02.月度经分会代码

注：零售经分已统一建立BC订单分离，故C端用户、订单提取逻辑变化，本页面所有涉及C端用户订单提取的sql均参考新逻辑自行匹配更新，新逻辑详见该页面：零售经分官方BC分离用户

0、TOC零售gmv剔除商仓

```
SET hive.exec.parallel = true;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET hive.hadoop.supports.splittable.combineinputformat = true;
SET hive.exec.parallel = true;
SET hive.optimize.cp = true;
SET mapreduce.input.fileinputformat.split.maxsize = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.node = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.rack = 256000000;
SET hive.merge.mapfiles = true;
SET hive.merge.mapredfiles = true;
SET hive.merge.size.per.task = 256000000;
SET hive.merge.smallfiles.avgsize = 256000000;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
SELECT
        YEAR(statdate) YEAR,
        MONTH(statdate) MONTH,
        bu_name,
        dept_name_1,
        dept_name_2,
        COUNT(DISTINCT
        CASE
                WHEN fin_ord_type_cd = 100
                THEN parent_sale_ord_id
        END) - COUNT(DISTINCT
        CASE
                WHEN fin_ord_type_cd <> 100
                THEN parent_sale_ord_id
        END) AS cw_pord_num,
        SUM(item_qtty) AS cw_quantity,
        SUM(gmv_sum) cw_gmv
FROM
        (
                SELECT
                        bu_name,
                        dept_id_1,
                        dept_id_2,
                        dept_id_3,
                        dept_name_1,
                        dept_name_2,
                        dept_name_3,
                        barndname_full,
                        item_sku_id,
                        item_first_cate_cd,
                        item_first_cate_name,
                        item_second_cate_cd,
                        item_second_cate_name,
                        item_third_cate_cd,
                        item_third_cate_name,
                        major_supp_brevity_code,
                        major_supp_name,
                        shop_id,
                        regexp_replace(regexp_replace(trim(shop_name), '"', ''), ',', '') shop_name,
                        main_brand_code,
                        regexp_replace(regexp_replace(trim(main_barndname_full), '"', ''), ',', '')
main_barndname_full,
                        pop_vender_id,
                        pop_vender_name,
                        data_type,
                        pop_operator_erp_acct,
```

```
                        CASE
                                WHEN data_type = 1
                                THEN ''
                                WHEN data_type = 3
                                THEN 'POP'
                        END MODE
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate( - 1)
                        AND bu_id = '1727'
                        AND data_type IN('1', '3')
                        --AND dept_id_2 IN('46', '48', '1868', '5011', '4268') ------
        )
        t
JOIN
        (
                SELECT
                        dt,
                        statdate,
                        fin_ord_type_cd,
                        sale_order_id,
                        item_sku_id,
                        gmv_sum,
                        item_qtty,
                        parent_sale_ord_id
                FROM
                        app.v_app_s12_fin_fullkpis_income_gmv_det_sum_dsc
                WHERE
                        dt IN('2021-07-01', '2020-07-01', '2021-08-01', '2020-08-01','2021-09-01', '2020-09-01'
)
                        AND (
                             statdate >= '2021-07-01'
                                AND statdate <= '2021-09-03'
                                OR statdate >= '2020-07-01'
                                AND statdate <= '2020-09-03'
                            )
                        AND user_flag = 'TOC_'
        )
        a
ON
        t.item_sku_id = a.item_sku_id
JOIN
        (
                SELECT
                        sale_ord_dt,
                        sale_ord_id,
                        COALESCE(item_sku_id, real_item_sku_id) item_sku_id,
                        user_log_acct
                FROM
                        app.v_app_cmo_cw_ord_det_sum_dsc
                WHERE
                        (
                                dt >= '2021-07-01'
                                AND dt <= '2021-09-03'
                                OR dt >= '2020-07-01'
                                AND dt <= '2020-09-03'
                        )
                        AND NOT
                        (
                                SUBSTR(ord_flag, 147, 1) = '5'
                                AND SUBSTR(ord_flag, 60, 3) = '040'
                        )
                GROUP BY
                        sale_ord_dt,
                        sale_ord_id,
                        COALESCE(item_sku_id, real_item_sku_id),
                        user_log_acct
        )
        b
ON
```

```
        a.sale_order_id = b.sale_ord_id
        AND a.item_sku_id = b.item_sku_id
GROUP BY
        YEAR(statdate),
        MONTH(statdate),
        bu_name,
        dept_name_1,
        dept_name_2;
```

-----最新补充次月留存率相关脚本

1、分渠道：销售、用户，arpu

CPS （已更换为刷岗新表）

http://bdp.jd.com/ide/task/job_detail.html?jobId=9403359&timeRange=primary

```
SET jn_begin = '2021-06-01';
--SET qn_begin = '2020-05-21';
SET jn_end = '2021-06-30';
SET qn_mid = '2020-06-01';
SET qn_end = '2020-06-30';
--
-- Map  True
SET hive.merge.mapfiles = true;
-- Reduce  False
SET hive.merge.mapredfiles = true;
--
SET hive.merge.size.per.task = 256000000;
--map-reducemerge
SET hive.merge.smallfiles.avgsize = 256000000;
-- spark
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.parallel = true;
--Reduce
SET hive.exec.reducers.bytes.per.reducer = 2000000000;
--
SET hive.map.aggr = true;
SET hive.groupby.mapaggr.checkinterval = 100000;
SET hive.auto.convert.join = true;
-----------CPSGMV
WITH
        cps_user_and_parid AS
        (
                                SELECT
                                        CASE
                                WHEN
        --dt = ${hiveconf:qn_begin} or
        dt between ${hiveconf:qn_mid} and ${hiveconf:qn_end}
                                THEN 'qunian'
                                WHEN dt between ${hiveconf:jn_begin} and ${hiveconf:jn_end}
                                THEN 'benqi'
                        END period,
                        unif_user_log_acct,
                        parent_sale_ord_id
                                FROM
                                        app.v_adm_sch_d06_ad_union_order_di_xfp
                                WHERE
                                        (
                                                dt between ${hiveconf:jn_begin} and ${hiveconf:jn_end}
                                                --OR dt = ${hiveconf:qn_begin}
                        or dt between ${hiveconf:qn_mid} and ${hiveconf:qn_end}
                                                )
                                                AND deal_flag = '1' ----(+)
                        GROUP BY
                        CASE
                                WHEN
        --dt = ${hiveconf:qn_begin} or
```

```
        dt between ${hiveconf:qn_mid} and ${hiveconf:qn_end}
                                THEN 'qunian'
                                WHEN dt between ${hiveconf:jn_begin} and ${hiveconf:jn_end}
                                THEN 'benqi'
                        END,
                        unif_user_log_acct,
                        parent_sale_ord_id
        )
        ,
        koujing_user_and_parid_and_usertype AS
        (
                SELECT
                        period,
                        m.dept_id_1,
                        m.dept_name_1,
                        COALESCE(m.dept_id_2, '33') dept_id_2,
                        COALESCE(m.dept_name_2, '') dept_name_2,
                        --
                        m.user_log_acct,
                        parent_sale_ord_id,
                        --COUNT(DISTINCT m.user_log_acct) users,
                        --COUNT(CASE WHEN par_ord_num >= 2 THEN m.user_log_acct ELSE NULL END) reusers,
                        --SUM(par_ord_num) par_ord_num,
                        --SUM(ord_num) ord_num,
                        --SUM(sale_qtty) sale_qtty,
                        SUM(m.sale_amount) amount
                FROM
                        (
                                SELECT
                                        period,
                                        --MIN(a.sale_ord_dt) sale_ord_dt,
                                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                                        dept_id_1,
                                        dept_name_1,
                                        COALESCE(dept_id_2, '33') dept_id_2,
                                        COALESCE(dept_name_2, '') dept_name_2,
                                        a.parent_sale_ord_id,
                                        --SUMCOUNT(DISTINCT a.sale_ord_id) ord_num,
                                        --COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
                                        SUM(after_prefr_amount_1) sale_amount
                                        --SUM(sale_qtty) sale_qtty
                                FROM
                                        (
                                                SELECT
                                                        CASE
                                                                WHEN
                        --dt = ${hiveconf:qn_begin} or
                        dt between ${hiveconf:qn_mid} and ${hiveconf:qn_end}
                                                                THEN 'qunian'
                                                                WHEN dt between ${hiveconf:jn_begin} and
${hiveconf:jn_end}
                                                                THEN 'benqi'
                                                        END period,
                                                        item_sku_id,
                                                        lower(trim(user_log_acct)) user_log_acct,
                                                        --sale_ord_id,
                                                        --SUBSTR(sale_ord_tm, 1, 10) sale_ord_dt,
                                                        parent_sale_ord_id,
                                                        after_prefr_amount_1
                                                        --sale_qtty
                                                FROM
                                                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                                WHERE
                                                        (
                                                                dt between ${hiveconf:jn_begin} and ${hiveconf:
jn_end}
                                                                --OR dt = ${hiveconf:qn_begin}
                                or dt between ${hiveconf:qn_mid} and ${hiveconf:qn_end}
                                                        )
                                                        AND intraday_ord_deal_flag = '1' ----
                                                        AND split_status_cd NOT IN('1') --
```

```
                                                AND valid_flag = '1' --
                                                AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                                AND biz_flag_collect['dist_ord_flag'] <> 1---
                                                AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                                AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                                --AND virtual_ord_flag <> '1'---
and substr(ord_flag,60,3) <>'040' ----   -------------(
                                                AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
                                        )
                                        a
                                JOIN
                                        (
                                                SELECT
                                                        dept_id_1,
                                                        dept_name_1,
                                                        dept_id_2,
                                                        dept_name_2,
                                                        --dept_id_3,
                                                        --dept_name_3,
                                                        item_sku_id
                                                        --,CASE WHEN data_type = 1 THEN '' WHEN data_type = 3
THEN 'POP' END MODE
                                                FROM
                                                        gdm.gdm_m03_sold_item_sku_da
                                                WHERE
                                                        dt = sysdate( - 1)
                                                        AND dept_id_1 = 33
                                        )
                                        b
                                ON
                                        a.item_sku_id = b.item_sku_id
                                LEFT JOIN
                                        (
                                                SELECT
                                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                                        lower(trim(user_acct_name)) pin
                                                FROM
                                                        gdm.gdm_m01_userinfo_basic_da
                                                WHERE
                                                        dt = sysdate( - 1)
                                        ) ----pin
                                        d
                                ON
                                        a.user_log_acct = d.pin
                                GROUP BY
                                        period,
                                        COALESCE(d.user_log_acct, a.user_log_acct),
                                        dept_id_1,
                                        dept_name_1,
                                        dept_id_2,
                                        dept_name_2,
                                        a.parent_sale_ord_id
                --grouping sets((period, COALESCE(d.user_log_acct, a.user_log_acct), dept_id_1, dept_name_1,
dept_id_2, dept_name_2, a.parent_sale_ord_id),(period, COALESCE(d.user_log_acct, a.user_log_acct), dept_id_1,
dept_name_1, a.parent_sale_ord_id))
                        )
                        m
                ---
                LEFT JOIN
                        (
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate( - 2)
                                        AND spite_user_flag = 1
                                        AND tp = 'dept'
                                GROUP BY
                                        lower(trim(unif_user_log_acct))
                        )
```

```
                        t2
                ON
                        m.user_log_acct = t2.user_log_acct
                WHERE
                        t2.user_log_acct IS NULL
                GROUP BY
                        period,
                        --
                        m.dept_id_1,
                        m.dept_name_1,
                        m.dept_id_2,
                        m.dept_name_2,
                        m.user_log_acct,
                        parent_sale_ord_id
        )
-----------------------------------------------------------------------
SELECT
        period,
        dept_name_1,
        dept_name_2,
        --user_type,
        --'' chanpinxian,
        --'' union_id,
        COUNT(DISTINCT user_log_acct) users,
    sum(amount) amount
FROM
        (
                SELECT
                        koujing.period,
                        --koujing.dept_id_1,
                        --COALESCE(koujing.dept_id_2,'33') dept_id_2,
                        koujing.dept_name_1,
                        COALESCE(koujing.dept_name_2,'') dept_name_2,
                        --user_type,
                        user_log_acct,
                        koujing.parent_sale_ord_id,
            sum(amount) amount
                        --cps.chanpinxian,
                        --cps.union_id
                FROM
                        cps_user_and_parid cps
                JOIN koujing_user_and_parid_and_usertype koujing
                ON
                        cps.period = koujing.period
                        --and cps.unif_user_log_acct = koujing.user_log_acct
                        AND cps.parent_sale_ord_id = koujing.parent_sale_ord_id
                        --and cps.dept_name_2 = koujing.dept_name_2
                GROUP BY
                        koujing.period,
                        --koujing.dept_id_1,
                        --koujing.dept_id_2,
                        koujing.dept_name_1,
                        koujing.dept_name_2,
                        --user_type,
                        user_log_acct,
                        koujing.parent_sale_ord_id
                        grouping sets((koujing.period, user_log_acct, koujing.dept_name_1, koujing.dept_name_2,
koujing.parent_sale_ord_id),(koujing.period, user_log_acct, koujing.dept_name_1, koujing.parent_sale_ord_id))
                        --,chanpinxian,
                        --union_id
        )
        f
GROUP BY
        period,
        --user_type,
        dept_name_1
   ,dept_name_2
```

