCUSTOMER_KEY,
SNDCOUNTRY_CODE,CV1.COUNTRY_NAME AS SND_COUNTRY, RCVCOUNTRY_CODE,
CV2.COUNTRY_NAME AS RCV_COUNTRY, SNDPRINCIPAL_USD AS PRINCIPAL,
TOTAL_CHARGES_USD AS FEE, NET_FOREIGN_EXCHANGE AS NET_FX,
NVL(FEE,0)+NVL(NET_FX,0) AS REVENUE, CV1.REGION,CV1.SUPER_REGION,
PRIMARY_CHANNEL,SUB_CHANNEL,PRICING_CHANNEL,DIRECTION,
 CASE
WHEN (PRICING_CHANNEL IN ('POS','TMT','AIR')) THEN 'RETAIL'
WHEN (PRICING_CHANNEL IN ('WEB','APP')) THEN 'DIGITAL' ELSE 'OTHERS'
 END AS CHANNEL_TYPE,
 CASE WHEN (RECORD_DATETIME >= '2021-06-01' AND RECORD_DATETIME < '2022-06-01') THEN
'R12_PERIOD'
WHEN (RECORD_DATETIME >= '2020-06-01' AND RECORD_DATETIME < '2021-06-01') THEN 'R13-
R24/PR12_PERIOD'
WHEN (RECORD_DATETIME >= '2019-06-01' AND RECORD_DATETIME < '2020-06-01') THEN 'R25-
R36/PPR12_PERIOD'
WHEN (RECORD_DATETIME >= '2018-06-01' AND RECORD_DATETIME < '2019-06-01') THEN 'R37-
R48_PERIOD'
 ELSE 'BEFORE R48 PERIOD'
END AS TXN_PERIOD
FROM TXN_MASTER_SUPPLEMENT_VW TXN
LEFT OUTER JOIN CUSTOMER_MASTER_VW CMV
ON TXN.SNDCUSTOMER_KEY = CMV.CUSTOMER_KEY
LEFT OUTER JOIN COUNTRY_VW CV1
ON TXN.SNDCOUNTRY_CODE = CV1.COUNTRY_CODE
 LEFT OUTER JOIN COUNTRY_VW CV2
ON TXN.RCVCOUNTRY_CODE = CV2.COUNTRY_CODE
LEFT OUTER JOIN AGENT_SUMMARY_VW AG
ON TXN.SNDAGENT_NUMBER = AG.AGENT_NUMBER
WHERE TXN.SUB_CHANNEL NOT IN ('DIGITAL PARTNERS DWL') AND TXN.COMPANY_BRAND = 'WU'
AND CMV.LOYALTY_MEMBER_FLAG = 'Y' AND TXN.VALID_TXN_TYPE_CODE='Y' AND
TXN.SNDAGENT_NUMBER <> 'AKC879730' AND TXN.RCVAGENT_NUMBER <> 'AXX100000' AND
NVL(CMV.CONSOLIDATION_FLAG, 'NLL')='N' AND NVL(TXN.PRODUCT_GROUP, 'NLL') NOT IN ('QCOL',
'QCSH') AND TXN.RECORD_DATETIME >= '2020-01-01' AND TXN.RECORD_DATETIME < '2022-06-01'
AND CMV.LOYALTY_MEMBER_FLAG = 'Y' AND SNDPRINCIPAL_USD > 0 AND TXN.SNDCOUNTRY_CODE
= 'US' AND TXN.SNDCUSTOMER_KEY IN
 (SELECT DISTINCT CUSTOMER_KEY FROM MYWU_CUST_POINTS_LATEST_TXN_DETAILS");

SELECT COUNT(DISTINCT SNDCUSTOMER_KEY) FROM MYWU_CUST_POINTS_TXNS_DETAILS;
 --12,228,118

SELECT * FROM MYWU_CUST_POINTS_TXNS_DETAILS WHERE TXN_PERIOD = 'R12_PERIOD';
```

```sql
-- 385,406 ROWS (1,006,934 SHOWN)

DROP TABLE MYWU_CUST_POINTS_NEW_EXISTING;

