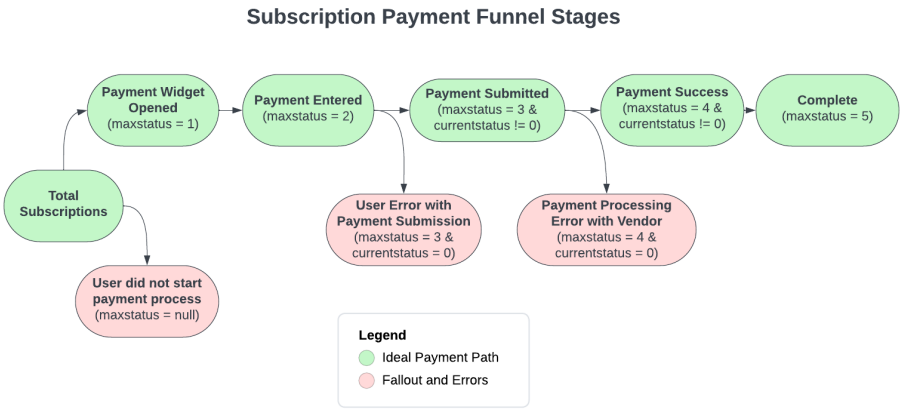
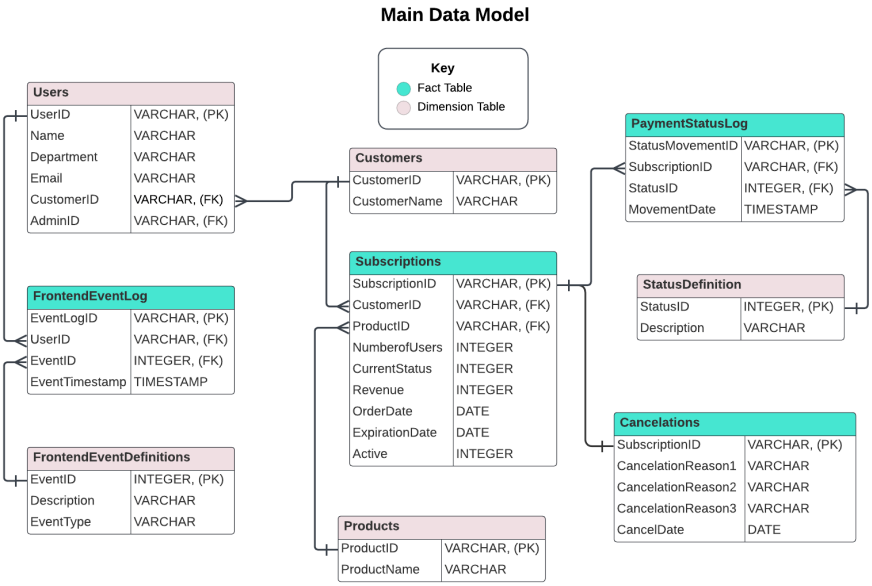
Payment Funnel analysis





In this SQL, 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 current status per subscription.
Use the paymentstatuslog and subscriptions table

```
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