CPS站内新次月留存 --可参考该脚本修改为CPS新老用户（注意：目前的次月留存定义为：二级部门新老用户在次月消费品的留存）

http://bdp.jd.com/ide/task/job_detail.html?jobId=9200690&timeRange=primary

```
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;
-----------CPS
with
        cps_user_and_parid AS
        (
                SELECT
                        case
                                when a1.dt between '2021-03-01' and '2021-03-31'
                                then 'last_month'
                                when a1.dt between '2021-04-01' and '2021-04-30'
                                then 'current'
                        end period,
                        --SUBSTR(dt, 1, 7) MONTH,
                        --concat(YEAR(dt), 'Q', quarter(dt)) quarter,
                        --b.MODE,
                        b1.dept_name_1,
                        COALESCE(b1.dept_name_2, '') dept_name_2,
                        --b.dept_name_3,
                        unif_user_log_acct,
                        parent_sale_ord_id
                FROM
                        (
                                SELECT
                                        *
                                FROM
                                        app.v_adm_sch_d06_ad_union_order_di_xfp
                                WHERE
                                        (
                                                dt between '2021-04-01' and '2021-04-30'
                                                or dt between '2021-03-01' and '2021-03-31'
                                        )
                                        and deal_flag = '1' ----(+)
                        )
                        a1
                JOIN
                        (
                                SELECT
                                        dept_id_1,
                                        dept_id_2,
                                        --dept_id_3,
                                        dept_name_1,
                                        dept_name_2,
                                        --dept_name_3,
                                        --barndname_full,
                                        item_sku_id
                                        --,item_first_cate_cd,
                                        --item_first_cate_name,
                                        --item_second_cate_cd,
                                        --item_second_cate_name,
                                        --item_third_cate_cd,
```

```
                                        --item_third_cate_name,
                                        --major_supp_brevity_code,
                                        --major_supp_name,
                                        --shop_id,
                                        --regexp_replace(regexp_replace(trim(shop_name), '"', ''), ',', '')
shop_name,
                                        --main_brand_code,
                                        --regexp_replace(regexp_replace(trim(main_barndname_full), '"', ''),
',', '') main_barndname_full,
                                        --pop_vender_id,
                                        --pop_vender_name,
                                        --data_type,
                                        --pop_operator_erp_acct,
                                        --CASE WHEN data_type = 1 THEN '' WHEN data_type = 3 THEN 'POP' END MODE
                                FROM
                                        gdm.gdm_m03_sold_item_sku_da
                                WHERE
                                        dt = sysdate( - 1)
                                        AND bu_id = '1727'
                                        AND dept_id_1 = '33'
                                        AND data_type IN('1', '3')
                        )
                        b1
                ON
                        a1.sku_id = b1.item_sku_id
                GROUP BY
                        --SUBSTR(dt, 1, 7),
                        --concat(YEAR(dt), 'Q', quarter(dt)),
                        case
                                when a1.dt between '2021-03-01' and '2021-03-31'
                                then 'last_month'
                                when a1.dt between '2021-04-01' and '2021-04-30'
                                then 'current'
                        end,
                        --b.MODE,
                        b1.dept_name_1,
                        COALESCE(b1.dept_name_2, ''),
                        --b.dept_name_3,
                        unif_user_log_acct,
                        parent_sale_ord_id
        )
        ,
        koujing_user_and_parid_and_usertype as
        (
                SELECT
                        period,
                        m.dept_id_1,
                        m.dept_name_1,
                        m.dept_id_2,
                        m.dept_name_2,
                        CASE fst_all_yn
                                when '1'
                                then ''
                                when '0'
                                then ''
                                else ''
                        end user_type,
                        m.user_log_acct,
                        parent_sale_ord_id
                        --COUNT(DISTINCT m.user_log_acct) users,
                        --COUNT(CASE WHEN par_ord_num >= 2 THEN m.user_log_acct ELSE NULL END) reusers,
                        --SUM(par_ord_num) par_ord_num,
                        --SUM(ord_num) ord_num,
                        --SUM(sale_qtty) sale_qtty,
                        --SUM(m.sale_amount) amount
                FROM
                        (
                                SELECT
                                        period,
                                        MIN(a.sale_ord_dt) sale_ord_dt,
                                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
```

```
                dept_id_1,
                dept_name_1,
                COALESCE(dept_id_2, '33') dept_id_2,
                COALESCE(dept_name_2, '') dept_name_2,
                a.parent_sale_ord_id
                --SUMCOUNT(DISTINCT a.sale_ord_id) ord_num,
                --COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
                --SUM(after_prefr_amount_1) sale_amount,
                --SUM(sale_qtty) sale_qtty
        FROM
                (
                        SELECT
                                case
                                        when dt between '2021-03-01' and '2021-03-31'
                                        then 'last_month'
                                        when dt between '2021-04-01' and '2021-04-30'
                                        then 'current'
                                end period,
                                item_sku_id,
                                lower(trim(user_log_acct)) user_log_acct,
                                --sale_ord_id,
                                SUBSTR(sale_ord_tm, 1, 10) sale_ord_dt,
                                parent_sale_ord_id
                                --,after_prefr_amount_1,
                                --sale_qtty
                        FROM
                                app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                        WHERE
                                (
                                        dt between '2021-04-01' and '2021-04-30'
                                        or dt between '2021-03-01' and '2021-03-31'
                                )
                                AND intraday_ord_deal_flag = '1' ----
                                AND split_status_cd NOT IN('1') --
                                AND valid_flag = '1' --
                                AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                AND biz_flag_collect['dist_ord_flag'] <> 1---
                                AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                --AND virtual_ord_flag <> '1'---
                                and substr(ord_flag,60,3) <>'040' ----   -------------(
                                and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                )
                a
        JOIN
                (
                        SELECT
                                dept_id_1,
                                dept_name_1,
                                dept_id_2,
                                dept_name_2,
                                dept_id_3,
                                dept_name_3,
                                item_sku_id
                                --,CASE WHEN data_type = 1 THEN '' WHEN data_type = 3
THEN 'POP' END MODE
                        FROM
                                gdm.gdm_m03_sold_item_sku_da
                        WHERE
                                dt = sysdate( - 2)
                                AND dept_id_1 = 33
                )
                b
        ON
                a.item_sku_id = b.item_sku_id
        LEFT JOIN
                (
                        SELECT
                                lower(trim(unif_user_log_acct)) user_log_acct,
                                lower(trim(user_acct_name)) pin
                        from
```

```
                                                gdm.gdm_m01_userinfo_basic_da
                                        where
                                                dt = sysdate( - 1)
                                ) ----pin
                                d
                        ON
                                a.user_log_acct = d.pin
                        GROUP BY
                                period,
                                COALESCE(d.user_log_acct, a.user_log_acct),
                                dept_id_1,
                                dept_name_1,
                                dept_id_2,
                                dept_name_2,
                                a.parent_sale_ord_id grouping sets((period, COALESCE(d.user_log_acct, a.
user_log_acct), dept_id_1, dept_name_1, dept_id_2, dept_name_2, a.parent_sale_ord_id),(period, COALESCE(d.
user_log_acct, a.user_log_acct), dept_id_1, dept_name_1, a.parent_sale_ord_id))
                        )
                        m
                LEFT OUTER JOIN
                        (
                                SELECT
                                        dept_id_1,
                                        COALESCE(dept_id_2, '33') dept_id_2,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        MIN(fst_ord_dt) min_dt1, --
                                        MAX(fst_all_yn) fst_all_yn
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate( - 2)
                                        AND dept_id_1 = '33'
                                        AND tp = 'dept'
                                        AND fst_all_yn = 0 --------
                                        And fst_ord_dt between '2021-03-01' and '2021-04-30'
                                GROUP BY
                                        dept_id_1,
                                        dept_id_2,
                                        lower(trim(unif_user_log_acct)) grouping sets((dept_id_1, lower(trim
(unif_user_log_acct))),(dept_id_1, dept_id_2, lower(trim(unif_user_log_acct))))
                        )
                        t1
                ON
                        m.user_log_acct = t1.user_log_acct
                        AND m.dept_id_2 = t1.dept_id_2
                        AND m.dept_id_1 = t1.dept_id_1
                        AND m.sale_ord_dt = t1.min_dt1
                LEFT JOIN
                        (
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate( - 2)
                                        AND spite_user_flag = 1
                                        AND tp = 'dept'
                                GROUP BY
                                        lower(trim(unif_user_log_acct))
                        )
                        t2
                ON
                        m.user_log_acct = t2.user_log_acct
                WHERE
                        t2.user_log_acct IS NULL
                GROUP BY
                        period,
                        CASE fst_all_yn
                                when '1'
                                then ''
                                when '0'
```

```
                        then ''
                        else ''
                end,
                m.dept_id_1,
                m.dept_name_1,
                m.dept_id_2,
                m.dept_name_2,
                m.user_log_acct,
                parent_sale_ord_id
)
,
----------------------------------------------------------------------
sw_xfp_user_next_month as
(
        SELECT
                period,
                --m1.dept_id_1,
                --m.dept_name_1,
                --m.dept_id_2,
                --m.dept_name_2,
                m1.user_log_acct
        FROM
                (
                        SELECT
                                period,
                                --MIN(a.sale_ord_dt) sale_ord_dt,
                                COALESCE(d1.user_log_acct, a1.user_log_acct) user_log_acct
                                --dept_id_1,
                                --dept_name_1,
                                --COALESCE(dept_id_2, 33) dept_id_2,
                                --COALESCE(dept_name_2, '') dept_name_2,
                        FROM
                                (
                                        SELECT
                                                case
                                                        when dt between '2021-04-01' and '2021-04-30'
                                                        then 'last_month'
                                                        when dt between '2021-05-01' and '2021-05-31'
                                                        then 'current'
                                                end period,
                                                item_sku_id,
                                                lower(trim(user_log_acct)) user_log_acct
                                                --sale_ord_id,
                                                --SUBSTR(sale_ord_tm, 1, 10) sale_ord_dt,
                                                --parent_sale_ord_id
                                        FROM
                                                app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                        WHERE
                                                dt between '2021-04-01' and '2021-05-31'
                                                AND intraday_ord_deal_flag = '1' ----
                                                AND split_status_cd NOT IN('1') --
                                                AND valid_flag = '1' --
                                                AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                                AND biz_flag_collect['dist_ord_flag'] <> 1---
                                                AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                                AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                                --AND virtual_ord_flag <> '1'---
                                                and substr(ord_flag,60,3) <>'040' ----   -------------(
                                                and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                                )
                                a1
                        JOIN
                                (
                                        SELECT
                                                dept_id_1,
                                                dept_name_1,
                                                --dept_id_2,
                                                --dept_name_2,
                                                --dept_id_3,
                                                --dept_name_3,
                                                item_sku_id
```

```
                                        FROM
                                                gdm.gdm_m03_sold_item_sku_da
                                        WHERE
                                                dt = sysdate( - 2)
                                                AND dept_id_1 = 33
                                )
                                b1
                        ON
                                a1.item_sku_id = b1.item_sku_id
                        LEFT JOIN
                                (
                                        SELECT
                                                lower(trim(unif_user_log_acct)) user_log_acct,
                                                lower(trim(user_acct_name)) pin
                                        from
                                                gdm.gdm_m01_userinfo_basic_da
                                        where
                                                dt = sysdate( - 1)
                                ) ----pin
                                d1
                        ON
                                a1.user_log_acct = d1.pin
                        GROUP BY
                        period,
                                COALESCE(d1.user_log_acct, a1.user_log_acct)
                )
                m1
        LEFT JOIN
                (
                        SELECT
                                lower(trim(unif_user_log_acct)) user_log_acct
                        FROM
                                app.v_adm_s01_user_new_or_old_flag_detail_xfp
                        WHERE
                                dt = sysdate( - 2)
                                AND spite_user_flag = 1
                                AND tp = 'dept'
                        GROUP BY
                                lower(trim(unif_user_log_acct))
                )
                t21
        ON
                m1.user_log_acct = t21.user_log_acct
        WHERE
                t21.user_log_acct IS NULL
        GROUP BY
                period,
                m1.user_log_acct
)
,
----------------------------------------------------------
cps_user_det as
(
        select
                koujing.period,
                koujing.dept_id_1,
                koujing.dept_id_2,
                koujing.dept_name_1,
                koujing.dept_name_2,
                user_type,
                user_log_acct,
                koujing.parent_sale_ord_id
                --,cps.chanpinxian,
                --cps.union_id
        from
                cps_user_and_parid cps
        JOIN koujing_user_and_parid_and_usertype koujing
        on
                cps.period = koujing.period
                --and cps.unif_user_log_acct = koujing.user_log_acct
                and cps.parent_sale_ord_id = koujing.parent_sale_ord_id
```

```
                        --and cps.dept_name_2 = koujing.dept_name_2
                group by
                        koujing.period,
                        koujing.dept_id_1,
                        koujing.dept_id_2,
                        koujing.dept_name_1,
                        koujing.dept_name_2,
                        user_type,
                        user_log_acct,
                        koujing.parent_sale_ord_id
                        --,chanpinxian,
                        --union_id
        )
select
                        s1.period,
                        s1.dept_id_2,
                        s1.dept_name_2,
                        count(distinct s1.user_log_acct) users,
                        count(distinct s2.user_log_acct) reusers,
                        count(distinct s2.user_log_acct) / count(distinct s1.user_log_acct) repur_rate
                from
                        cps_user_det s1
                        left join
                        sw_xfp_user_next_month s2
                        on
                                        s1.period = s2.period
                                        and s1.user_log_acct = s2.user_log_acct
group by
        s1.period,
        s1.dept_id_2,
        s1.dept_name_2
```

附：CPS（未刷岗）--旧表代码

http://bdp.jd.com/ide/task/job_detail.html?jobId=7726480&timeRange=primary

```
--
SELECT
        qujian,
        bu_name,
        count(distinct c.pin) user_no,
        sum(chengjiao_price) gmv
FROM
        (
                SELECT
                        case
                                when dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)),-1)
                                then 'benqi'
                                when dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add(date_add
(mon_firstday(sysdate(0)),-1),-12)
                                then 'qunian'
                        end qujian,
                        bu_name,
                        pin,
                        sku_id,
                        order_id,
                        parent_id,
                        --    yg_cos_price yx_gmv
                        chengjiao_price
                FROM
                        app.app_union_dept_base_order_data_table_t1_1727
                where
                        (
                                dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add(mon_firstday
(sysdate(0)),-1)
                or dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add(date_add(mon_firstday
```

```
(sysdate(0)),-1),-12)
                        )
                        and first_dept_name = ''
                        and data_type = 'import'
                        --    and youxiao_flag = 1 --,
                        and shouding_flag = 1 --
                        and chengjiao_flag = 1 --
                        and abnormal_first_buy_flag = 0 --
                group by
                        case
                                when dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)),-1)
                                then 'benqi'
                                when dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add(date_add
(mon_firstday(sysdate(0)),-1),-12)
                                then 'qunian'
                        end,
                        pin,
                        bu_name,
                        sku_id,
                        order_id,
                        parent_id,
                        --    yg_cos_price
                        chengjiao_price
        )
        c
group by
        qujian,
        bu_name

union all

SELECT
        qujian,
        bu_name,
        count(distinct c.pin) user_no,
        sum(chengjiao_price) gmv
FROM
        (
                SELECT
                        case
                                when dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)),-1)
                                then 'benqi'
                                when dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add(date_add
(mon_firstday(sysdate(0)),-1),-12)
                                then 'qunian'
                        end qujian,
                        bu_name,
                        pin,
                        sku_id,
                        order_id,
                        parent_id,
                        --    yg_cos_price yx_gmv
                        chengjiao_price
                FROM
                        app.app_union_dept_base_order_data_table_t1_1420
                where
                        (
                                dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add(mon_firstday
(sysdate(0)),-1)
                or dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add(date_add(mon_firstday
(sysdate(0)),-1),-12)
                        )
                        and first_dept_name = ''
                        and data_type = 'import'
                        --    and youxiao_flag = 1 --,
                        and shouding_flag = 1 --
                        and chengjiao_flag = 1 --
                        and abnormal_first_buy_flag = 0 --
                group by
```

```
                        case
                                when dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)),-1)
                                then 'benqi'
                                when dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add(date_add
(mon_firstday(sysdate(0)),-1),-12)
                                then 'qunian'
                        end,
                        pin,
                        bu_name,
                        sku_id,
                        order_id,
                        parent_id,
                        --    yg_cos_price
                        chengjiao_price
        )
        c
group by
        qujian,
        bu_name
```

plus

http://bdp.jd.com/ide/task/job_detail.html?jobId=7726267&timeRange=primary

```
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;


SELECT
        year(sale_ord_tm) nian,
        dept_name_1,
        coalesce(dept_name_2, '') dept_name_2,
        CASE
                when identity_cnt >= 1
                then 'plus'
                ELSE 'noplus'
        end as plusornot,
        count(distinct pin) yonghu_shu,
        count(distinct parent_sale_ord_id) dingdan_shu,
        --  sum(sale_qtty) as sale_qtty,
        sum(amount) as GMV
from
        (
                SELECT
                        coalesce(d.user_log_acct, ord.pin) pin,
                        sale_ord_tm,
                        parent_sale_ord_id,
                        b.item_sku_id,
                        sale_qtty,
                        amount,
                        dept_name_1,
                        dept_name_2,
```

```
                        sum(
                                CASE
                                        WHEN ord.sale_ord_tm >= pluser.begin_date
                                                AND ord.sale_ord_tm <= pluser.end_real_date
                                        THEN 1
                                        ELSE 0
                                end) AS identity_cnt
                FROM
                        (
                                SELECT
                                        item_sku_id,
                                        lower(trim(user_log_acct)) pin,
                                        sale_ord_tm,
                                        parent_sale_ord_id,
                                        after_prefr_amount_1 amount,
                                        sale_qtty
                                FROM
                                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                WHERE
                                        (
                                                dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)),-1)
                                                or dt between month_add(mon_firstday(sysdate(0)), - 13) and
month_add(date_add(mon_firstday(sysdate(0)),-1),-12)
                                        )
                                        AND intraday_ord_deal_flag = '1' ----
                                        AND split_status_cd NOT IN('1') --
                                        AND valid_flag = '1' --
                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                        --AND virtual_ord_flag <> '1'---
                                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                        )
                        ord
                join
                        (
                                select
                                        item_sku_id,
                                        dept_name_1,
                                        dept_name_2
                                from
                                        gdm.gdm_m03_sold_item_sku_da
                                where
                                        dt = mon_firstday(sysdate(0))
                                        and dept_name_1 = ''
                        )
                        b
                on
                        ord.item_sku_id = b.item_sku_id
                left join
                        (
                                select
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                from
                                        gdm.gdm_m01_userinfo_basic_da
                                where
                                        dt = mon_firstday(sysdate(0))
                        ) ----pin
                        d
                on
                        ord.pin = d.pin
                left join
                        (
                                SELECT
                                        lower(trim(pin)) as pin,
                                        begin_date,
                                        end_real_date
```

```
                                FROM
                                        fdm.fdm_plus_n_plus_pins_stage__chain
                                WHERE
                                        dp = 'ACTIVE'
                                        AND
                                        (
                                                stage IN(4000)
                                                or sku_no = '100012971100'
                                        )
                                        AND flag <> '-1'
                                        and (
                                            to_date(v_end_date) >= month_add(mon_firstday(sysdate(0)), - 1)
                                            and to_date(begin_date) <= date_add(mon_firstday(sysdate(0)),-1)
                                            or to_date(v_end_date) >= month_add(mon_firstday(sysdate(0)), - 13)
                                            and to_date(begin_date) <= month_add(date_add(mon_firstday(sysdate
(0)),-1),-12)
                                        )
                                GROUP BY
                                        lower(trim(pin)),
                                        begin_date,
                                        end_real_date
                        )
                        pluser
                ON
                        ord.pin = pluser.pin
                left join
                        (
                                select
                                        lower(trim(unif_user_log_acct)) user_log_acct
                                from
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                where
                                        dt = mon_firstday(sysdate(0))
                                        and spite_user_flag = 1
                                        and tp = 'dept'
                                group BY
                                        lower(trim(unif_user_log_acct))
                        )
                        c
                on
                        d.user_log_acct = c.user_log_acct
                where
                        c.user_log_acct is null
                GROUP BY
                        coalesce(d.user_log_acct, ord.pin),
                        sale_ord_tm,
                        parent_sale_ord_id,
                        b.item_sku_id,
                        sale_qtty,
                        amount,
                        dept_name_1,
                        dept_name_2
        )
        a
group by
        CASE
                when identity_cnt >= 1
                then 'plus'
                ELSE 'noplus'
        end,
        year(sale_ord_tm),
        dept_name_1,
        dept_name_2 grouping sets((
                        CASE
                                when identity_cnt >= 1
                                then 'plus'
                                ELSE 'noplus'
                        end, year(sale_ord_tm), dept_name_1),(
                        CASE
                                when identity_cnt >= 1
                                then 'plus'
```

```
                                ELSE 'noplus'
                        end, year(sale_ord_tm), dept_name_1, dept_name_2))
```

大客户

http://bdp.jd.com/ide/task/job_detail.html?jobId=7726518&timeRange=primary

```
select
        yuefen,
        COUNT(distinct(c.user_log_acct)) user_no,
        SUM(gmv) GMV
from
        (
                select
                        item_sku_id,
                        item_id
                        --  ,dept_id_2,
                        --  dept_name_2
                from
                        gdm.gdm_m03_sold_item_sku_da
                where
                        dt = sysdate( - 1)
                        and dept_name_1 = ''
                        and dept_name_2 <> 'NULL'
                        and dept_name_3 <> 'NULL'
        )
        a
join
        (
                SELECT
                        substring(sale_ord_dt, 1, 7) yuefen,
                        lower(trim(user_log_acct)) user_log_acct,
                        sale_ord_id,
                        item_sku_id,
                        SUM(COALESCE(before_prefr_amount, 0) --
                        - COALESCE(sku_offer_amount, 0) --
                        - COALESCE(gp_offer_amount, 0) --
                        - COALESCE(suit_offer_amount, 0) --
                        - COALESCE(full_minus_offer_amount, 0) --
                        - COALESCE(dq_and_jq_pay_amount, 0) --
                        - COALESCE(pop_shop_dq_pay_amount, 0) --POP
                        - COALESCE(pop_shop_jq_pay_amount, 0) --POP
                        - COALESCE(pop_shop_lim_sku_jq_pay_amount, 0) --
                        - COALESCE(pop_shop_lim_sku_dq_pay_amount, 0) --
                        - COALESCE(gift_cps_pay_amount, 0) --
                        - COALESCE(jbean_pay_amount, 0) --
                        - COALESCE(sku_freight_coupon_amount, 0) --SKU
                        + COALESCE(sku_freight_amount, 0) --SKU
                        ) gmv--
                FROM
                        app.app_m04_ord_det_sum_xfp_mid
                WHERE
                        dt >= sysdate( - 400)
                        and
                        (
                                sale_ord_dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)),-1)
                                or sale_ord_dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add
(date_add(mon_firstday(sysdate(0)),-1),-12)
                        )
                        AND sale_ord_valid_flag = 1 --
                        AND sale_ord_type_cd <> 11 --
                        AND sale_ord_type_cd <> 15 --
                        AND sale_ord_type_cd <> 16 --
                        AND SUBSTR(ord_flag, 31, 1) <> 2 --
                        AND item_first_cate_cd <> '12650' --
                        AND item_sku_id <> '1129164' --
                        AND sale_ord_type_cd <> 9 ---()--
                        AND user_log_acct NOT IN('', '1', '2', '3')
```

```
                GROUP BY
                        substring(sale_ord_dt, 1, 7), --
                        user_log_acct,
                        sale_ord_id,
                        item_sku_id
        )
        b
on
        a.item_sku_id = b.item_sku_id
join
        (
                select
                        lower(trim(user_log_acct)) user_log_acct
                from
                        gdm.gdm_m01_userinfo_enterprise_da
                where
                        dt = sysdate( - 1)
                        and status = '1'
        )
        c
on
        b.user_log_acct = c.user_log_acct
group by
        yuefen
```