 CREATE OR REPLACE TABLE MYWU_CUST_POINTS_NEW_EXISTING AS
SELECT A.*,
CASE
WHEN B.SNDCUSTOMER_KEY IS NULL THEN 'NEW'
ELSE 'EXISTING'
END AS NEW_EXIST_FLAG
 FROM (SELECT DISTINCT SNDCUSTOMER_KEY,SNDCOUNTRY_CODE,TXN_MONTH FROM
MYWU_CUST_POINTS_TXNS_DETAILS) A
LEFT OUTER JOIN (SELECT DISTINCT SNDCUSTOMER_KEY,SNDCOUNTRY_CODE,TXN_MONTH FROM
MYWU_CUST_POINTS_TXNS_DETAILS) B
 ON A.SNDCUSTOMER_KEY = B.SNDCUSTOMER_KEY AND A.SNDCOUNTRY_CODE =
B.SNDCOUNTRY_CODE AND (B.TXN_MONTH < A.TXN_MONTH AND B.TXN_MONTH >=
ADD_MONTHS(A.TXN_MONTH,- 12));

 SELECT * FROM MYWU_CUST_POINTS_NEW_EXISTING;

SELECT COUNT(DISTINCT SNDCUSTOMER_KEY) FROM MYWU_CUST_POINTS_NEW_EXISTING;
--12,228,118

SELECT NEW_EXIST_FLAG,COUNT(DISTINCT SNDCUSTOMER_KEY) FROM
MYWU_CUST_POINTS_NEW_EXISTING GROUP BY 1 ORDER BY 1;

DROP TABLE MYWU_CUST_POINTS_TXNS_NEW_EXIST_COMBINED;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_TXNS_NEW_EXIST_COMBINED AS
 SELECT A.*,B.NEW_EXIST_FLAG FROM MYWU_CUST_POINTS_TXNS_DETAILS A
 LEFT JOIN MYWU_CUST_POINTS_NEW_EXISTING B
ON A.SNDCUSTOMER_KEY = B.SNDCUSTOMER_KEY AND A.TXN_MONTH = B.TXN_MONTH ;

SELECT * FROM MYWU_CUST_POINTS_TXNS_NEW_EXIST_COMBINED LIMIT 100000;

 SELECT COUNT(DISTINCT SNDCUSTOMER_KEY) FROM
MYWU_CUST_POINTS_TXNS_NEW_EXIST_COMBINED;

SELECT NEW_EXIST_FLAG,COUNT(DISTINCT SNDCUSTOMER_KEY) FROM
MYWU_CUST_POINTS_TXNS_NEW_EXIST_COMBINED GROUP BY 1 ORDER BY 1;

SELECT * FROM MYWU_CUST_POINTS_LATEST_TXN_DETAILS LIMIT 100000;

 DROP TABLE MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED;

 CREATE OR REPLACE TABLE MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED
AS SELECT A.*,B.* FROM MYWU_CUST_POINTS_LATEST_TXN_DETAILS A
LEFT JOIN  MYWU_CUST_POINTS_TXNS_NEW_EXIST_COMBINED B
ON A.CUSTOMER_KEY = B.SNDCUSTOMER_KEY;
```

```sql
SELECT NEW_EXIST_FLAG,COUNT(DISTINCT SNDCUSTOMER_KEY) FROM
MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED GROUP BY 1 ORDER BY 1;
SELECT DISTINCT * FROM MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED LIMIT 100000
WHERE TXN_PERIOD IS NULL;

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_TXNS_DOM_CORR;
 --20,376,025

 SELECT DISTINCT CHANNEL,SUB_CHANNEL FROM
MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED;

 SELECT DISTINCT PRIMARY_CHANNEL,SUB_CHANNEL,PRICING_CHANNEL,CHANNEL_TYPE FROM
MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED;

--------------------------------------------DOMINANT CHANNEL--------------------------- ----------------------------

DROP TABLE MYWU_CUST_POINTS_TXNS_DOM_CHANNEL;

CREATE OR REPLACE TABLE _MYWU_CUST_POINTS_TXNS_DOM_CHANNEL AS
 SELECT A.*, B.CHANNEL_TYPE AS DOMINANT_CHANNEL FROM
MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED A
LEFT JOIN
 (SELECT A.* FROM ( SELECT A.SNDCUSTOMER_KEY, A.CHANNEL_TYPE, ROW_NUMBER() OVER
(PARTITION BY A.SNDCUSTOMER_KEY ORDER BY COUNT(1) DESC,MAX(RECORD_DATETIME) DESC)
TOP, COUNT(1) FROM MYWU_CUST_POINTS_TXNS_DETAILS A GROUP BY A.SNDCUSTOMER_KEY,
A.CHANNEL_TYPE ) A WHERE A.TOP=1 ) B
ON A.CUSTOMER_KEY = B.SNDCUSTOMER_KEY;
SELECT * FROM _MYWU_CUST_POINTS_TXNS_DOM_CHANNEL;
 SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM _MYWU_CUST_POINTS_TXNS_DOM_CHANNEL;
SELECT CUST_POINTS_BUCKET,COUNT(DISTINCT CUSTOMER_KEY) AS TOT_CUST FROM
MYWU_CUST_POINTS_TXNS_DOM_CHANNEL GROUP BY 1;

