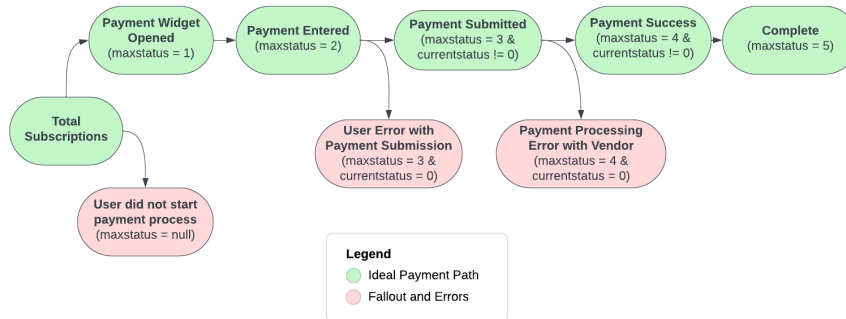
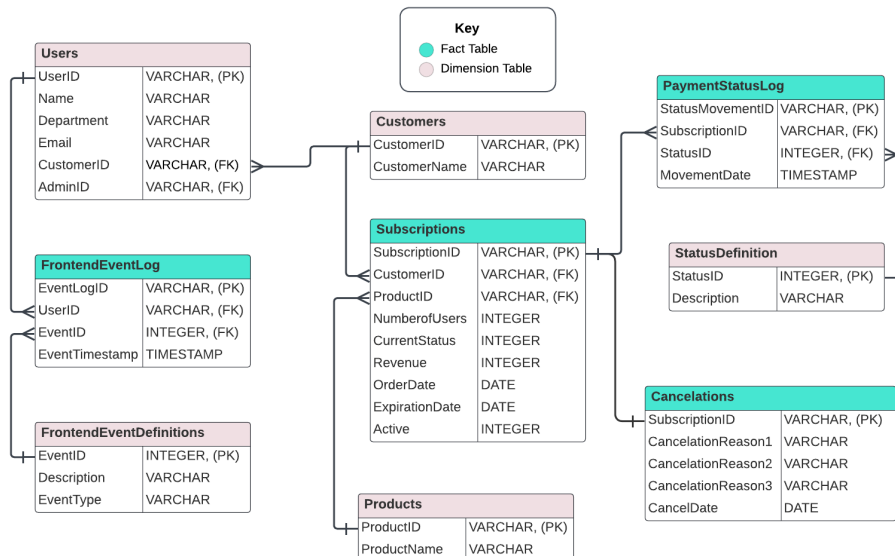


Payment Funnel Analysis

Subscription Payment Funnel Stages



Main Data Model



In this SQL project, I am doing a funnel payment analysis to see the furthest point as well as where users are falling off in the payment process.

#1. Count the number of subs in each payment funnel stage by incorporating the max status reached and status per subscription.

```

with max_status_reached as(
Select subscriptionid,
max(statusid) as Maxstatus
from paymentstatuslog
group by

```

```

subscriptionid
),

paymentfunnelstages AS (
    SELECT
        s.subscriptionid,
        CASE
            WHEN maxstatus = 1 THEN 'PaymentWidgetOpened'
            WHEN maxstatus = 2 THEN 'PaymentEntered'
            WHEN maxstatus = 3 AND currentstatus = 0 THEN 'User Error with
Payment Submission'
            WHEN maxstatus = 3 AND currentstatus != 0 THEN 'Payment
Submitted'
            WHEN maxstatus = 4 AND currentstatus = 0 THEN 'Payment Processing
Error with Vendor'
            WHEN maxstatus = 4 AND currentstatus != 0 THEN 'Payment Success'
            WHEN maxstatus = 5 THEN 'Complete'
            WHEN maxstatus IS NULL THEN 'User did not start the payment
process'
        END AS paymentfunnelstage
    FROM
        subscriptions s
    LEFT JOIN
        max_status_reached m
        ON s.subscriptionid = m.subscriptionid
)

SELECT
    paymentfunnelstage,
    COUNT(subscriptionid) AS subscriptions
FROM
    paymentfunnelstages
GROUP BY
    paymentfunnelstage;

```

Result:

PAYMENTFUNNELSTAGE	SUBSCRIPTIONS
Complete	12
Payment Processing Error with Vendor	1
Payment Submitted	1
Payment Success	1
PaymentEntered	2
PaymentWidgetOpened	7
User Error with Payment Submission	1
User did not start payment process	3