新通路

http://bdp.jd.com/ide/task/job_detail.html?jobId=7726487&timeRange=primary

```
SELECT
        SUBSTR(b.op_time, 1, 7) ,
        SUM(cw_gmv) GMV,
        COUNT(distinct(user_log_acct))
FROM
        (
                SELECT
                        item_sku_id
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate( - 1)
                        AND data_type IN('1', '3')
                        AND dept_id_1 IN('33')
        )
        a
JOIN
        (
                SELECT
                        op_time,
                        user_log_acct,
                        cw_gmv,
                        item_sku_id
                FROM
                        app.app_cmo_cw_ord_det_sum_xfp_mid
                WHERE
                        (
                                dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add(mon_firstday
(sysdate(0)),-1)
                or dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add(date_add(mon_firstday
(sysdate(0)),-1),-12)
                        )
                        AND SUBSTR(ord_flag, 60, 3) IN('014')
        )
        b
ON
        a.item_sku_id = b.item_sku_id
GROUP BY
        SUBSTR(b.op_time, 1, 7);
```

分端用户 （例如app、京喜、极速、微信等）

注意改时间

```
select
        m.period,
        case spite_user_flag
                when '1'
                then ''
                else ''
        end spite_user_flag,
        m.dept_id_1,
        m.dept_name_1,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end user_type,
        case new_sale_cha_cd when 'js' then '' when 'yhd' then '1' when 'app' then 'APP' when 'm' then 'M' when
'pc' then 'PC' when 'jx' then '' when 'wx' then '' when 'other' then '' end new_sale_cha_cd,
        new_sale_sub_cha_cd,
        COUNT(DISTINCT m.user_log_acct) users,
        COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
        COUNT(DISTINCT m.sale_ord_id) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(after_prefr_amount_1) amount,
        sysdate(-1) dt
FROM
        (
                SELECT
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_1,
                        dept_name_1,
                        --    COALESCE(dept_id_2, 33) dept_id_2,
                        --    COALESCE(dept_name_2, '') dept_name_2,
                        new_sale_cha_cd,
                        new_sale_sub_cha_cd,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        (
                                SELECT
                                        case
                                                when dt between mon_firstday(sysdate(-1)) and sysdate(-1)
                                                then ''
                                                when dt between add_months(mon_firstday(sysdate(-1)), - 12) and
date_add(add_months(mon_firstday(sysdate(-1)), - 12), day(sysdate(-1)) - 1)
                                                then ''
                                        end period,
                                        new_sale_cha_cd,
                                new_sale_sub_cha_cd,
                                        item_sku_id,
                                        lower(trim(user_log_acct)) user_log_acct,
                                        sale_ord_id,
                                        parent_sale_ord_id,
                                        after_prefr_amount_1,
                                        sale_qtty
                                FROM
                                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                WHERE
                                        (
                                                dt between mon_firstday(sysdate(-1)) and sysdate(-1)
                                                or dt between add_months(mon_firstday(sysdate(-1)), - 12) and
```

```
date_add(add_months(mon_firstday(sysdate(-1)), - 12), day(sysdate(-1)) - 1)
                                        )
                                        AND intraday_ord_deal_flag = '1' ----
                                        AND split_status_cd NOT IN('1') --
                                        AND valid_flag = '1' --
                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                        --AND virtual_ord_flag <> '1'---
                                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                        )
                        a
                JOIN
                        (
                                SELECT
                                        dept_id_1,
                                        dept_name_1,
                                        dept_id_2,
                                        dept_name_2,
                                        dept_id_3,
                                        dept_name_3,
                                        item_sku_id,
                                        CASE
                                                WHEN data_type = 1
                                                THEN ''
                                                WHEN data_type = 3
                                                THEN 'POP'
                                        END MODE
                                FROM
                                        gdm.gdm_m03_sold_item_sku_da
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = 33
                        )
                        b
                ON
                        a.item_sku_id = b.item_sku_id
                LEFT JOIN
                        (
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                from
                                        gdm.gdm_m01_userinfo_basic_da
                                where
                                        dt = sysdate(-1)
                        ) ----pin
                        d
                ON
                        a.user_log_acct = d.pin
                GROUP BY
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        new_sale_cha_cd,
                        new_sale_sub_cha_cd
        )
        m
LEFT OUTER JOIN
        (
                SELECT
                        dept_id_1,
                        user_log_acct,
```

```
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        case
                                when fst_ord_dt between mon_firstday(sysdate(-1)) and sysdate(-1)
                                then ''
                                when fst_ord_dt between add_months(mon_firstday(sysdate(-1)), - 12) and date_add
(add_months(mon_firstday(sysdate(-1)), - 12), day(sysdate(-1)) - 1)
                                then ''
                        end period
                from
                        (
                                SELECT
                                        dept_id_1,
                                        --  COALESCE(dept_id_2, '33') dept_id_2,
                                        fst_ord_dt,
                                        fst_ord_tm,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        parent_sale_ord_id,
                                        sale_ord_id,
                                        --  item_sku_id,
                                        max(fst_all_yn) over(partition by lower(trim(unif_user_log_acct)),
dept_id_1) as fst_all_yn,
                                        min(fst_ord_tm) over(partition by lower(trim(unif_user_log_acct)),
dept_id_1) as min_fst_ord_tm
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = '33'
                                        AND tp = 'dept'
                        )
                        f
                where
                        fst_ord_tm = min_fst_ord_tm
                        and
                        (
                                fst_ord_dt between mon_firstday(sysdate(-1)) and sysdate(-1)
                                or fst_ord_dt between add_months(mon_firstday(sysdate(-1)), - 12) and date_add
(add_months(mon_firstday(sysdate(-1)), - 12), day(sysdate(-1)) - 1)
                        )
                group by
                        dept_id_1,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        case
                                when fst_ord_dt between mon_firstday(sysdate(-1)) and sysdate(-1)
                                then ''
                                when fst_ord_dt between add_months(mon_firstday(sysdate(-1)), - 12) and date_add
(add_months(mon_firstday(sysdate(-1)), - 12), day(sysdate(-1)) - 1)
                                then ''
                        end
        )
        f
ON
        m.user_log_acct = f.user_log_acct
        --  AND m.dept_id_2 = f.dept_id_2
        AND m.dept_id_1 = f.dept_id_1
        AND m.period = f.period
        AND m.parent_sale_ord_id = f.parent_sale_ord_id
        AND m.sale_ord_id = f.sale_ord_id
        --  AND m.item_sku_id = f.item_sku_id
left join
        (
                select
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        spite_user_flag
```

```
                from
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                where
                        dt = sysdate(-1)
                        and spite_user_flag = 1
                        and tp = 'dept'
                group by
                        lower(trim(unif_user_log_acct)),
                        spite_user_flag
        )
        c
on
        m.user_log_acct = c.user_log_acct
GROUP BY
        m.period,
        case spite_user_flag
                when '1'
                then ''
                else ''
        end,
        m.dept_id_1,
        m.dept_name_1,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end,
        new_sale_cha_cd,
        new_sale_sub_cha_cd
```

京喜站内新次月留存及ARPU

http://bdp.jd.com/ide/task/job_detail.html?jobId=9604979&timeRange=primary

```
SET jn_begin = '2021-06-01';
SET qn_begin = '2020-06-01';
SET jn_end = '2021-06-30';
SET qn_end = '2020-06-30';
SET jnn_begin = '2021-07-01';
SET qnn_begin = '2020-07-01';
SET jnn_end = '2021-07-31';
SET qnn_end = '2020-07-31';
--
-- Map  True
SET hive.merge.mapfiles = true;
-- Reduce  False
SET hive.merge.mapredfiles = true;
--
SET hive.merge.size.per.task = 256000000;
--map-reducemerge
SET hive.merge.smallfiles.avgsize = 256000000;
-- spark
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.parallel = true;
--Reduce
SET hive.exec.reducers.bytes.per.reducer = 2000000000;
--
SET hive.map.aggr = true;
SET hive.groupby.mapaggr.checkinterval = 100000;
SET hive.auto.convert.join = true;
-- ARPU
--  --
WITH
        sw_jingxi_acct AS
        (
                SELECT
                        m.period,
```

```
                        m.dept_id_2,
                        m.dept_name_2,
                        m.user_log_acct
                FROM
                        (
                                SELECT
                                        period,
                                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                                        dept_id_2,
                                        dept_name_2,
                                        --    COALESCE(dept_id_2, 33) dept_id_2,
                                        --    COALESCE(dept_name_2, '') dept_name_2,
                                        --new_sale_cha_cd,
                                        --new_sale_sub_cha_cd,
                                        --    a.item_sku_id,
                                        a.sale_ord_id,
                                        a.parent_sale_ord_id
                                        --after_prefr_amount_1
                                        --,sale_qtty
                                FROM
                                        (
                                                SELECT
                                                        --new_sale_cha_cd,
                                                        --new_sale_sub_cha_cd,
                                                        CASE
                                                                WHEN dt BETWEEN ${hiveconf:jn_begin} AND
${hiveconf:jn_end}
                                                                THEN ''
                                                                WHEN dt BETWEEN ${hiveconf:qn_begin} AND
${hiveconf:qn_end}
                                                                THEN ''
                                                        END period,
                                                        item_sku_id,
                                                        lower(trim(user_log_acct)) user_log_acct,
                                                        sale_ord_id,
                                                        parent_sale_ord_id
                                                        --,after_prefr_amount_1
                                                        --,sale_qtty
                                                FROM
                                                        app.v_adm_d04_trade_ord_det_sku_snapshot_fs
                                                WHERE
                                                        (
                                                                dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:
jn_end}
                                                                OR dt BETWEEN ${hiveconf:qn_begin} AND
${hiveconf:qn_end}
                                                        )
                                                        AND intraday_ord_deal_flag = '1' ----
                                                        AND split_status_cd NOT IN('1') --
                                                        AND valid_flag = '1' --
                                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                                        --AND virtual_ord_flag <> '1'---
                                                        AND SUBSTR(ord_flag, 60, 3) <> '040' ----
-------------(
                                                        AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
                                                        AND new_sale_cha_cd = 'jx' ---(+)
                                        )
                                        a
                                JOIN
                                        (
                                                SELECT
                                                        dept_id_1,
                                                        dept_name_1,
                                                        dept_id_2,
                                                        dept_name_2,
                                                        --dept_id_3,
                                                        --dept_name_3,
                                                        item_sku_id
```

```
                                        FROM
                                                gdm.gdm_m03_sold_item_sku_da
                                        WHERE
                                                dt = sysdate( - 1)
                                                AND dept_id_1 = 6368
                                )
                                b
                        ON
                                a.item_sku_id = b.item_sku_id
                        LEFT JOIN
                                (
                                        SELECT
                                                lower(trim(unif_user_log_acct)) user_log_acct,
                                                lower(trim(user_acct_name)) pin
                                        FROM
                                                gdm.gdm_m01_userinfo_basic_da
                                        WHERE
                                                dt = sysdate( - 1)
                                ) ----pin
                                d
                        ON
                                a.user_log_acct = d.pin
                        GROUP BY
                                period,
                                COALESCE(d.user_log_acct, a.user_log_acct),
                                dept_id_2,
                                dept_name_2,
                                --    a.item_sku_id,
                                a.sale_ord_id,
                                a.parent_sale_ord_id
                                --after_prefr_amount_1
                                --,sale_qtty
                                --,new_sale_cha_cd,
                                --new_sale_sub_cha_cd
                )
                m
        JOIN
                (
                        SELECT
                                dept_id_2,
                                user_log_acct,
                                --fst_all_yn,
                                parent_sale_ord_id,
                                sale_ord_id,
                                CASE
                                        WHEN fst_ord_dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:
jn_end}
                                        THEN ''
                                        WHEN fst_ord_dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:
qn_end}
                                        THEN ''
                                END period
                        FROM
                                (
                                        SELECT
                                                dept_id_2,
                                                --  COALESCE(dept_id_2, '33') dept_id_2,
                                                fst_ord_dt,
                                                fst_ord_tm,
                                                lower(trim(unif_user_log_acct)) user_log_acct,
                                                parent_sale_ord_id,
                                                sale_ord_id,
                                                --  item_sku_id,
                                                MAX(fst_all_yn) over(partition BY lower(trim
(unif_user_log_acct)), dept_id_2) AS fst_all_yn,
                                                MIN(fst_ord_tm) over(partition BY lower(trim
(unif_user_log_acct)), dept_id_2) AS min_fst_ord_tm
                                        FROM
                                                app.v_adm_s01_user_new_or_old_flag_detail_fs
                                        WHERE
                                                dt = sysdate( - 1)
```

```
                                                AND dept_id_1 = '6368'
                                                AND tp = 'dept'
                                        )
                                        f
                                WHERE
                                        fst_ord_tm = min_fst_ord_tm
                                        AND
                                        (
                                                fst_ord_dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                                OR fst_ord_dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:
qn_end}
                                        )
                                        AND fst_all_yn = 0 ---
                                GROUP BY
                                        CASE
                                                WHEN fst_ord_dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:
jn_end}
                                                THEN ''
                                                WHEN fst_ord_dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:
qn_end}
                                                THEN ''
                                        END,
                                        dept_id_2,
                                        user_log_acct,
                                        --fst_all_yn,
                                        parent_sale_ord_id,
                                        sale_ord_id
                        )
                        f
                ON
                        m.user_log_acct = f.user_log_acct
                        AND m.dept_id_2 = f.dept_id_2
                        --  AND m.dept_id_1 = f.dept_id_1
                        AND m.period = f.period
                        AND m.parent_sale_ord_id = f.parent_sale_ord_id
                        AND m.sale_ord_id = f.sale_ord_id
                        --  AND m.item_sku_id = f.item_sku_id
                LEFT JOIN
                        (
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        spite_user_flag
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_fs
                                WHERE
                                        dt = sysdate( - 1)
                                        AND spite_user_flag = 1
                                        AND tp = 'dept'
                                GROUP BY
                                        lower(trim(unif_user_log_acct)),
                                        spite_user_flag
                        )
                        c
                ON
                        m.user_log_acct = c.user_log_acct
                WHERE
                        c.user_log_acct IS NULL
                GROUP BY
                        m.period,
                        m.dept_id_2,
                        m.dept_name_2,
                        m.user_log_acct
        )
        ,
        -------------------------------------------
        sw_xfp_user_next_month AS
        (
                SELECT
                        m1.period,
                        --m1.dept_id_1,
                        --m.dept_name_1,
```

```
                        m1.dept_id_2,
                        m1.dept_name_2,
                        m1.user_log_acct,
                        SUM(amount) amount
                FROM
                        (
                                SELECT
                                        a1.period,
                                        --MIN(a.sale_ord_dt) sale_ord_dt,
                                        COALESCE(d1.user_log_acct, a1.user_log_acct) user_log_acct,
                                        --dept_id_1,
                                        --dept_name_1,
                                        --COALESCE(dept_id_2, 33)
                                        dept_id_2,
                                        --COALESCE(dept_name_2, '')
                                        dept_name_2,
                                        SUM(after_prefr_amount_1) amount
                                FROM
                                        (
                                                SELECT
                                                        CASE
                                                                WHEN dt BETWEEN ${hiveconf:jnn_begin} AND
${hiveconf:jnn_end}
                                                                THEN ''
                                                                WHEN dt BETWEEN ${hiveconf:qnn_begin} AND
${hiveconf:qnn_end}
                                                                THEN ''
                                                        END period,
                                                        item_sku_id,
                                                        lower(trim(user_log_acct)) user_log_acct,
                                                        after_prefr_amount_1
                                                        --sale_ord_id,
                                                        --SUBSTR(sale_ord_tm, 1, 10) sale_ord_dt,
                                                        --parent_sale_ord_id
                                                FROM
                                                        app.v_adm_d04_trade_ord_det_sku_snapshot_fs
                                                WHERE
                                                        (
                                                                dt BETWEEN ${hiveconf:jnn_begin} AND ${hiveconf:
jnn_end}
                                                                OR dt BETWEEN ${hiveconf:qnn_begin} AND
${hiveconf:qnn_end}
                                                        )
                                                        AND intraday_ord_deal_flag = '1' ----
                                                        AND split_status_cd NOT IN('1') --
                                                        AND valid_flag = '1' --
                                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                                        --AND virtual_ord_flag <> '1'---
                                                        AND SUBSTR(ord_flag, 60, 3) <> '040' ----
-------------(
                                                        AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
                                        )
                                        a1
                                JOIN
                                        (
                                                SELECT
                                                        dept_id_1,
                                                        dept_name_1,
                                                        dept_id_2,
                                                        dept_name_2,
                                                        --dept_id_3,
                                                        --dept_name_3,
                                                        item_sku_id
                                                FROM
                                                        gdm.gdm_m03_sold_item_sku_da
                                                WHERE
                                                        dt = sysdate( - 2)
                                                        AND dept_id_1 = 6368
```

```
                                        )
                                        b1
                                ON
                                        a1.item_sku_id = b1.item_sku_id
                                LEFT JOIN
                                        (
                                                SELECT
                                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                                        lower(trim(user_acct_name)) pin
                                                FROM
                                                        gdm.gdm_m01_userinfo_basic_da
                                                WHERE
                                                        dt = sysdate( - 1)
                                        ) ----pin
                                        d1
                                ON
                                        a1.user_log_acct = d1.pin
                                GROUP BY
                                        a1.period,
                                        b1.dept_id_2,
                                        b1.dept_name_2,
                                        COALESCE(d1.user_log_acct, a1.user_log_acct)
                        )
                        m1
                LEFT JOIN
                        (
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_fs
                                WHERE
                                        dt = sysdate( - 2)
                                        AND spite_user_flag = 1
                                        AND tp = 'dept'
                                GROUP BY
                                        lower(trim(unif_user_log_acct))
                        )
                        t21
                ON
                        m1.user_log_acct = t21.user_log_acct
                WHERE
                        t21.user_log_acct IS NULL
                GROUP BY
                        m1.period,
                        m1.dept_id_2,
                        m1.dept_name_2,
                        m1.user_log_acct
        )
------------------------------------------------------------
SELECT
        s1.period,
        s1.dept_id_2,
        s1.dept_name_2,
        COUNT(DISTINCT s1.user_log_acct) users,
        COUNT(DISTINCT s2.user_log_acct) reusers,
        COUNT(DISTINCT s2.user_log_acct) / COUNT(DISTINCT s1.user_log_acct) repur_rate,
        SUM(s2.amount) reusers_amount
FROM
        sw_jingxi_acct s1
LEFT JOIN sw_xfp_user_next_month s2
ON
        s1.user_log_acct = s2.user_log_acct
        AND s1.dept_id_2 = s2.dept_id_2
        AND s1.period = s2.period
GROUP BY
        s1.period,
        s1.dept_id_2,
        s1.dept_name_2;
```