 --------------------------------------------DOMINANT CHANNEL PAYIN------------------------------------------------

DROP TABLE MYWU_CUST_POINTS_TXNS_DOM_CHANNEL_PAYIN;

 CREATE OR REPLACE TABLE MYWU_CUST_POINTS_TXNS_DOM_CHANNEL_PAYIN AS
 SELECT A.*,B.RETAIL_DIGITAL_FLAG,B.WEB_APP_FLAG,B.PAY_IN FROM
MYWU_CUST_POINTS_TXNS_DOM_CHANNEL A
LEFT JOIN ( SELECT SNDCOUNTRY_CODE, SNDCUSTOMER_KEY,
COUNT(CASE WHEN PRICING_CHANNEL IN ('AIR') THEN 1 END) AS AIR_TXNS,
COUNT(CASE WHEN PRICING_CHANNEL IN ('POS','AIR','TMT') THEN 1 END) AS RETAIL_TXNS,
COUNT(CASE WHEN PRICING_CHANNEL ='WEB' THEN 1 END) AS WEBSITE_TXNS,
COUNT(CASE WHEN PRICING_CHANNEL ='APP' THEN 1 END) AS APP_TXNS,
COUNT(CASE WHEN PRICING_CHANNEL IN ('POS') THEN 1 END) AS POS_TXNS,
CASE
WHEN RETAIL_TXNS > 0 AND (WEBSITE_TXNS > 0 OR APP_TXNS > 0 ) THEN 'RETAIL+DIGITAL'
 WHEN RETAIL_TXNS > 0 AND (WEBSITE_TXNS = 0 AND APP_TXNS = 0 ) THEN 'RETAIL_ONLY'
WHEN RETAIL_TXNS = 0 AND (WEBSITE_TXNS > 0 OR APP_TXNS > 0 ) THEN 'DIGITAL_ONLY'
WHEN RETAIL_TXNS = 0 AND (WEBSITE_TXNS = 0 AND APP_TXNS = 0 ) THEN 'R12_INACTIVE'
END AS RETAIL_DIGITAL_FLAG,
```

```sql
CASE
WHEN WEBSITE_TXNS > 0 AND APP_TXNS > 0 THEN 'WEBSITE+APP'
 WHEN WEBSITE_TXNS > 0 AND APP_TXNS = 0 THEN 'WEBSITE_ONLY'
 WHEN WEBSITE_TXNS = 0 AND APP_TXNS > 0 THEN 'APP_ONLY'
ELSE "RETAIL_DIGITAL_FLAG "
END AS WEB_APP_FLAG,
COUNT(CASE WHEN PAY_IN_METHOD IN ('BANK ACCOUNT','MOBILE','CREDIT CARD/DEBIT CARD')
THEN 1 END ) AS NON_CASH_PAY_IN_COUNT,
 COUNT(CASE WHEN PAY_IN_METHOD IN ('CASH') THEN 1 END) AS CASH_PAY_IN_COUNT,
CASE
WHEN NON_CASH_PAY_IN_COUNT = 0 AND CASH_PAY_IN_COUNT>0 THEN 'CASH ONLY'
WHEN NON_CASH_PAY_IN_COUNT > 0 AND CASH_PAY_IN_COUNT=0 THEN 'NON-CASH ONLY'
WHEN NON_CASH_PAY_IN_COUNT > 0 AND CASH_PAY_IN_COUNT>0 THEN 'BOTH CASH AND NON-
CASH'
END AS PAY_IN FROM MYWU_CUST_POINTS_TXNS_DETAILS
GROUP BY 1,2) B
ON A.CUSTOMER_KEY=B.SNDCUSTOMER_KEY;
SELECT * FROM _MYWU_CUST_POINTS_TXNS_DOM_CHANNEL_PAYIN ;
 SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM
MYWU_CUST_POINTS_TXNS_DOM_CHANNEL_PAYIN;
 SELECT DISTINCT * FROM MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED
WHERE CUSTOMER_KEY = '243878606';