普通新人价站内新次月留存及ARPU

第一步 创建普通新人价明细中间表（如计算6月的次月留存率，则创建6月的明细，若需同比，则需要创建202106及202006两个表）

--fst_ord_tm////

```
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;
create
        table dev_dkx.XXXtablename_202106XXXX STORED AS ORC tblproperties  ---------
        (
                'orc.compress' = 'SNAPPY'
        ) as
SELECT
        --s.dept_name_1,
        s.dept_name_2,
        --spite_user_flag user_type,
        --
        u.unif_user_log_acct user_log_acct
        --,sum(amount) amount
        --sale_ord_dt
FROM
        (
                select
                        *
                from
                        (
                                SELECT
                                        sku_promotion_id,
                                        sale_ord_id,
                                        item_sku_id,
                                        ord_tm,
                                        to_date(ord_tm) ord_tm_date
                                FROM
                                        app.v_gdm_m04_ord_promotion_sum_dsc
                                WHERE
                                        dt >= '2021-06-01'
                                        and to_date(ord_tm) between '2021-06-01' and '2021-06-30'
                                        and sku_promotion_id <> '0'
                                group by
                                        sku_promotion_id,
                                        sale_ord_id,
                                        item_sku_id,
                                        ord_tm
                        )
                        o
                join
                        (
                                SELECT
                                        promt_id,
                                        effect_time,
                                        delete_time,
                                        end_time
                                FROM
```

```
                                        gdm.gdm_m07_sku_promotion d
                                WHERE
                                        dt >= '2021-06-01'
                                        AND end_time >= '2021-06-01'
                                        AND
                                        (
                                                new_person_flag = '1'          --
                                                or spec_pers_cd = '1007'  --
                                        )
                                group by
                                        promt_id,
                                        effect_time,
                                        delete_time,
                                        end_time
                        )
                        p
                on
                        o.sku_promotion_id = p.promt_id
                where
                        o.ord_tm >= p.effect_time
                        and o.ord_tm <= COALESCE(p.delete_time, p.end_time) -- null
        )
        n
join
        (
                select
                        item_sku_id,
                        -- sku_name,
                        --dept_id_1,
                        --dept_name_1,
                        --COALESCE(dept_id_2, '33')
                        dept_id_2,
                        --COALESCE(dept_name_2, '')
                        dept_name_2
                from
                        gdm.gdm_m03_sold_item_sku_da
                where
                        dt = sysdate( - 2)
                        and dept_id_1 = 6368
        )
        s
on
        n.item_sku_id = s.item_sku_id
join
        (
                select
                        to_date(sale_ord_tm) sale_ord_dt,
                        lower(trim(user_log_acct)) user_log_acct,
                        parent_sale_ord_id,
                        SUM(after_prefr_amount_1) amount
                from
                        app.v_adm_d04_trade_ord_det_sku_snapshot_fs --
                where
                        dt >= '2021-06-01'
                        and to_date(sale_ord_tm) between '2021-06-01' and '2021-06-30'
                        AND intraday_ord_deal_flag = '1' ----
                        AND split_status_cd NOT IN('1') --
                        AND valid_flag = '1' --
                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                        --AND virtual_ord_flag <> '1'---
                        and substr(ord_flag, 60, 3) <> '040' ----   -------------(
                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                group by
                        to_date(sale_ord_tm),
                        lower(trim(user_log_acct)),
                        parent_sale_ord_id
        )
        a
```

```
on
        n.sale_ord_id = a.parent_sale_ord_id
        and n.ord_tm_date = a.sale_ord_dt
left join
        (
                select
                        lower(trim(unif_user_log_acct)) unif_user_log_acct,
                        lower(trim(user_acct_name)) user_log_acct
                from
                        gdm.gdm_m01_userinfo_basic_da
                where
                        dt = sysdate( - 2)
        ) ----pin
        u
on
        u.user_log_acct = a.user_log_acct
--fst_ord_tm////
JOIN
        (
                select
                        dept_id_2,
                        user_log_acct,
                        min_dt1
                        --, fst_all_yn
                from
                        (
                                SELECT
                                        --dept_id_1,
                                        --COALESCE(dept_id_2, '33')
                                        dept_id_2,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        MIN(fst_ord_dt) min_dt1, --
                                        MAX(fst_all_yn) fst_all_yn
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_fs
                                WHERE
                                        dt = sysdate( - 2)
                                        AND dept_id_1 = '6368'
                                        AND tp = 'dept'
                                GROUP BY
                                        --dept_id_1,
                                        dept_id_2,
                                        lower(trim(unif_user_log_acct))
                        )
                        t1
                where
                        min_dt1 between '2021-06-01' and '2021-06-30'
                        and fst_all_yn = 0
        )
        t1
ON
        u.unif_user_log_acct = t1.user_log_acct
        AND s.dept_id_2 = t1.dept_id_2
        --AND s.dept_id_1 = t1.dept_id_1
        AND a.sale_ord_dt = t1.min_dt1
left join
        (
                select
                        lower(trim(unif_user_log_acct)) unif_user_log_acct
                        --,case spite_user_flag when '1' then '' else '' end spite_user_flag
                from
                        app.v_adm_s01_user_new_or_old_flag_detail_fs
                where
                        dt = sysdate( - 2)
                        and spite_user_flag = 1
                group by
                        lower(trim(unif_user_log_acct))
                        --,spite_user_flag
        )
        t
on
```

```
        u.unif_user_log_acct = t.unif_user_log_acct
where
        t.unif_user_log_acct is null
group by
        --s.dept_name_1,
        s.dept_name_2,
        u.unif_user_log_acct
        --,amount
```

第二步 创建次月所有用户明细表 （若计算6月次月留存率，则为7月明细；以下含去年同期）

```
SET jnn_begin = '2021-07-01';
SET qnn_begin = '2020-07-01';
SET jnn_end = '2021-07-31';
SET qnn_end = '2020-07-31';
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;

create
        table dev_dkx.XXXXXXtablename_202107XXXXXX STORED AS ORC tblproperties    ----------
        (
                'orc.compress' = 'SNAPPY'
        ) as
                        SELECT
                        m1.period,
                        --m1.dept_id_1,
                        --m.dept_name_1,
                        m1.dept_id_2,
                        m1.dept_name_2,
                        m1.user_log_acct,
                        SUM(amount) amount
                FROM
                        (
                                SELECT
                                        a1.period,
                                        --MIN(a.sale_ord_dt) sale_ord_dt,
                                        COALESCE(d1.user_log_acct, a1.user_log_acct) user_log_acct,
                                        --dept_id_1,
                                        --dept_name_1,
                                        --COALESCE(dept_id_2, 33)
                                        dept_id_2,
                                        --COALESCE(dept_name_2, '')
                                        dept_name_2,
                                        SUM(after_prefr_amount_1) amount
                                FROM
                                        (
                                                SELECT
                                                        CASE
                                                                WHEN dt BETWEEN ${hiveconf:jnn_begin} AND
${hiveconf:jnn_end}
                                                                THEN ''
                                                                WHEN dt BETWEEN ${hiveconf:qnn_begin} AND
${hiveconf:qnn_end}
```

```
                                                THEN ''
                                        END period,
                                        item_sku_id,
                                        lower(trim(user_log_acct)) user_log_acct,
                                        after_prefr_amount_1
                                        --sale_ord_id,
                                        --SUBSTR(sale_ord_tm, 1, 10) sale_ord_dt,
                                        --parent_sale_ord_id
                                FROM
                                        app.v_adm_d04_trade_ord_det_sku_snapshot_fs
                                WHERE
                                        (
                                                dt BETWEEN ${hiveconf:jnn_begin} AND ${hiveconf:
jnn_end}
                                                OR dt BETWEEN ${hiveconf:qnn_begin} AND
${hiveconf:qnn_end}
                                        )
                                        AND intraday_ord_deal_flag = '1' ----
                                        AND split_status_cd NOT IN('1') --
                                        AND valid_flag = '1' --
                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                        --AND virtual_ord_flag <> '1'---
                                        AND SUBSTR(ord_flag, 60, 3) <> '040' ----
-------------(
                                        AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
                                )
                                a1
                        JOIN
                                (
                                        SELECT
                                                dept_id_1,
                                                dept_name_1,
                                                dept_id_2,
                                                dept_name_2,
                                                --dept_id_3,
                                                --dept_name_3,
                                                item_sku_id
                                        FROM
                                                gdm.gdm_m03_sold_item_sku_da
                                        WHERE
                                                dt = sysdate( - 2)
                                                AND dept_id_1 = 6368
                                )
                                b1
                        ON
                                a1.item_sku_id = b1.item_sku_id
                        LEFT JOIN
                                (
                                        SELECT
                                                lower(trim(unif_user_log_acct)) user_log_acct,
                                                lower(trim(user_acct_name)) pin
                                        FROM
                                                gdm.gdm_m01_userinfo_basic_da
                                        WHERE
                                                dt = sysdate( - 1)
                                ) ----pin
                                d1
                        ON
                                a1.user_log_acct = d1.pin
                        GROUP BY
                                a1.period,
                                b1.dept_id_2,
                                b1.dept_name_2,
                                COALESCE(d1.user_log_acct, a1.user_log_acct)
                )
                m1
        LEFT JOIN
                (
```

```
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_fs
                                WHERE
                                        dt = sysdate( - 2)
                                        AND spite_user_flag = 1
                                        AND tp = 'dept'
                                GROUP BY
                                        lower(trim(unif_user_log_acct))
                        )
                        t21
                ON
                        m1.user_log_acct = t21.user_log_acct
                WHERE
                        t21.user_log_acct IS NULL
                GROUP BY
                        m1.period,
                        m1.dept_id_2,
                        m1.dept_name_2,
                        m1.user_log_acct
```

第三步 提取新人价站内新留存数据

```
-- ARPU

SELECT
        '2021' period,
        s1.dept_name_2,
        COUNT(DISTINCT s1.user_log_acct) users,
        COUNT(DISTINCT s2.user_log_acct) reusers,
        COUNT(DISTINCT s2.user_log_acct) / COUNT(DISTINCT s1.user_log_acct) repur_rate,
        SUM(s2.amount) / COUNT(DISTINCT s2.user_log_acct) reusers_ARPU
FROM
        dev_dkx.XXXXXtablename_202106XXXXX s1   --------
LEFT JOIN
(select * from dev_dkx.XXXXXtablename_202107XXXXX   --------
where period = ''
)s2
ON
        s1.user_log_acct = s2.user_log_acct
        AND s1.dept_name_2 = s2.dept_name_2
        --AND s1.period = s2.period
GROUP BY
        s1.dept_name_2

union all

SELECT
        '2020' period,
        s1.dept_name_2,
        COUNT(DISTINCT s1.user_log_acct) users,
        COUNT(DISTINCT s2.user_log_acct) reusers,
        COUNT(DISTINCT s2.user_log_acct) / COUNT(DISTINCT s1.user_log_acct) repur_rate,
        SUM(s2.amount) / COUNT(DISTINCT s2.user_log_acct) reusers_ARPU
FROM
        dev_dkx.XXXXXtablename_202006XXXXX s1
LEFT JOIN
(select * from dev_dkx.XXXXXtablename_202107XXXXX
where period = ''
)s2
ON
        s1.user_log_acct = s2.user_log_acct
        AND s1.dept_name_2 = s2.dept_name_2
        --AND s1.period = s2.period
GROUP BY
        s1.dept_name_2
```

营销产品（一级部门）

http://bdp.jd.com/ide/task/job_detail.html?jobId=9205685&timeRange=primary

```
SET mapred.output.compress = true;
SET hive.exec.compress.output = true;
SET hive.default.fileformat = Orc;
SET mapred.output.compression.codec = org.apache.hadoop.io.compress.SnappyCodec;
SET hive.auto.convert.join = true;
SET mapred.job.priority = VERY_HIGH;
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.dynamic.partition.mode = nonstrict;
SET hive.exec.dynamic.partition = true;
SET hive.exec.max.dynamic.partitions = 100000;
SET hive.exec.max.dynamic.partitions.pernode = 100000;
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
--
-- Map  True
SET hive.merge.mapfiles = true;
-- Reduce  False
SET hive.merge.mapredfiles = true;
--
SET hive.merge.size.per.task = 256000000;
--map-reducemerge
SET hive.merge.smallfiles.avgsize = 256000000;
-- spark
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.parallel = true;
--Reduce
SET hive.exec.reducers.bytes.per.reducer = 2000000000;
--
SET hive.map.aggr = true;
SET hive.groupby.mapaggr.checkinterval = 100000;
SET hive.auto.convert.join = true;
-----------------------------------------------------------------------------------------------------
SELECT
        m.period,
        CASE spite_user_flag
                WHEN '1'
                THEN ''
                ELSE ''
        END spite_user_flag,
        m.dept_id_1,
        m.dept_name_1,
        CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
        END user_type,
        batch_type,
        COUNT(DISTINCT m.user_log_acct) users,
        COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
        COUNT(DISTINCT m.sale_ord_id) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(after_prefr_amount_1) amount
FROM
        (
                SELECT
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_1,
                        dept_name_1,
                        --    COALESCE(dept_id_2, 33) dept_id_2,
                        --    COALESCE(dept_name_2, '') dept_name_2,
```

```
        batch_type,
        --    a.item_sku_id,
        a.sale_ord_id,
        a.parent_sale_ord_id,
        after_prefr_amount_1,
        sale_qtty
FROM
        (
                SELECT
                        CASE
                                WHEN YEAR(dt) = 2021
                                THEN '21'
                                WHEN YEAR(dt) = 2020
                                THEN '20'
                        END period,
                        item_sku_id,
                        lower(trim(user_log_acct)) user_log_acct,
                        sale_ord_id,
                        parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                WHERE
                        (
                                dt BETWEEN '2021-01-01' AND '2021-06-30'
                                OR dt BETWEEN '2020-01-01' AND '2020-06-30'
                        )
                        AND
                        (
                                to_date(sale_ord_tm) BETWEEN '2021-01-01' AND '2021-06-30'
                                OR to_date(sale_ord_tm) BETWEEN '2020-01-01' AND '2020-06-30'
                        )
                        AND intraday_ord_deal_flag = '1' ----
                        AND split_status_cd NOT IN('1') --
                        AND valid_flag = '1' --
                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                        --AND virtual_ord_flag <> '1'---
                        AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
        )
        a
JOIN
        (
                SELECT
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        dept_id_3,
                        dept_name_3,
                        item_sku_id,
                        CASE
                                WHEN data_type = 1
                                THEN ''
                                WHEN data_type = 3
                                THEN 'POP'
                        END MODE
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate( - 1)
                        AND dept_id_1 = 33
        )
        b
ON
        a.item_sku_id = b.item_sku_id
LEFT JOIN
        (
```

```
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                FROM
                                        gdm.gdm_m01_userinfo_basic_da
                                WHERE
                                        dt = sysdate( - 1)
                        ) ----pin
                        d
                ON
                        a.user_log_acct = d.pin
                LEFT JOIN
                        (
                                SELECT
                                        order_id,
                                        batch_type
                                FROM
                                        app.app_marketing_orderinfo
                                WHERE
                                        (
                                                dt BETWEEN '2021-01-01' AND '2021-06-30'
                                                OR dt BETWEEN '2020-01-01' AND '2020-06-30'
                                        )
                        )
                        s
                ON
                        s.order_id = a.parent_sale_ord_id
                        --and s.item_sku_id = a.item_sku_id
                GROUP BY
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        batch_type
        )
        m
LEFT OUTER JOIN
        (
                SELECT
                        dept_id_1,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        CASE
                                WHEN YEAR(fst_ord_dt) = 2021
                                THEN '21'
                                WHEN YEAR(fst_ord_dt) = 2020
                                THEN '20'
                        END period
                FROM
                        (
                                SELECT
                                        dept_id_1,
                                        --  COALESCE(dept_id_2, '33') dept_id_2,
                                        fst_ord_dt,
                                        fst_ord_tm,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        parent_sale_ord_id,
                                        sale_ord_id,
                                        --  item_sku_id,
                                        MAX(fst_all_yn) over(partition BY lower(trim(unif_user_log_acct)),
dept_id_1) AS fst_all_yn,
                                        MIN(fst_ord_tm) over(partition BY lower(trim(unif_user_log_acct)),
dept_id_1) AS min_fst_ord_tm
```

```
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate( - 1)
                                        AND dept_id_1 = '33'
                                        AND tp = 'dept'
                        )
                        f
                WHERE
                        fst_ord_tm = min_fst_ord_tm
                        AND
                        (
                                fst_ord_dt BETWEEN '2021-01-01' AND '2021-06-30'
                                OR fst_ord_dt BETWEEN '2020-01-01' AND '2020-06-30'
                        )
                GROUP BY
                        dept_id_1,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        CASE
                                WHEN YEAR(fst_ord_dt) = 2021
                                THEN '21'
                                WHEN YEAR(fst_ord_dt) = 2020
                                THEN '20'
                        END
        )
        f
ON
        m.user_log_acct = f.user_log_acct
        --  AND m.dept_id_2 = f.dept_id_2
        AND m.dept_id_1 = f.dept_id_1
        AND m.period = f.period
        AND m.parent_sale_ord_id = f.parent_sale_ord_id
        AND m.sale_ord_id = f.sale_ord_id
        --  AND m.item_sku_id = f.item_sku_id
LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        spite_user_flag
                FROM
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                WHERE
                        dt = sysdate( - 1)
                        AND spite_user_flag = 1
                        AND tp = 'dept'
                GROUP BY
                        lower(trim(unif_user_log_acct)),
                        spite_user_flag
        )
        c
ON
        m.user_log_acct = c.user_log_acct
GROUP BY
        m.period,
        CASE spite_user_flag
                WHEN '1'
                THEN ''
                ELSE ''
        END,
        m.dept_id_1,
        m.dept_name_1,
        CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
```

```
        END,
        batch_type
```