-----------------------------------------------------DOMINANT CORRIDOR---------------------- ------------------------

DROP TABLE MYWU_CUST_POINTS_TXNS_DOM_CORR;

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_TXNS_DOM_CORR AS
SELECT A.*,B.DOMINANT_CORRIDOR,B.DOM_CORR_TYPE FROM
MYWU_CUST_POINTS_TXNS_REDEMPTIONS_COMBINED A
LEFT JOIN (SELECT A.* FROM
( SELECT A.SNDCUSTOMER_KEY, A.SNDCOUNTRY_CODE, A.RCVCOUNTRY_CODE,
A.SNDCOUNTRY_CODE||'-'||A.RCVCOUNTRY_CODE AS DOMINANT_CORRIDOR,
CASE
WHEN A.SNDCOUNTRY_CODE=A.RCVCOUNTRY_CODE THEN 'DOMESTIC'
WHEN A.SNDCOUNTRY_CODE<>A.RCVCOUNTRY_CODE THEN 'INTERNATIONAL'
 END AS DOM_CORR_TYPE,
ROW_NUMBER() OVER (PARTITION BY A.SNDCUSTOMER_KEY
ORDER BY COUNT(1) DESC,MAX(RECORD_DATETIME) DESC) TOP ,COUNT(TXN_ID), COUNT(1),
MAX(RECORD_DATETIME) FROM MYWU_CUST_POINTS_TXNS_DETAILS A GROUP BY 1,2,3,4,5 ) A
WHERE A.TOP = 1 ORDER BY 1,4 DESC ) B
ON A.CUSTOMER_KEY = B.SNDCUSTOMER_KEY;
DROP TABLE MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL;
CREATE OR REPLACE TABLE MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL AS
SELECT DISTINCT * FROM MYWU_CUST_POINTS_TXNS_DOM_CORR ;
-- NEVER HAVE REDEEMED --> 19,530,049
-- REDEEMED BEFORE R12 --> 377,822
-- REDEEMED IN R12 --> 466,506
-- NULL --> 1,648
```

SELECT SUM(TOT_CUST) FROM (SELECT DISTINCT
CUST_POINTS_BUCKET,REDEMPTION_BUCKET,PRIMARY_CHANNEL,SUB_CHANNEL,PRICING_CHAN
NEL,CHANNEL_TYPE,NEW_EXIST_FLAG ,DOMINANT_CORRIDOR,DOM_CORR_TYPE, COUNT(DISTINCT
CUSTOMER_KEY) AS TOT_CUST FROM MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL
GROUP BY 1,2,3,4,5,6,7,8,9 ORDER BY 1,2,3,4,5,6,7,8,9);

---RAW DATA FILE---

SELECT SUM(TOTAL_CUST) FROM (SELECT DISTINCT
CUST_POINTS_BUCKET,REDEMPTION_BUCKET,PRIMARY_CHANNEL,SUB_CHANNEL,PRICING_CHAN
NEL,CHANNEL_TYPE,NEW_EXIST_FLAG ,DOMINANT_CORRIDOR,DOM_CORR_TYPE, COUNT(DISTINCT
CUSTOMER_KEY) AS TOTAL_CUST FROM MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL
 WHERE PRIMARY_CHANNEL IS NOT NULL AND REDEMPTION_BUCKET IS NOT NULL AND
DOM_CORR_TYPE IS NOT NULL AND NEW_EXIST_FLAG IS NOT NULL GROUP BY 1,2,3,4,5,6,7,8,9
ORDER BY 1,2,3,4,5,6,7,8,9);
SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL;
-- 20,376,025

SELECT * FROM MYWU_CUST_POINTS_TXNS_DOM_CORR;
--564,635,351 ROWS (1,088,916 SHOWN)

--- ---

HOW MANY MYWU MEMBERS HAVE ENOUGH POINTS TO REDEEM? (MORE THAN 25 POINTS).

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL
WHERE CUST_POINTS_BUCKET <> 'BELOW_25_POINTS_CUST';
-- 10,294,762 CUSTOMERS

**-- INCLUDE HERE ALSO CUSTOMERS WITH LESS THAN 25 POINTS WHO HAVE REDEEMED AT LEAST
ONCE IN R12.**

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_TXNS_DOM_CORR
WHERE CUST_POINTS_BUCKET = 'BELOW_25_POINTS_CUST' AND REDEMPTION_BUCKET =
'REDEEMED IN R12';
 --67,150

-- HOW MANY OF THEM HAVE REDEEMED IN R12?

SELECT COUNT(DISTINCT CUSTOMER_KEY) FROM MYWU_CUST_POINTS_TXNS_DOM_CORR
WHERE REDEMPTION_BUCKET = 'REDEEMED IN R12';
 -- 466,506

**--FROM THOSE WHO HAVE REDEEMED AT LEAST ONCE, HOW MANY REDEMPTIONS HAVE DONE IN
R12?**
--HOW MANY TIMES HAVE THEY REDEEMED IN R12?
--HOW MANY POINTS HAVE THEY EARNED IN R12?

 SELECT MIN(FILE_DATE),MAX(FILE_DATE),MIN(LOAD_DATE),MAX(LOAD_DATE) FROM
CURRENT_POINTS_VW;
 CREATE OR REPLACE TABLE MYWU_CUST_POINTS_REDMTN_ATLEAST_ONCE AS

```sql
 SELECT DISTINCT CUSTOMER_KEY,CUST_POINTS_BUCKET,REDEMPTION_BUCKET FROM
MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL WHERE REDEMPTION_BUCKET <> 'NEVER HAVE
REDEEMED';

CREATE OR REPLACE TABLE MYWU_CUST_POINTS_REDMTN_ATLEAST_ONCE_PNTS_DTLS AS
 SELECT A.*,B.* FROM MYWU_CUST_POINTS_REDMTN_ATLEAST_ONCE A
LEFT JOIN CURRENT_POINTS_VW B ON A.CUSTOMER_KEY = B.CARD_NUMBER;
SELECT * FROM MYWU_CUST_POINTS_REDMTN_ATLEAST_ONCE_PNTS_DTLS
WHERE FILE_DATE >= '2021-06-01 00:00:00.000' AND FILE_DATE < '2022-06-01 00:00:00.000' AND
CUSTOMER_KEY = '115966713' ORDER BY FILE_DATE DESC ;

 SELECT * FROM MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL
WHERE REDM_DATE >= '2021-06-01' AND REDM_DATE < '2022-06-01' AND CUSTOMER_KEY =
'115966713' ORDER BY REDM_DATE DESC;
SELECT CUST_POINTS_BUCKET,REDEMPTION_BUCKET, COUNT(DISTINCT
CUSTOMER_KEY),SUM(TOTAL_EARNED_POINTS),SUM(TOTAL_REDEEMED_POINTS) FROM
MYWU_CUST_POINTS_REDMTN_ATLEAST_ONCE_PNTS_DTLS
WHERE FILE_DATE >= '2021-06-01 00:00:00.000' AND FILE_DATE < '2022-06-01 00:00:00.000' GROUP
BY 1,2 HAVING REDEMPTION_BUCKET = 'REDEEMED IN R12' ORDER BY 1,2;


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CREATE OR REPLACE TABLE MYWU_CUST_POINTS_COMPLETE_DTLS  AS
SELECT DISTINCT
A.CUSTOMER_KEY,A.CUST_POINTS_BUCKET,B.FILE_DATE,A.REDEMPTION_BUCKET,A.PRIMARY_CH
ANNEL,A.SUB_CHANNEL,A.PRICING_CHANNEL,A.CHANNEL_TYPE,A.NEW_EXIST_FLAG ,
A.DOMINANT_CORRIDOR,A.DOM_CORR_TYPE,B.CURRENT_AVAILABLE_POINTS,B.TOTAL_EARNED_
POINTS,B.TOTAL_REDEEMED_POINTS FROM MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL A LEFT
JOIN ( SELECT DISTINCT
CUSTOMER_KEY,CUST_POINTS_BUCKET,REDEMPTION_BUCKET,FILE_DATE,CURRENT_AVAILABLE_P
OINTS,TOTAL_EARNED_POINTS,TOTAL_REDEEMED_POINTS FROM
MYWU_CUST_POINTS_REDMTN_ATLEAST_ONCE_PNTS_DTLS
WHERE FILE_DATE >= '2021-06-01 00:00:00.000' AND FILE_DATE < '2022-06-01 00:00:00.000' ) B
ON A.CUSTOMER_KEY = B.CUSTOMER_KEY AND A.CUST_POINTS_BUCKET = B.CUST_POINTS_BUCKET
AND A.REDEMPTION_BUCKET = B.REDEMPTION_BUCKET WHERE A.REDEMPTION_BUCKET <>
'NEVER HAVE REDEEMED';