营销产品二级部门

http://bdp.jd.com/ide/task/job_detail.html?jobId=9205923&timeRange=primary

```
SET mapred.output.compress = true;
SET hive.exec.compress.output = true;
SET hive.default.fileformat = Orc;
SET mapred.output.compression.codec = org.apache.hadoop.io.compress.SnappyCodec;
SET hive.auto.convert.join = true;
SET mapred.job.priority = VERY_HIGH;
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.dynamic.partition.mode = nonstrict;
SET hive.exec.dynamic.partition = true;
SET hive.exec.max.dynamic.partitions = 100000;
SET hive.exec.max.dynamic.partitions.pernode = 100000;
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
--
-- Map  True
SET hive.merge.mapfiles = true;
-- Reduce  False
SET hive.merge.mapredfiles = true;
--
SET hive.merge.size.per.task = 256000000;
--map-reducemerge
SET hive.merge.smallfiles.avgsize = 256000000;
-- spark
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.parallel = true;
--Reduce
SET hive.exec.reducers.bytes.per.reducer = 2000000000;
--
SET hive.map.aggr = true;
SET hive.groupby.mapaggr.checkinterval = 100000;
SET hive.auto.convert.join = true;
SELECT
        m.period,
        CASE spite_user_flag
                WHEN '1'
                THEN ''
                ELSE ''
        END spite_user_flag,
        m.dept_id_2,
        m.dept_name_2,
        CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
        END user_type,
        batch_type,
        COUNT(DISTINCT m.user_log_acct) users,
        COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
        COUNT(DISTINCT m.sale_ord_id) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(after_prefr_amount_1) amount
FROM
        (
                SELECT
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_2,
                        dept_name_2,
                        --    COALESCE(dept_id_2, 33) dept_id_2,
                        --    COALESCE(dept_name_2, '') dept_name_2,
```

```
        batch_type,
        --    a.item_sku_id,
        a.sale_ord_id,
        a.parent_sale_ord_id,
        after_prefr_amount_1,
        sale_qtty
FROM
        (
                SELECT
                        CASE
                                WHEN YEAR(dt) = 2021
                                THEN '21'
                                WHEN YEAR(dt) = 2020
                                THEN '20'
                        END period,
                        item_sku_id,
                        lower(trim(user_log_acct)) user_log_acct,
                        sale_ord_id,
                        parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                WHERE
                        (
                                dt BETWEEN '2021-01-01' AND '2021-06-30'
                                OR dt BETWEEN '2020-01-01' AND '2020-06-30'
                        )
                        AND
                        (
                                to_date(sale_ord_tm) BETWEEN '2021-01-01' AND '2021-06-30'
                                OR to_date(sale_ord_tm) BETWEEN '2020-01-01' AND '2020-06-30'
                        )
                        AND intraday_ord_deal_flag = '1' ----
                        AND split_status_cd NOT IN('1') --
                        AND valid_flag = '1' --
                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                        --AND virtual_ord_flag <> '1'---
                        AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
        )
        a
JOIN
        (
                SELECT
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        dept_id_3,
                        dept_name_3,
                        item_sku_id,
                        CASE
                                WHEN data_type = 1
                                THEN ''
                                WHEN data_type = 3
                                THEN 'POP'
                        END MODE
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate( - 1)
                        AND dept_id_1 = 33
        )
        b
ON
        a.item_sku_id = b.item_sku_id
LEFT JOIN
        (
```

```
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                FROM
                                        gdm.gdm_m01_userinfo_basic_da
                                WHERE
                                        dt = sysdate( - 1)
                        ) ----pin
                        d
                ON
                        a.user_log_acct = d.pin
                LEFT JOIN
                        (
                                SELECT
                                        order_id,
                                        batch_type
                                FROM
                                        app.app_marketing_orderinfo
                                WHERE
                                        (
                                                dt BETWEEN '2021-01-01' AND '2021-06-30'
                                                OR dt BETWEEN '2020-01-01' AND '2020-06-30'
                                        )
                        )
                        s
                ON
                        s.order_id = a.parent_sale_ord_id
                        --and s.item_sku_id = a.item_sku_id
                GROUP BY
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_2,
                        dept_name_2,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        batch_type
        )
        m
LEFT OUTER JOIN
        (
                SELECT
                        dept_id_2,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        CASE
                                WHEN YEAR(fst_ord_dt) = 2021
                                THEN '21'
                                WHEN YEAR(fst_ord_dt) = 2020
                                THEN '20'
                        END period
                FROM
                        (
                                SELECT
                                        dept_id_2,
                                        --  COALESCE(dept_id_2, '33') dept_id_2,
                                        fst_ord_dt,
                                        fst_ord_tm,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        parent_sale_ord_id,
                                        sale_ord_id,
                                        --  item_sku_id,
                                        MAX(fst_all_yn) over(partition BY lower(trim(unif_user_log_acct)),
dept_id_2) AS fst_all_yn,
                                        MIN(fst_ord_tm) over(partition BY lower(trim(unif_user_log_acct)),
dept_id_2) AS min_fst_ord_tm
```

```
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate( - 1)
                                        AND dept_id_1 = '33'
                                        AND tp = 'dept'
                        )
                        f
                WHERE
                        fst_ord_tm = min_fst_ord_tm
                        AND
                        (
                                fst_ord_dt BETWEEN '2021-01-01' AND '2021-06-30'
                                OR fst_ord_dt BETWEEN '2020-01-01' AND '2020-06-30'
                        )
                GROUP BY
                        dept_id_2,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        CASE
                                WHEN YEAR(fst_ord_dt) = 2021
                                THEN '21'
                                WHEN YEAR(fst_ord_dt) = 2020
                                THEN '20'
                        END
        )
        f
ON
        m.user_log_acct = f.user_log_acct
        AND m.dept_id_2 = f.dept_id_2
        --  AND m.dept_id_1 = f.dept_id_1
        AND m.period = f.period
        AND m.parent_sale_ord_id = f.parent_sale_ord_id
        AND m.sale_ord_id = f.sale_ord_id
        --  AND m.item_sku_id = f.item_sku_id
LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        spite_user_flag
                FROM
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                WHERE
                        dt = sysdate( - 1)
                        AND spite_user_flag = 1
                        AND tp = 'dept'
                GROUP BY
                        lower(trim(unif_user_log_acct)),
                        spite_user_flag
        )
        c
ON
        m.user_log_acct = c.user_log_acct
GROUP BY
        m.period,
        CASE spite_user_flag
                WHEN '1'
                THEN ''
                ELSE ''
        END,
        m.dept_id_2,
        m.dept_name_2,
        CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
```

```
        END,
        batch_type
```

2、一级和二级部门1月和2月的ARPU值及同比（总、站内新、站外新，老用户四个维度）

http://bdp.jd.com/ide/task/job_detail.html?jobId=8534568&timeRange=primary

```
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;

SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;


with
gx_xinlao_y AS
(
SELECT
        DATE,
        case spite_user_flag when '1' then '' else '' end spite_user_flag,
        m.dept_id_1,
        m.dept_name_1,
        m.dept_id_2,
        m.dept_name_2,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end user_type,
        COUNT(DISTINCT m.user_log_acct) users,
        COUNT(
                CASE
                        WHEN par_ord_num >= 2
                        THEN m.user_log_acct
                        ELSE NULL
                END) reusers,
        SUM(par_ord_num) par_ord_num,
        SUM(ord_num) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(m.sale_amount) amount
FROM
        (
                SELECT
                        DATE,
                        MIN(a.sale_ord_dt) sale_ord_dt,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_1,
```

```
        dept_name_1,
        COALESCE(dept_id_2, 33) dept_id_2,
        COALESCE(dept_name_2, '') dept_name_2,
        COUNT(DISTINCT a.sale_ord_id) ord_num,
        COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
        SUM(after_prefr_amount_1) sale_amount,
        SUM(sale_qtty) sale_qtty
FROM
        (
                SELECT
                        dt,
                        substr(dt,1,7) DATE,
                        item_sku_id,
                        lower(trim(user_log_acct)) user_log_acct,
                        sale_ord_id,
                        SUBSTR(sale_ord_tm, 1, 10) sale_ord_dt,
                        parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                WHERE
                        (
                                dt between '2020-01-01' AND '2021-02-28'
                        )
                        AND intraday_ord_deal_flag = '1' ----
                        AND split_status_cd NOT IN('1') --
                        AND valid_flag = '1' --
                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                        --AND virtual_ord_flag <> '1'---
                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
        )
        a
JOIN
        (
                SELECT
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        dept_id_3,
                        dept_name_3,
                        item_sku_id,
                        CASE
                                WHEN data_type = 1
                                THEN ''
                                WHEN data_type = 3
                                THEN 'POP'
                        END MODE
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate(-1)
                        AND dept_id_1 = 33
        )
        b
ON
        a.item_sku_id = b.item_sku_id
LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        lower(trim(user_acct_name)) pin
                from
                        gdm.gdm_m01_userinfo_basic_da
                where
                        dt = sysdate(-1)
```

```
                        ) ----pin
                        d
                ON
                        a.user_log_acct = d.pin
                GROUP BY
                        DATE,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2 grouping sets((DATE, COALESCE(d.user_log_acct, a.user_log_acct), dept_id_1,
dept_name_1, dept_id_2, dept_name_2),(DATE, COALESCE(d.user_log_acct, a.user_log_acct), dept_id_1, dept_name_1))
        )
        m
LEFT OUTER JOIN
        (
                SELECT
                        dept_id_1,
                        COALESCE(dept_id_2, '33') dept_id_2,
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        MIN(fst_ord_dt) min_dt1, --
                        MAX(fst_all_yn) fst_all_yn
                FROM
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                WHERE
                        dt = sysdate(-1)
                        AND dept_id_1 = '33'
                        AND tp = 'dept'
                GROUP BY
                        dept_id_1,
                        dept_id_2,
                        lower(trim(unif_user_log_acct)) grouping sets((dept_id_1, lower(trim
(unif_user_log_acct))),(dept_id_1, dept_id_2, lower(trim(unif_user_log_acct))))
        )
        t1
ON
        m.user_log_acct = t1.user_log_acct
        AND m.dept_id_2 = t1.dept_id_2
        AND m.dept_id_1 = t1.dept_id_1
        AND m.sale_ord_dt = t1.min_dt1
LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        spite_user_flag
                FROM
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                WHERE
                        dt = sysdate(-1)
                        AND spite_user_flag = 1
                        AND tp = 'dept'
                GROUP BY
                        lower(trim(unif_user_log_acct)),
                        spite_user_flag
        )
        t2
ON
        m.user_log_acct = t2.user_log_acct
-- WHERE
--         t2.user_log_acct IS NULL
GROUP BY
        DATE,
        case spite_user_flag when '1' then '' else '' end,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end,
        m.dept_id_1,
```

```
        m.dept_name_1,
        m.dept_id_2,
        m.dept_name_2
)
SELECT
        DATE,
        spite_user_flag,
        dept_id_1,
        dept_name_1,
        dept_id_2,
        dept_name_2,
        '' user_type,
        sum(users) users,
        sum(reusers) reusers,
        SUM(par_ord_num) par_ord_num,
        SUM(ord_num) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(amount) amount
FROM
    gx_xinlao_y
GROUP BY
    DATE,
    spite_user_flag,
        dept_id_1,
        dept_name_1,
        dept_id_2,
        dept_name_2

union all

    SELECT * FROM gx_xinlao_y;
```

站内新次月留存及同比

```
--size
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;

--

SELECT
        '2021' period,
        a.dept_name_1,
        b.dept_name_2,
        op_time,
        first_mon,
        COUNT(DISTINCT a.user_log_acct) usernum,
        CASE
                WHEN fst_all_yn = 1
                THEN ""
                WHEN fst_all_yn = 0
                THEN ""
        END label
FROM
        (
                SELECT
                        SUBSTR(a.dt, 1, 7) op_time,
                        b.dept_id_1,
                        b.dept_id_2,
                        --  b.dept_id_3,
                        b.dept_name_1,
                         b.dept_name_2,
```

```
                --  b.dept_name_3,
                COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct
        FROM
                (
                        SELECT
                                dt,
                                item_sku_id,
                                lower(trim(user_log_acct)) user_log_acct,
                                parent_sale_ord_id
                        FROM
                                app.v_adm_d04_trade_ord_det_sku_snapshot_fs
                        WHERE
                                (
                                        dt >= mon_firstday(month_add(sysdate(), - 2))
                                        AND dt < mon_firstday(sysdate(0))
                --and dt <> '2020-02-29'
                                )
                                AND intraday_ord_deal_flag = '1' ----
                                AND split_status_cd NOT IN('1') --
                                AND valid_flag = '1' --
                                AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                AND biz_flag_collect['dist_ord_flag'] <> 1---
                                AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                --AND virtual_ord_flag <> '1'---
      and substr(ord_flag,60,3) <>'040' ----   -------------(
                                and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                )
                a
        JOIN
                (
                        SELECT
                                item_sku_id,
                                dept_id_1,
                                dept_id_2,
                                --dept_id_3,
                                dept_name_1
                                ,dept_name_2
                                --,dept_name_3
                        FROM
                                gdm.gdm_m03_sold_item_sku_da
                        WHERE
                                dt = sysdate(-1)
                                AND dept_id_1 IN('6368')
                )
                b
        ON
                a.item_sku_id = b.item_sku_id
        LEFT JOIN
                (
                        SELECT
                                lower(trim(unif_user_log_acct)) user_log_acct,
                                lower(trim(user_acct_name)) pin
                        from
                                gdm.gdm_m01_userinfo_basic_da
                        where
                                dt = sysdate(-1)
                ) ----pin
                d
        ON
                a.user_log_acct = d.pin
        GROUP BY
                SUBSTR(a.dt, 1, 7),
                b.dept_id_1,
                b.dept_id_2,
                --  b.dept_id_3,
                b.dept_name_1,
                b.dept_name_2,
                --  b.dept_name_3,
                COALESCE(d.user_log_acct, a.user_log_acct)
)
```

```
        a
JOIN
        (
                select
                        user_log_acct,
                        dept_id_2,
                        dept_name_2,
                        SUBSTR(fst_ord_dt, 1, 7) first_mon,
                        fst_all_yn
                from
                        (
                                SELECT
                                    dept_id_2,
                                    dept_name_2,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        MIN(fst_ord_dt) fst_ord_dt, --
                                        MAX(fst_all_yn) fst_all_yn
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_fs
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = '6368' --id
                                        AND tp = 'dept'
                                        and spite_user_flag <> 1  --
                                GROUP BY
                                    dept_id_2,
                                    dept_name_2,
                                        lower(trim(unif_user_log_acct))
                        )
                        b
                where
        fst_ord_dt >= mon_firstday(month_add(sysdate(), - 2))
        and fst_ord_dt < mon_firstday(month_add(sysdate(), - 1))
        and fst_all_yn = 0 ----
        )
        b
ON
        a.user_log_acct = b.user_log_acct
        and b.dept_id_2 = a.dept_id_2
--WHERE a.op_time >= b.first_mon
GROUP BY
        a.dept_name_1,
        b.dept_name_2,
        op_time,
        first_mon,
        CASE
                WHEN fst_all_yn = 1
                THEN ""
                WHEN fst_all_yn = 0
                THEN ""
        END

union all

SELECT
        '2020' period,
        a.dept_name_1,
        b.dept_name_2,
        op_time,
        first_mon,
        COUNT(DISTINCT a.user_log_acct) usernum,
        CASE
                WHEN fst_all_yn = 1
                THEN ""
                WHEN fst_all_yn = 0
                THEN ""
        END label
FROM
        (
                SELECT
                        SUBSTR(a.dt, 1, 7) op_time,
```

```
        b.dept_id_1,
        b.dept_id_2,
        --  b.dept_id_3,
        b.dept_name_1,
        b.dept_name_2,
        --  b.dept_name_3,
        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct
  FROM
        (
                SELECT
                        dt,
                        item_sku_id,
                        lower(trim(user_log_acct)) user_log_acct,
                        parent_sale_ord_id
                FROM
                        app.v_adm_d04_trade_ord_det_sku_snapshot_fs
                WHERE
                        (
                                dt >= mon_firstday(month_add(sysdate(), - 14))
                                AND dt < mon_firstday(month_add(sysdate(), - 12))
                        )
                        AND intraday_ord_deal_flag = '1' ----
                        AND split_status_cd NOT IN('1') --
                        AND valid_flag = '1' --
                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                        --AND virtual_ord_flag <> '1'---
and substr(ord_flag,60,3) <>'040' ----   -------------(
                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
        )
        a
  JOIN
        (
                SELECT
                        item_sku_id,
                        dept_id_1,
                        dept_id_2,
                        --dept_id_3,
                        dept_name_1
                        ,dept_name_2
                        --,dept_name_3
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate(-1)
                        AND dept_id_1 IN('6368')
        )
        b
  ON
        a.item_sku_id = b.item_sku_id
  LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        lower(trim(user_acct_name)) pin
                from
                        gdm.gdm_m01_userinfo_basic_da
                where
                        dt = sysdate(-1)
        ) ----pin
        d
  ON
        a.user_log_acct = d.pin
  GROUP BY
        SUBSTR(a.dt, 1, 7),
        b.dept_id_1,
        b.dept_id_2,
        --  b.dept_id_3,
        b.dept_name_1,
```

```
                        b.dept_name_2,
                        --  b.dept_name_3,
                        COALESCE(d.user_log_acct, a.user_log_acct)
        )
        a
JOIN
        (
                select
                        user_log_acct,
                        dept_id_2,
                        dept_name_2,
                        SUBSTR(fst_ord_dt, 1, 7) first_mon,
                        fst_all_yn
                from
                        (
                                SELECT
                                    dept_id_2,
                                    dept_name_2,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        MIN(fst_ord_dt) fst_ord_dt, --
                                        MAX(fst_all_yn) fst_all_yn
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_fs
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = '6368' --id
                                        AND tp = 'dept'
                                        and spite_user_flag <> 1  --
                                GROUP BY
                                    dept_id_2,
                                    dept_name_2,
                                        lower(trim(unif_user_log_acct))
                        )
                        b
                where
        fst_ord_dt >= mon_firstday(month_add(sysdate(), - 14))
        and fst_ord_dt < mon_firstday(month_add(sysdate(), - 13))
        and fst_all_yn = 0 ----
        )
        b
ON
        a.user_log_acct = b.user_log_acct
        and b.dept_id_2 = a.dept_id_2
--WHERE a.op_time >= b.first_mon
GROUP BY
        a.dept_name_1,
        b.dept_name_2,
        op_time,
        first_mon,
        CASE
                WHEN fst_all_yn = 1
                THEN ""
                WHEN fst_all_yn = 0
                THEN ""
        END
```

3、分渠道（付费/免费等）用户数及同比----------（旧渠道表已停更，现已更新为新渠道表视图）

一二级部门分渠道

http://bdp.jd.com/ide/task/job_detail.html?jobId=9623283&timeRange=primary

```
--
SET jn_begin = '2020-09-01';
SET jn_end = '2020-09-30';
SET qn_begin = '2019-09-01';
SET qn_end = '2019-09-30';
```

```
--SET qqn_begin = '2019-01-01';
--SET qqn_end = '2019-06-30';
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;

--
select
        m.period,
        '' spite_user_flag,
        --m.dept_id_1,
        --m.dept_name_1,
        m.dept_id_2 dept_id_1,
        m.dept_name_2 dept_name_1,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end user_type,
        chan_first_cate_desc,
        chan_second_cate_desc,
        chan_third_cate_desc,
        COUNT(DISTINCT m.user_log_acct) users,
        COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
        COUNT(DISTINCT m.sale_ord_id) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(after_prefr_amount_1) amount
FROM
        (
                SELECT
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_1,
                        dept_name_1,
                        COALESCE(dept_id_2, dept_id_1) dept_id_2,
                        COALESCE(dept_name_2, dept_name_1) dept_name_2,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        (
                                                SELECT
                                                        CASE
                                                                WHEN to_date(sale_ord_tm) BETWEEN ${hiveconf:
jn_begin} AND ${hiveconf:jn_end}
                                                                THEN ''
                                                                WHEN to_date(sale_ord_tm) BETWEEN ${hiveconf:
```

```
qn_begin} AND ${hiveconf:qn_end}
                                                        THEN ''
                                                                --WHEN to_date(sale_ord_tm) BETWEEN
${hiveconf:ssq_begin} AND ${hiveconf:ssq_end}
                                                                --THEN ''
                                                END period,
                                                item_sku_id,
                                                lower(trim(user_log_acct)) user_log_acct,
                                                sale_ord_id,
                                                parent_sale_ord_id,
                                                after_prefr_amount_1,
                                                sale_qtty
                                        FROM
                                                app.v_adm_d04_trade_ord_det_sku_snapshot_dsc
                                        WHERE
                                                (
                                                        dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:
qn_end} --
                                                        OR dt BETWEEN ${hiveconf:jn_begin} AND
${hiveconf:jn_end} --
                                                        --OR dt BETWEEN ${hiveconf:ssq_begin} AND
${hiveconf:ssq_end} --
                                                )
                                                AND
                                                (
                                                        to_date(sale_ord_tm) BETWEEN ${hiveconf:
jn_begin} AND ${hiveconf:jn_end}
                                                        OR to_date(sale_ord_tm) BETWEEN ${hiveconf:
qn_begin} AND ${hiveconf:qn_end} --
                                                        --OR to_date(sale_ord_tm) BETWEEN ${hiveconf:
ssq_begin} AND ${hiveconf:ssq_end} --
                                                )
                                                AND intraday_ord_deal_flag = '1' ----
                                                AND split_status_cd NOT IN('1') --
                                                AND valid_flag = '1' --
                                                AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                                AND biz_flag_collect['dist_ord_flag'] <> 1---
                                                AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                                AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                                --AND virtual_ord_flag <> '1'---
                    and substr(ord_flag,60,3) <>'040' ----   -------------(
                                                AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
                        )
                        a
                JOIN
                        (
                                SELECT
                                        dept_id_1,
                                        dept_name_1,
                                        dept_id_2,
                                        dept_name_2,
                                        --dept_id_3,
                                        --dept_name_3,
                                        item_sku_id
                                        --,CASE WHEN data_type = 1 THEN '' WHEN data_type = 3 THEN 'POP'END MODE
                                FROM
                                        gdm.gdm_m03_sold_item_sku_da
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = 6368
                        )
                        b
                ON
                        a.item_sku_id = b.item_sku_id
                LEFT JOIN
                        (
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                from
                                        dev_xfp.dev_m01_userinfo_basic_da
```

```
                        ) ----pin
                        d
                ON
                        a.user_log_acct = d.pin
                left join
                        (
                                select
                                        sale_ord_id,
                                        item_sku_id,
                                        chan_first_cate_desc,
                                        chan_second_cate_desc,
                                        chan_third_cate_desc
                                from
                                        app.v_adm_m14_allplat_chan_cart_ord_det_d_dsc
                                where
                                        (
                                                dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                                or dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                        --or dt between ${hiveconf:qqn_begin} AND ${hiveconf:qqn_end}
                                        )
                        )
                        s
                on
                        s.sale_ord_id = a.sale_ord_id
                        and s.item_sku_id = a.item_sku_id
                GROUP BY
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc grouping sets((period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc),(period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc))
        )
        m
LEFT OUTER JOIN
        (
                SELECT
                        dept_id_1,
        dept_id_2,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
```

```
                        sale_ord_id,
                        --    item_sku_id,
                        case
                                when fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                        then ''
                                when fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                        then ''
          --when fst_ord_dt between ${hiveconf:qqn_begin} AND ${hiveconf:qqn_end}
                                        --then ''
                        end period
                from
                        (
                                SELECT
                                        dept_id_1,
                                        dept_id_1 dept_id_2, ---
                                        fst_ord_dt,
                                        fst_ord_tm,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        parent_sale_ord_id,
                                        sale_ord_id,
                                        --  item_sku_id,
                                        max(fst_all_yn) over(partition by lower(trim(unif_user_log_acct)),
dept_id_1) as fst_all_yn,
                                        min(fst_ord_tm) over(partition by lower(trim(unif_user_log_acct)),
dept_id_1) as min_fst_ord_tm
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_dsc
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = '6368'
                                        AND tp = 'dept'

                                union all

                                        SELECT
                                        dept_id_1,
                                        dept_id_2, ---
                                        fst_ord_dt,
                                        fst_ord_tm,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        parent_sale_ord_id,
                                        sale_ord_id,
                                        --  item_sku_id,
                                        max(fst_all_yn) over(partition by lower(trim(unif_user_log_acct)),
dept_id_2) as fst_all_yn,
                                        min(fst_ord_tm) over(partition by lower(trim(unif_user_log_acct)),
dept_id_2) as min_fst_ord_tm
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_dsc
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = '6368'
                                        AND tp = 'dept'
                        )
                        f
                where
                        fst_ord_tm = min_fst_ord_tm
                        and
                        (
                                fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                or fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                --or fst_ord_dt between ${hiveconf:qqn_begin} AND ${hiveconf:qqn_end}
                        )
                group by
                        dept_id_1,
             dept_id_2,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
```

```
                        case
                                when fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                        then ''
                                when fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                        then ''
         --when fst_ord_dt between ${hiveconf:qqn_begin} AND ${hiveconf:qqn_end}
                                        --then ''
                        end
        )
        f
ON
        m.user_log_acct = f.user_log_acct
        --  AND m.dept_id_2 = f.dept_id_2
        AND m.dept_id_2 = f.dept_id_2
        AND m.period = f.period
        AND m.parent_sale_ord_id = f.parent_sale_ord_id
        AND m.sale_ord_id = f.sale_ord_id
        --  AND m.item_sku_id = f.item_sku_id
left join
        (
                select
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        spite_user_flag
                from
                        app.v_adm_s01_user_new_or_old_flag_detail_dsc
                where
                        dt = sysdate(-1)
                        and spite_user_flag = 1
                        and tp = 'dept'
                group by
                        lower(trim(unif_user_log_acct)),
                        spite_user_flag
        )
        c
on
        m.user_log_acct = c.user_log_acct
where c.user_log_acct is null
GROUP BY
        m.period,
        --m.dept_id_1,
        --m.dept_name_1,
        m.dept_id_2,
        m.dept_name_2,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end,
        chan_first_cate_desc,
        chan_second_cate_desc,
        chan_third_cate_desc
```

二级部门分渠道

http://bdp.jd.com/ide/task/job_detail.html?jobId=9225227&timeRange=primary

```
--
SET jn_begin = '2020-09-01';
SET jn_end = '2020-09-30';
SET qn_begin = '2019-09-01';
SET qn_end = '2019-09-30';
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
--
-- Map  True
```

```
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;
select
        m.period,
        case spite_user_flag
                when '1'
                then ''
                else ''
        end spite_user_flag,
        m.dept_id_2,
        m.dept_name_2,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end user_type,
        chan_first_cate_desc,
        chan_second_cate_desc,
        chan_third_cate_desc,
        COUNT(DISTINCT m.user_log_acct) users,
        COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
        COUNT(DISTINCT m.sale_ord_id) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(after_prefr_amount_1) amount
        -- sysdate( - 2) dt
FROM
        (
                SELECT
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_2,
                        dept_name_2,
                        --    COALESCE(dept_id_2, 33) dept_id_2,
                        --    COALESCE(dept_name_2, '') dept_name_2,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        (
                                SELECT
                                        case
                                                when dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                                then ''
                                                when dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                                then ''
                                        end period,
                                        item_sku_id,
                                        lower(trim(user_log_acct)) user_log_acct,
                                        sale_ord_id,
                                        parent_sale_ord_id,
```

```
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                WHERE
                        (
                                dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                or dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                        )
                        AND intraday_ord_deal_flag = '1' ----
                        AND split_status_cd NOT IN('1') --
                        AND valid_flag = '1' --
                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                        --AND virtual_ord_flag <> '1'---
                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
        )
        a
JOIN
        (
                SELECT
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        dept_id_3,
                        dept_name_3,
                        item_sku_id,
                        CASE
                                WHEN data_type = 1
                                THEN ''
                                WHEN data_type = 3
                                THEN 'POP'
                        END MODE
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate( - 2)
                        AND dept_id_1 = 33
        )
        b
ON
        a.item_sku_id = b.item_sku_id
LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        lower(trim(user_acct_name)) pin
                from
                        gdm.gdm_m01_userinfo_basic_da
                where
                        dt = sysdate( - 2)
        ) ----pin
        d
ON
        a.user_log_acct = d.pin
left join
        (
                select
                        sale_ord_id,
                        item_sku_id,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc
                from
                        app.v_adm_m14_allplat_chan_cart_ord_det_d_xfp_rd ---
                where
                        (
```

```
                                        dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                        or dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                )
                        )
                        s
                on
                        s.sale_ord_id = a.sale_ord_id
                        and s.item_sku_id = a.item_sku_id
                GROUP BY
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_2,
                        dept_name_2,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc
        )
        m
LEFT OUTER JOIN
        (
                SELECT
                        dept_id_2,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        case
                                when fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                        then ''
                                when fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                        then ''
                        end period
                from
                        (
                                SELECT
                                        dept_id_2,
                                        --  COALESCE(dept_id_2, '33') dept_id_2,
                                        fst_ord_dt,
                                        fst_ord_tm,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        parent_sale_ord_id,
                                        sale_ord_id,
                                        --  item_sku_id,
                                        max(fst_all_yn) over(partition by lower(trim(unif_user_log_acct)),
dept_id_2) as fst_all_yn,
                                        min(fst_ord_tm) over(partition by lower(trim(unif_user_log_acct)),
dept_id_2) as min_fst_ord_tm
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate( - 2)
                                        AND dept_id_1 = '33'
                                        AND tp = 'dept'
                        )
                        f
                where
                        fst_ord_tm = min_fst_ord_tm
                        and
                        (
                                fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                or fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                        )
                group by
                        dept_id_2,
                        user_log_acct,
```

```
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        case
                                when fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                                then ''
                                when fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                                then ''
                        end
        )
        f
ON
        m.user_log_acct = f.user_log_acct
        AND m.dept_id_2 = f.dept_id_2
        --  AND m.dept_id_1 = f.dept_id_1
        AND m.period = f.period
        AND m.parent_sale_ord_id = f.parent_sale_ord_id
        AND m.sale_ord_id = f.sale_ord_id
        --  AND m.item_sku_id = f.item_sku_id
left join
        (
                select
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        spite_user_flag
                from
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                where
                        dt = sysdate( - 2)
                        and spite_user_flag = 1
                        and tp = 'dept'
                group by
                        lower(trim(unif_user_log_acct)),
                        spite_user_flag
        )
        c
on
        m.user_log_acct = c.user_log_acct
GROUP BY
        m.period,
        case spite_user_flag
                when '1'
                then ''
                else ''
        end,
        m.dept_id_2,
        m.dept_name_2,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end,
        chan_first_cate_desc,
        chan_second_cate_desc,
        chan_third_cate_desc
```

一级部门分渠道

http://bdp.jd.com/ide/task/job_detail.html?jobId=9225224&timeRange=primary

```
--
SET jn_begin = '2020-09-01';
SET jn_end = '2020-09-30';
SET qn_begin = '2019-09-01';
SET qn_end = '2019-09-30';
```

```
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;

select
        m.period,
        case spite_user_flag
                when '1'
                then ''
                else ''
        end spite_user_flag,
        m.dept_id_1,
        m.dept_name_1,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end user_type,
        chan_first_cate_desc,
        chan_second_cate_desc,
        chan_third_cate_desc,
        COUNT(DISTINCT m.user_log_acct) users,
        COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
        COUNT(DISTINCT m.sale_ord_id) ord_num,
        SUM(sale_qtty) sale_qtty,
        SUM(after_prefr_amount_1) amount
        -- sysdate(-1) dt
FROM
        (
                SELECT
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_1,
                        dept_name_1,
                        --    COALESCE(dept_id_2, 33) dept_id_2,
                        --    COALESCE(dept_name_2, '') dept_name_2,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        (
                                SELECT
                                        case
                                                when dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                                then ''
                                                when dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                                then ''
```

```
                        end period,
                        item_sku_id,
                        lower(trim(user_log_acct)) user_log_acct,
                        sale_ord_id,
                        parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty
                FROM
                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                WHERE
                        (
                                dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                or dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                        )
                        AND intraday_ord_deal_flag = '1' ----
                        AND split_status_cd NOT IN('1') --
                        AND valid_flag = '1' --
                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                        --AND virtual_ord_flag <> '1'---
                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
        )
        a
JOIN
        (
                SELECT
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        dept_id_3,
                        dept_name_3,
                        item_sku_id,
                        CASE
                                WHEN data_type = 1
                                THEN ''
                                WHEN data_type = 3
                                THEN 'POP'
                        END MODE
                FROM
                        gdm.gdm_m03_sold_item_sku_da
                WHERE
                        dt = sysdate(-1)
                        AND dept_id_1 = 33
        )
        b
ON
        a.item_sku_id = b.item_sku_id
LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        lower(trim(user_acct_name)) pin
                from
                        gdm.gdm_m01_userinfo_basic_da
                where
                        dt = sysdate(-1)
        ) ----pin
        d
ON
        a.user_log_acct = d.pin
left join
        (
                select
                        sale_ord_id,
                        item_sku_id,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
```

```
                                        chan_third_cate_desc
                                from
                                        app.v_adm_m14_allplat_chan_cart_ord_det_d_xfp_rd ---
                                where
                                        (
                                                dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                                or dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                        )
                        )
                        s
                on
                        s.sale_ord_id = a.sale_ord_id
                        and s.item_sku_id = a.item_sku_id
                GROUP BY
                        period,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1,
                        --    a.item_sku_id,
                        a.sale_ord_id,
                        a.parent_sale_ord_id,
                        after_prefr_amount_1,
                        sale_qtty,
                        chan_first_cate_desc,
                        chan_second_cate_desc,
                        chan_third_cate_desc
        )
        m
LEFT OUTER JOIN
        (
                SELECT
                        dept_id_1,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        case
                                when fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                        then ''
                                when fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                        then ''
                        end period
                from
                        (
                                SELECT
                                        dept_id_1,
                                        --  COALESCE(dept_id_2, '33') dept_id_2,
                                        fst_ord_dt,
                                        fst_ord_tm,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        parent_sale_ord_id,
                                        sale_ord_id,
                                        --  item_sku_id,
                                        max(fst_all_yn) over(partition by lower(trim(unif_user_log_acct)),
dept_id_1) as fst_all_yn,
                                        min(fst_ord_tm) over(partition by lower(trim(unif_user_log_acct)),
dept_id_1) as min_fst_ord_tm
                                FROM
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                WHERE
                                        dt = sysdate(-1)
                                        AND dept_id_1 = '33'
                                        AND tp = 'dept'
                        )
                        f
                where
                        fst_ord_tm = min_fst_ord_tm
                        and
                        (
                                fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
```

```
                                or fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                        )
                group by
                        dept_id_1,
                        user_log_acct,
                        fst_all_yn,
                        parent_sale_ord_id,
                        sale_ord_id,
                        --    item_sku_id,
                        case
                                when fst_ord_dt between ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                        then ''
                                when fst_ord_dt between ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                        then ''
                        end
        )
        f
ON
        m.user_log_acct = f.user_log_acct
        --  AND m.dept_id_2 = f.dept_id_2
        AND m.dept_id_1 = f.dept_id_1
        AND m.period = f.period
        AND m.parent_sale_ord_id = f.parent_sale_ord_id
        AND m.sale_ord_id = f.sale_ord_id
        --  AND m.item_sku_id = f.item_sku_id
left join
        (
                select
                        lower(trim(unif_user_log_acct)) user_log_acct,
                        spite_user_flag
                from
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                where
                        dt = sysdate(-1)
                        and spite_user_flag = 1
                        and tp = 'dept'
                group by
                        lower(trim(unif_user_log_acct)),
                        spite_user_flag
        )
        c
on
        m.user_log_acct = c.user_log_acct
GROUP BY
        m.period,
        case spite_user_flag
                when '1'
                then ''
                else ''
        end,
        m.dept_id_1,
        m.dept_name_1,
        CASE fst_all_yn
                when '1'
                then ''
                when '0'
                then ''
                else ''
        end,
        chan_first_cate_desc,
        chan_second_cate_desc,
        chan_third_cate_desc
```