 SELECT DISTINCT * FROM MYWU_CUST_POINTS_COMPLETE_DTLS ;
--25,032,134 ROWS (1,022,218 SHOWN)

SELECT DISTINCT * FROM MYWU_CUST_POINTS_COMPLETE_DTLS  WHERE CUSTOMER_KEY =
'929340795';

SELECT
CUST_POINTS_BUCKET,REDEMPTION_BUCKET,SUM(TOT_CUST_COUNTS),SUM(TOT_EARNED_PNTS
),SUM(TOT_REDM_PNTS) FROM ( SELECT DISTINCT
CUST_POINTS_BUCKET,REDEMPTION_BUCKET,PRIMARY_CHANNEL,SUB_CHANNEL,PRICING_CHAN
NEL,CHANNEL_TYPE,NEW_EXIST_FLAG ,DOMINANT_CORRIDOR,DOM_CORR_TYPE, COUNT(DISTINCT
CUSTOMER_KEY) AS TOT_CUST_COUNTS, SUM(CURRENT_AVAILABLE_POINTS) AS
TOT_CURR_AVAIL_PNTS, SUM(TOTAL_EARNED_POINTS) AS TOT_EARNED_PNTS,
SUM(TOTAL_REDEEMED_POINTS) AS TOT_REDM_PNTS FROM
```

MYWU_CUST_POINTS_COMPLETE_DTLS WHERE PRIMARY_CHANNEL IS NOT NULL AND REDEMPTION_BUCKET <> 'NEVER HAVE REDEEMED' AND DOM_CORR_TYPE IS NOT NULL AND NEW_EXIST_FLAG IS NOT NULL GROUP BY 1,2,3,4,5,6,7,8,9 HAVING REDEMPTION_BUCKET = 'REDEEMED IN R12' ORDER BY 1,2,3,4,5,6,7,8,9;

-- -

-- -> PLEASE INCLUDE THEIR TPC IN R12

SELECT DISTINCT CUST_POINTS_BUCKET,REDEMPTION_BUCKET,PRIMARY_CHANNEL,SUB_CHANNEL,PRICING_CHANNEL,CHANNEL_TYPE,NEW_EXIST_FLAG ,DOMINANT_CORRIDOR,DOM_CORR_TYPE,
 COUNT(DISTINCT CUSTOMER_KEY) AS TOT_CUST, COUNT(DISTINCT TXN_ID) AS TOT_TXNS,
TOT_TXNS/TOT_CUST AS TPC FROM MYWU_CUST_POINTS_TXNS_DOM_CORR
WHERE TXN_PERIOD ='R12_PERIOD' AND REDEMPTION_BUCKET = 'REDEEMED IN R12' AND CUSTOMER_KEY IN (SELECT DISTINCT CUSTOMER_KEY FROM MYWU_CUST_POINTS_TXNS_DOM_CORR WHERE REDEMPTION_BUCKET = 'REDEEMED IN R12')
GROUP BY 1,2,3,4,5,6,7,8,9 ORDER BY 1,2,3,4,5,6,7,8,9;

 -- -> PLEASE INCLUDE THEIR TPC IN LAST 3 MONTHS

SELECT DISTINCT CUST_POINTS_BUCKET,REDEMPTION_BUCKET,PRIMARY_CHANNEL,SUB_CHANNEL,PRICING_CHANNEL,CHANNEL_TYPE,NEW_EXIST_FLAG ,DOMINANT_CORRIDOR,DOM_CORR_TYPE,
COUNT(DISTINCT CUSTOMER_KEY) AS TOT_CUST, COUNT(DISTINCT TXN_ID) AS TOT_TXNS,
TOT_TXNS/TOT_CUST AS TPC FROM MYWU_CUST_POINTS_TXNS_DOM_CORR_FINAL WHERE REDEMPTION_BUCKET = 'REDEEMED IN R12' AND RECORD_DATETIME >= '2022-03-01' AND RECORD_DATETIME < '2022-06-01' AND CUSTOMER_KEY IN (SELECT DISTINCT CUSTOMER_KEY FROM MYWU_CUST_POINTS_TXNS_DOM_CORR WHERE REDEMPTION_BUCKET = 'REDEEMED IN R12') GROUP BY 1,2,3,4,5,6,7,8,9 ORDER BY 1,2,3,4,5,6,7,8,9;