4、一级+二级部门的各线级：总用户、站内新，站外新、老用户，及同比

2级部门上月线级

http://bdp.jd.com/ide/task/job_detail.html?jobId=7728519&timeRange=primary

```
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;


--
select
        a.qujian,
        a.dept_id_2,
        a.dept_name_2,
        case dim_jxkh_level
                when ''
                then '1'
                when ''
                then '2'
                when ''
                then '3'
                when ''
                then '4'
                when ''
                then '5'
                when '-1'
                then '6'
                when '-2'
                then '6'
                else ''
        end dim_jxkh_level,
        count(distinct a.user_log_acct) user_no,
        sum(ord_num) ord_num,
        sum(par_ord_num) par_ord_num,
        sum(amount) amount,
        sum(sale_qtty) sale_qtty,
        count(distinct
        case
                when fst_all_yn = 1
                then a.user_log_acct
                else null
        end) out_new_user_no,
        sum(
                case
                        when fst_all_yn = 1
                        then ord_num
                        else 0
                end) out_new_ord_num,
        sum(
                case
                        when fst_all_yn = 1
                        then par_ord_num
                        else 0
                end) out_new_par_ord_num,
        sum(
                case
```

```
                        when fst_all_yn = 1
                        then amount
                        else 0.0
                end) out_new_amount,
        sum(
                case
                        when fst_all_yn = 1
                        then sale_qtty
                        else 0.0
                end) out_new_sale_qtty,
        count(distinct
        case
                when fst_all_yn = 0
                then a.user_log_acct
                else null
        end) in_new_user_no,
        sum(
                case
                        when fst_all_yn = 0
                        then ord_num
                        else 0
                end) in_new_ord_num,
        sum(
                case
                        when fst_all_yn = 0
                        then par_ord_num
                        else 0
                end) in_new_par_ord_num,
        sum(
                case
                        when fst_all_yn = 0
                        then amount
                        else 0.0
                end) in_new_amount,
        sum(
                case
                        when fst_all_yn = 0
                        then sale_qtty
                        else 0.0
                end) in_new_sale_qtty
from
        (
                select
                        /*+ MAPJOIN(a)*/
                        coalesce(d.user_log_acct, b.user_log_acct) user_log_acct,
                        rev_addr_county_id,
                        a.dept_id_2,
                        a.dept_name_2,
                        qujian,
                        count(distinct parent_sale_ord_id) par_ord_num,
                        count(distinct sale_ord_id) ord_num,
                        sum(after_prefr_amount_1) amount,
                        sum(sale_qtty) sale_qtty
                from
                        (
                                select
                                        item_sku_id,
                                        item_id,
                                        dept_id_2,
                                        dept_name_2
                                from
                                        gdm.gdm_m03_sold_item_sku_da
                                where
                                        dt = mon_firstday(sysdate(0))
                                        and dept_name_1 = ''
                                        and dept_name_2 <> 'NULL'
                                        and dept_name_3 <> 'NULL'
                        )
                        a
                join
                        (
```

```
                                SELECT
                                        case
                                                when dt between month_add(mon_firstday(sysdate(0)), - 1) and
date_add(mon_firstday(sysdate(0)), - 1)
                                                then 'benqi'
                                                when dt between month_add(mon_firstday(sysdate(0)), - 13) and
month_add(date_add(mon_firstday(sysdate(0)),-1),-12)
                                                then 'qunian'
                                        end qujian,
                                        item_sku_id,
                                        lower(trim(user_log_acct)) user_log_acct,
                                        sale_ord_id,
                                        rev_addr_county_id,
                                        parent_sale_ord_id,
                                        after_prefr_amount_1,
                                        sale_qtty
                                FROM
                                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                WHERE
                                        (
                                                dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)), - 1)
                                                or dt between month_add(mon_firstday(sysdate(0)), - 13) and
month_add(date_add(mon_firstday(sysdate(0)),-1),-12)
                                        )
                                        AND intraday_ord_deal_flag = '1' ----
                                        AND split_status_cd NOT IN('1') --
                                        AND valid_flag = '1' --
                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                        --AND virtual_ord_flag <> '1'---
                                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                        )
                        b
                on
                        a.item_sku_id = b.item_sku_id
                left join
                        (
                                select
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                from
                                        gdm.gdm_m01_userinfo_basic_da
                                where
                                        dt = mon_firstday(sysdate(0))
                        ) ----pin
                        d
                on
                        b.user_log_acct = d.pin
                group by
                        coalesce(d.user_log_acct, b.user_log_acct),
                        rev_addr_county_id,
                        a.dept_id_2,
                        a.dept_name_2,
                        qujian
        )
        a
left join
        (
                select
                        dept_id_2,
                        x.user_log_acct,
                        x.fst_all_yn,
                        case
                                when fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)), - 1)
                                then 'benqi'
                                when fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add
```

```
(date_add(mon_firstday(sysdate(0)),-1),-12)
                                then 'qunian'
                        end qujian
                from
                        (
                                select
                                        dept_id_2,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        max(
                                                case
                                                        when fst_all_yn = 1
                                                        then 1
                                                        else 0
                                                end) fst_all_yn,
                                        min(fst_ord_dt) fst_ord_dt
                                from
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                where
                                        dt = mon_firstday(sysdate(0))
                                        and tp = 'dept'
                                        and dept_id_1 in('33')
                                group by
                                        dept_id_2,
                                        lower(trim(unif_user_log_acct))
                        )
                        x
                where
                        (
                                (
                                        fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)), - 1)
                                ) --benqi
                                or
                                (
                                        fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 13) and
month_add(date_add(mon_firstday(sysdate(0)),-1),-12)
                                ) --qunian
                        )
        )
        b
on
        b.user_log_acct = a.user_log_acct
        and b.qujian = a.qujian
        and a.dept_id_2 = b.dept_id_2
left join
        (
                select
                        lower(trim(unif_user_log_acct)) user_log_acct
                from
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                where
                        dt = mon_firstday(sysdate(0))
                        and spite_user_flag = 1
                        and tp = 'dept'
                group by
                        lower(trim(unif_user_log_acct))
        )
        c
on
        a.user_log_acct = c.user_log_acct
left JOIN
        (
                SELECT
                        dim_county_id,
                        dim_jxkh_level
                from
                        dim.dim_d99_cw_county_level_jxkh
                where
                        dim_data_type_cd = '1' --
                group by
                        dim_county_id,
```

```
                        dim_jxkh_level
        )
        m
on
        a.rev_addr_county_id = m.dim_county_id
where
        c.user_log_acct is null
group by
        a.qujian,
        a.dept_id_2,
        a.dept_name_2,
        case dim_jxkh_level
                when ''
                then '1'
                when ''
                then '2'
                when ''
                then '3'
                when ''
                then '4'
                when ''
                then '5'
                when '-1'
                then '6'
                when '-2'
                then '6'
                else ''
        end;
```

1级部门上月线级

http://bdp.jd.com/ide/task/job_detail.html?jobId=7728557&timeRange=primary

```
--
-- Map  True
set hive.merge.mapfiles = true;
-- Reduce  False
set hive.merge.mapredfiles = true;
--
set hive.merge.size.per.task = 256000000;
--map-reducemerge
set hive.merge.smallfiles.avgsize = 256000000;
-- spark
set spark.sql.hive.mergeFiles = true;
set hive.exec.parallel = true;
--Reduce
set hive.exec.reducers.bytes.per.reducer = 2000000000;
--
set hive.map.aggr = true;
set hive.groupby.mapaggr.checkinterval = 100000;
set hive.auto.convert.join = true;


--
select
        a.qujian,
--         a.dept_id_2,
--         a.dept_name_2,
        case dim_jxkh_level
                when ''
                then '1'
                when ''
                then '2'
                when ''
                then '3'
                when ''
                then '4'
                when ''
                then '5'
```

```
        when '-1'
        then '6'
        when '-2'
        then '6'
        else ''
end dim_jxkh_level,
count(distinct a.user_log_acct) user_no,
sum(ord_num) ord_num,
sum(par_ord_num) par_ord_num,
sum(amount) amount,
sum(sale_qtty) sale_qtty,
count(distinct
case
        when fst_all_yn = 1
        then a.user_log_acct
        else null
end) out_new_user_no,
sum(
        case
                when fst_all_yn = 1
                then ord_num
                else 0
        end) out_new_ord_num,
sum(
        case
                when fst_all_yn = 1
                then par_ord_num
                else 0
        end) out_new_par_ord_num,
sum(
        case
                when fst_all_yn = 1
                then amount
                else 0.0
        end) out_new_amount,
sum(
        case
                when fst_all_yn = 1
                then sale_qtty
                else 0.0
        end) out_new_sale_qtty,
count(distinct
case
        when fst_all_yn = 0
        then a.user_log_acct
        else null
end) in_new_user_no,
sum(
        case
                when fst_all_yn = 0
                then ord_num
                else 0
        end) in_new_ord_num,
sum(
        case
                when fst_all_yn = 0
                then par_ord_num
                else 0
        end) in_new_par_ord_num,
sum(
        case
                when fst_all_yn = 0
                then amount
                else 0.0
        end) in_new_amount,
sum(
        case
                when fst_all_yn = 0
                then sale_qtty
                else 0.0
        end) in_new_sale_qtty
```

```
from
        (
                select
                        /*+ MAPJOIN(a)*/
                        coalesce(d.user_log_acct, b.user_log_acct) user_log_acct,
                        rev_addr_county_id,
--                         a.dept_id_2,
--                         a.dept_name_2,
                        qujian,
                        count(distinct parent_sale_ord_id) par_ord_num,
                        count(distinct sale_ord_id) ord_num,
                        sum(after_prefr_amount_1) amount,
                        sum(sale_qtty) sale_qtty
                from
                        (
                                select
                                        item_sku_id,
                                        item_id,
                                        dept_id_2,
                                        dept_name_2
                                from
                                        gdm.gdm_m03_sold_item_sku_da
                                where
                                        dt = mon_firstday(sysdate(0))
                                        and dept_name_1 = ''
                                        and dept_name_2 <> 'NULL'
                                        and dept_name_3 <> 'NULL'
                        )
                        a
                join
                        (
                                SELECT
                                        case
                                                when dt between month_add(mon_firstday(sysdate(0)), - 1) and
date_add(mon_firstday(sysdate(0)), - 1)
                                                then 'benqi'
                                                when dt between month_add(mon_firstday(sysdate(0)), - 13) and
month_add(date_add(mon_firstday(sysdate(0)),-1),-12)
                                                then 'qunian'
                                        end qujian,
                                        item_sku_id,
                                        lower(trim(user_log_acct)) user_log_acct,
                                        sale_ord_id,
                                        rev_addr_county_id,
                                        parent_sale_ord_id,
                                        after_prefr_amount_1,
                                        sale_qtty
                                FROM
                                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                WHERE
                                        (
                                                dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)), - 1)
                                                or dt between month_add(mon_firstday(sysdate(0)), - 13) and
month_add(date_add(mon_firstday(sysdate(0)),-1),-12)
                                        )
                                        AND intraday_ord_deal_flag = '1' ----
                                        AND split_status_cd NOT IN('1') --
                                        AND valid_flag = '1' --
                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                        --AND virtual_ord_flag <> '1'---
                                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                                        and biz_flag_collect['yhd_ord_flag'] <> 1 ----
                        )
                        b
                on
                        a.item_sku_id = b.item_sku_id
                left join
```

```
                        (
                                select
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                from
                                        gdm.gdm_m01_userinfo_basic_da
                                where
                                        dt = mon_firstday(sysdate(0))
                        ) ----pin
                        d
                on
                        b.user_log_acct = d.pin
                group by
                        coalesce(d.user_log_acct, b.user_log_acct),
                        rev_addr_county_id,
--                         a.dept_id_2,
--                         a.dept_name_2,
                        qujian
        )
        a
left join
        (
                select
--                         dept_id_2,
                        x.user_log_acct,
                        x.fst_all_yn,
                        case
                                when fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)), - 1)
                                then 'benqi'
                                when fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 13) and month_add
(date_add(mon_firstday(sysdate(0)),-1),-12)
                                then 'qunian'
                        end qujian
                from
                        (
                                select
                                --         dept_id_2,
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        max(
                                                case
                                                        when fst_all_yn = 1
                                                        then 1
                                                        else 0
                                                end) fst_all_yn,
                                        min(fst_ord_dt) fst_ord_dt
                                from
                                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                                where
                                        dt = mon_firstday(sysdate(0))
                                        and tp = 'dept'
                                        and dept_id_1 in('33')
                                group by
                                --         dept_id_2,
                                        lower(trim(unif_user_log_acct))
                        )
                        x
                where
                        (
                                (
                                        fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 1) and date_add
(mon_firstday(sysdate(0)), - 1)
                                ) --benqi
                                or
                                (
                                        fst_ord_dt between month_add(mon_firstday(sysdate(0)), - 13) and
month_add(date_add(mon_firstday(sysdate(0)),-1),-12)
                                ) --qunian
                        )
        )
        b
```

```
on
        b.user_log_acct = a.user_log_acct
        and b.qujian = a.qujian
--         and a.dept_id_2 = b.dept_id_2
left join
        (
                select
                        lower(trim(unif_user_log_acct)) user_log_acct
                from
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                where
                        dt = mon_firstday(sysdate(0))
                        and spite_user_flag = 1
                        and tp = 'dept'
                group by
                        lower(trim(unif_user_log_acct))
        )
        c
on
        a.user_log_acct = c.user_log_acct
left JOIN
        (
                SELECT
                        dim_county_id,
                        dim_jxkh_level
                from
                        dim.dim_d99_cw_county_level_jxkh
                where
                        dim_data_type_cd = '1' --
                group by
                        dim_county_id,
                        dim_jxkh_level
        )
        m
on
        a.rev_addr_county_id = m.dim_county_id
where
        c.user_log_acct is null
group by
        a.qujian,
--         a.dept_id_2,
--         a.dept_name_2,
        case dim_jxkh_level
                when ''
                then '1'
                when ''
                then '2'
                when ''
                then '3'
                when ''
                then '4'
                when ''
                then '5'
                when '-1'
                then '6'
                when '-2'
                then '6'
                else ''
        end;
```

5、12月、1月、2月分月会员数、会员GMV，会员订单量

消费品品牌会员数据看板

开发负责人信息
bailusheng、chenjunyu13

6、商详流量

```
SET jn_begin = '2020-11-01';
SET jn_end = '2021-01-18';
SET qn_begin = '2019-11-01';
SET qn_end = '2020-01-18';
SET hive.exec.parallel = true;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET hive.hadoop.supports.splittable.combineinputformat = true;
SET hive.exec.parallel = true;
SET hive.optimize.cp = true;
SET mapreduce.input.fileinputformat.split.maxsize = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.node = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.rack = 256000000;
SET hive.merge.mapfiles = true;
SET hive.merge.mapredfiles = true;
SET hive.merge.size.per.task = 256000000;
SET hive.merge.smallfiles.avgsize = 256000000;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 4000000000;
SET hive.map.aggr = true;
SET hive.groupby.mapaggr.checkinterval = 100000;
SET hive.auto.convert.join = true;
select
    x.*
FROM
(
SELECT
        dt,
        b.dept_name_1 AS dept_name,
        b.dept_id_1 as dept_id,
        SUM(sku_pv) AS pv,
        COUNT(DISTINCT browser_uniq_id) AS uv
FROM
        (
                SELECT
                        dt,
                        sku_id,
                        sku_pv,
                        browser_uniq_id
                FROM
                        adm.adm_s14_online_log_smart_item_d
                WHERE
                        (
                                (
                                        dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end} --
                                )
                                OR
```

```
                                (
                                        dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end} --
                                )
                        )
                        --and bs = '311210'
        )
        a
JOIN
        (
                SELECT
                        item_sku_id,
                        dept_name_1,
                        dept_id_1,
                        dept_name_2,
                        dept_id_2
                FROM
                        gdm.gdm_m03_mkt_item_sku_da
                WHERE
                    dt = sysdate(-1)
                        AND dept_name_1 = ''
                        AND dept_name_2 <> 'NULL'
                        AND dept_name_3 <> 'NULL'
                        --and item_sku_id <> '100012043978'
        )
        b
ON
        a.sku_id = b.item_sku_id
GROUP BY
        dt,
        b.dept_name_1,
        b.dept_id_1

UNION all

SELECT
        dt,
        b.dept_name_2 AS dept_name,
        b.dept_id_2 as dept_id,
        SUM(sku_pv) AS pv,
        COUNT(DISTINCT browser_uniq_id) AS uv
FROM
        (
                SELECT
                        dt,
                        sku_id,
                        sku_pv,
                        browser_uniq_id
                FROM
                        adm.adm_s14_online_log_smart_item_d
                WHERE
                        (
                                (
                                        dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end} --
                                )
                                OR
                                (
                                        dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end} --
                                )
                        )
                        --and bs = '311210'
        )
        a
JOIN
        (
                SELECT
                        item_sku_id,
                        dept_name_1,
                        dept_id_1,
                        dept_name_2,
                        dept_id_2
                FROM
```

```
                        gdm.gdm_m03_mkt_item_sku_da
                WHERE
                    dt = sysdate(-1)
                        AND dept_name_1 = ''
                        AND dept_name_2 <> 'NULL'
                        AND dept_name_3 <> 'NULL'
                        --and item_sku_id <> '100012043978'
        )
        b
ON
        a.sku_id = b.item_sku_id
GROUP BY
        dt,
        b.dept_name_2,
        b.dept_id_2
) x
;
```

7、商详末次来源流量

```
----app----
SET jn_begin = '2020-11-01';
SET jn_end = '2020-11-25';
SET qn_begin = '2019-11-01';
SET qn_end = '2019-11-25';
SET hive.exec.parallel = true;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET hive.hadoop.supports.splittable.combineinputformat = true;
SET hive.exec.parallel = true;
SET hive.optimize.cp = true;
SET mapreduce.input.fileinputformat.split.maxsize = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.node = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.rack = 256000000;
SET hive.merge.mapfiles = true;
SET hive.merge.mapredfiles = true;
SET hive.merge.size.per.task = 256000000;
SET hive.merge.smallfiles.avgsize = 256000000;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 3000000000;
DROP TABLE IF EXISTS dev_dkx.aaaaaaa;
CREATE
        TABLE dev_dkx.aaaaaaa STORED AS ORC tblproperties
        (
                'orc.compress' = 'SNAPPY'
        ) AS
SELECT
        t1.*
FROM
        (
                SELECT
                        dt,
                        dept_name_1 AS dept_name,
                        --dept_name_2,
                        last_src_url_first_cate_name AS v1,
                        last_src_url_second_cate_name AS v2,
                        last_src_url_third_cate_name AS v3,
                        last_src_page,
                        last_src_page_id,
                        last_src_page_name,
                        COUNT(1) pv,
                        COUNT(DISTINCT browser_uniq_id) uv
                FROM
                        (
                                SELECT
                                        dt,
                                        sku_id,
                                        user_log_acct,
                                        browser_uniq_id,
```

```
                        last_src_url_first_cate_name,
                last_src_url_second_cate_name,
            last_src_url_third_cate_name,
                        last_src_page,
                        last_src_page_id,
                        last_src_page_name
                FROM
                        adm.adm_d14_traffic_item_src_next_d
                WHERE
                        (
                                dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end} --
                                OR dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end} --
                        )
                        --and bs = '311210'
        )
        a
JOIN
        (
                SELECT
                        item_sku_id,
                        dept_name_1,
                        dept_name_2,
                        dept_name_3
                FROM
                        gdm.gdm_m03_mkt_item_sku_da
                WHERE
                        dt = sysdate( - 1)
                        AND dept_name_1 = ''
                        AND dept_name_2 <> 'NULL'
                        AND dept_name_3 <> 'NULL'
        )
        b
ON
        a.sku_id = b.item_sku_id
GROUP BY
        dt,
        dept_name_1,
        -- dept_name_2,
        last_src_url_first_cate_name,
        last_src_url_second_cate_name,
    last_src_url_third_cate_name,
    last_src_page,
        last_src_page_id,
        last_src_page_name

UNION ALL

SELECT
        dt,
        dept_name_2 AS dept_name,
        last_src_url_first_cate_name AS v1,
        last_src_url_second_cate_name AS v2,
        last_src_url_third_cate_name AS v3,
          last_src_page,
        last_src_page_id,
        last_src_page_name,
        COUNT(1) pv,
        COUNT(DISTINCT browser_uniq_id) uv
FROM
        (
                SELECT
                        dt,
                        sku_id,
                        user_log_acct,
                        browser_uniq_id,
                        last_src_url_first_cate_name,
    last_src_url_second_cate_name,
    last_src_url_third_cate_name,
                        last_src_page,
                last_src_page_id,
                last_src_page_name
```

```
                                FROM
                                        adm.adm_d14_traffic_item_src_next_d
                                WHERE
                                        (
                                                dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end} --
                                                OR dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end} --
                                        )
                                        --and bs = '311210'
                        )
                        a
                JOIN
                        (
                                SELECT
                                        item_sku_id,
                                        dept_name_1,
                                        dept_name_2,
                                        dept_name_3
                                FROM
                                        gdm.gdm_m03_mkt_item_sku_da
                                WHERE
                                        dt = sysdate( - 1)
                                        AND dept_name_1 = ''
                                        AND dept_name_2 <> 'NULL'
                                        AND dept_name_3 <> 'NULL'
                        )
                        b
                ON
                        a.sku_id = b.item_sku_id
                GROUP BY
                        dt,
                        dept_name_2,
                        last_src_url_first_cate_name,
                        last_src_url_second_cate_name,
                  last_src_url_third_cate_name,
                        last_src_page,
                        last_src_page_id,
                        last_src_page_name
        )
        t1
;
```

8、成交父订单和优惠后金额

```
SET jn_begin = '2020-11-27';
SET jn_end = '2020-11-29';
SET qn_begin = '2019-11-27';
SET qn_end = '2019-11-29';
SET hive.exec.parallel = true;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET hive.hadoop.supports.splittable.combineinputformat = true;
SET hive.exec.parallel = true;
SET hive.optimize.cp = true;
SET mapreduce.input.fileinputformat.split.maxsize = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.node = 256000000;
SET mapreduce.input.fileinputformat.split.minsize.per.rack = 256000000;
SET hive.merge.mapfiles = true;
SET hive.merge.mapredfiles = true;
SET hive.merge.size.per.task = 256000000;
SET hive.merge.smallfiles.avgsize = 256000000;
SET hive.input.format = org.apache.hadoop.hive.ql.io.CombineHiveInputFormat;
SET mapred.min.split.size = 1000000000;
SET mapred.max.split.size = 4000000000;
SELECT
        m.sale_ord_dt AS dt,
        m.dept_name_1 AS dept_name,
        m.dept_id_1 AS dept_id,
        SUM(par_ord_num) AS par_order_num, ---
        SUM(sale_amount) AS amount
FROM
```

```
        (
                SELECT
                        sale_ord_dt,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_1,
                        dept_name_1,
                        COUNT(DISTINCT a.sale_ord_id) ord_num,
                        COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
                        SUM(after_prefr_amount_1) sale_amount,
                        SUM(sale_qtty) sale_qtty
                FROM
                        (
                                SELECT
                                        dt,
                                        --SUBSTR(dt, 1, 7) DATE,
                                        item_sku_id,
                                        lower(trim(user_log_acct)) user_log_acct,
                                        sale_ord_id,
                                        to_date(sale_ord_tm) sale_ord_dt,
                                        parent_sale_ord_id,
                                        after_prefr_amount_1,
                                        sale_qtty
                                FROM
                                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                WHERE
                                        (
                                                dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end} --
                                                OR dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end} --
                                        )
                                        AND
                                        (

                                            to_date(sale_ord_tm) BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:
qn_end} --

                                                OR to_date(sale_ord_tm) BETWEEN ${hiveconf:jn_begin} AND
${hiveconf:jn_end} --

                                        )
                                        AND intraday_ord_deal_flag = '1' ----
                                        AND split_status_cd NOT IN('1') --
                                        AND valid_flag = '1' --
                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                        --AND virtual_ord_flag <> '1'---
                                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                                        AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
                        )
                        a
                JOIN
                        (
                                SELECT
                                        item_sku_id,
                                        dept_name_1,
                                        dept_name_2,
                                        dept_id_1,
                                        dept_id_2
                                FROM
                                        gdm.gdm_m03_mkt_item_sku_da
                                WHERE
                                        dt = sysdate( - 1)
                                        AND dept_name_1 = ''
                                        AND dept_name_2 <> 'NULL'
                                        AND dept_name_3 <> 'NULL'
                        )
                        t2
                ON
                        a.item_sku_id = t2.item_sku_id
                LEFT JOIN
                        (
```

```
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                FROM
                                        gdm.gdm_m01_userinfo_basic_da
                                WHERE
                                        dt = sysdate( - 1)
                        ) ----pin
                        d
                ON
                        a.user_log_acct = d.pin
                GROUP BY
                        sale_ord_dt,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_1,
                        dept_name_1
        )
        m
LEFT JOIN
        (
                SELECT
                        lower(trim(unif_user_log_acct)) user_log_acct
                FROM
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                WHERE
                        dt = sysdate( - 2)
                        AND spite_user_flag = 1
                        AND tp = 'dept'
                GROUP BY
                        lower(trim(unif_user_log_acct))
        )
        n
ON
        m.user_log_acct = n.user_log_acct
WHERE
        n.user_log_acct IS NULL
GROUP BY
        m.sale_ord_dt,
        m.dept_name_1,
        m.dept_id_1

UNION ALL

SELECT
        m.sale_ord_dt AS dt,
        m.dept_name_2 AS dept_name,
        m.dept_id_2 AS dept_id,
        SUM(par_ord_num) AS par_order_num, ---
        SUM(sale_amount) AS amount
FROM
        (
                SELECT
                        sale_ord_dt,
                        COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                        dept_id_2,
                        dept_name_2,
                        COUNT(DISTINCT a.sale_ord_id) ord_num,
                        COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
                        SUM(after_prefr_amount_1) sale_amount,
                        SUM(sale_qtty) sale_qtty
                FROM
                        (
                                SELECT
                                        dt,
                                        --SUBSTR(dt, 1, 7) DATE,
                                        item_sku_id,
                                        lower(trim(user_log_acct)) user_log_acct,
                                        sale_ord_id,
                                        to_date(sale_ord_tm) sale_ord_dt,
                                        parent_sale_ord_id,
                                        after_prefr_amount_1,
```

```
                                        sale_qtty
                                FROM
                                        app.v_adm_d04_trade_ord_det_sku_snapshot_xfp
                                WHERE
                                        (
                                                dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end} --
                                                OR dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end} --
                                        )
                                        AND
                                        (

                                            to_date(sale_ord_tm) BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:
qn_end} --
                                                OR to_date(sale_ord_tm) BETWEEN ${hiveconf:jn_begin} AND
${hiveconf:jn_end} --

                                        )
                                        AND intraday_ord_deal_flag = '1' ----
                                        AND split_status_cd NOT IN('1') --
                                        AND valid_flag = '1' --
                                        AND biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                                        AND biz_flag_collect['dist_ord_flag'] <> 1---
                                        AND biz_flag_collect['corp_ord_flag'] <> 1-----
                                        AND biz_flag_collect['xtl_ord_flag'] <> 1 ----
                                        --AND virtual_ord_flag <> '1'---
                                        and substr(ord_flag,60,3) <>'040' ----   -------------(
                                        AND biz_flag_collect['yhd_ord_flag'] <> 1 ----
                        )
                        a
                JOIN
                        (
                                SELECT
                                        item_sku_id,
                                        dept_name_1,
                                        dept_name_2,
                                        dept_id_1,
                                        dept_id_2
                                FROM
                                        gdm.gdm_m03_mkt_item_sku_da
                                WHERE
                                        dt = sysdate( - 1)
                                        AND dept_name_1 = ''
                                        AND dept_name_2 <> 'NULL'
                                        AND dept_name_3 <> 'NULL'
                        )
                        t2
                ON
                        a.item_sku_id = t2.item_sku_id
                LEFT JOIN
                        (
                                SELECT
                                        lower(trim(unif_user_log_acct)) user_log_acct,
                                        lower(trim(user_acct_name)) pin
                                FROM
                                        gdm.gdm_m01_userinfo_basic_da
                                WHERE
                                        dt = sysdate( - 1)
                        ) ----pin
                        d
                ON
                        a.user_log_acct = d.pin
                GROUP BY
                        sale_ord_dt,
                        COALESCE(d.user_log_acct, a.user_log_acct),
                        dept_id_2,
                        dept_name_2
        )
        m
LEFT JOIN
        (
                SELECT
```

```
                        lower(trim(unif_user_log_acct)) user_log_acct
                FROM
                        app.v_adm_s01_user_new_or_old_flag_detail_xfp
                WHERE
                        dt = sysdate( - 2)
                        AND spite_user_flag = 1
                        AND tp = 'dept'
                GROUP BY
                        lower(trim(unif_user_log_acct))
        )
        n
ON
        m.user_log_acct = n.user_log_acct
WHERE
        n.user_log_acct IS NULL
GROUP BY
        m.sale_ord_dt,
        m.dept_name_2,
        m.dept_id_2
;
```

9、分端商详流量

```
-----------------
--SET jn_begin = '2021-01-01';
--SET jn_end = '2021-06-30';
SET qn_begin = '2020-07-01';
SET qn_end = '2020-12-31';
SET ssq_begin = '2019-07-01';
SET ssq_end = '2019-12-31';
--
-- Map  True
SET hive.merge.mapfiles = true;
-- Reduce  False
SET hive.merge.mapredfiles = true;
--
SET hive.merge.size.per.task = 256000000;
--map-reducemerge
SET hive.merge.smallfiles.avgsize = 256000000;
-- spark
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.parallel = true;
--Reduce
SET hive.exec.reducers.bytes.per.reducer = 2000000000;
--
SET hive.map.aggr = true;
SET hive.groupby.mapaggr.checkinterval = 100000;
SET hive.auto.convert.join = true;
SELECT
        period,
        CASE
                WHEN chan_2 IN('APP')
                THEN 'app'
                WHEN chan_2 IN('PC')
                THEN 'pc'
                WHEN chan_2 IN('M')
                THEN 'm'
                WHEN chan_2 IN('')
                THEN 'wx'
                WHEN chan_2 IN('1APP', '1M', '1PC', '1APP')
                THEN 'yhd'
                WHEN chan_2 IN('APP', 'M')
                THEN 'js'
                WHEN chan_2 IN('', '', 'APP')
                THEN 'other'
                WHEN chan_2 IN('', 'APP', 'SQ')
                THEN 'jx'
                ELSE ''
        END AS chan,
```

```
        bu_id,
        bu_name,
        COALESCE(dept_id_1, '99999') dept_id_1,
        COALESCE(dept_name_1, '') dept_name_1,
        COALESCE(dept_id_2, '99999') dept_id_2,
        COALESCE(dept_name_2, '') dept_name_2,
        SUM(sku_pv) AS pv,
        COUNT(DISTINCT browser_uniq_id) AS uv
FROM
        (
                SELECT
                        CASE
                                --WHEN dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
                                --THEN ''
                                WHEN dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
                                THEN ''
                                WHEN dt BETWEEN ${hiveconf:ssq_begin} AND ${hiveconf:ssq_end}
                                THEN ''
                        END period,
                        sku_id,
                        sku_pv,
                        browser_uniq_id,
                        CASE
                                WHEN dc = 'app'
                                        AND device_biz_cd_3 = 'app_jd'
                                THEN 'APP'
                                WHEN dc = 'm'
                                        AND device_biz_cd_3 = 'm_jd'
                                THEN 'M'
                                WHEN dc = 'pc'
                                        AND device_biz_cd_3 = 'pc'
                                THEN 'PC'
                                WHEN dc = 'wx'
                                        AND device_biz_cd_1 = 'wx'
                                        AND device_biz_cd_3 NOT IN('wx_small_jx')
                                THEN ''
                                WHEN dc = 'app'
                                        AND device_biz_cd_3 = 'app_yhd'
                                THEN '1APP'
                                WHEN dc = 'm'
                                        AND device_biz_cd_3 = 'm_yhd'
                                THEN '1M'
                                WHEN dc = 'pc'
                                        AND device_biz_cd_3 = 'pc_yhd'
                                THEN '1PC'
                                WHEN dc = 'app'
                                        AND device_biz_cd_3 = 'app_yhhyd'
                                THEN '1APP'
                                WHEN dc = 'wx'
                                        AND device_biz_cd_3 = 'wx_small_jx'
                                THEN ''
                                WHEN dc = 'app'
                                        AND device_biz_cd_3 = 'app_jx'
                                THEN 'APP'
                                WHEN dc = 'sq'
                                        AND device_biz_cd_3 = 'sq_jx'
                                THEN 'SQ'
                                WHEN dc = 'm'
                                        AND device_biz_cd_3 = 'm_llq'
                                THEN ''
                                WHEN dc = 'app'
                                        AND device_biz_cd_3 = 'app_enterprise_wx'
                                THEN ''
                                WHEN dc = 'app'
                                        AND device_biz_cd_3 = 'app_yjc'
                                THEN 'APP'
                                WHEN dc = 'app'
                                        AND device_biz_cd_3 = 'app_js'
                                THEN 'APP'
                                WHEN dc = 'm'
                                        AND device_biz_cd_3 = 'm_js'
```

```
                                THEN 'M'
                                ELSE ''
                        END AS chan_2
                FROM
                        adm.adm_s14_online_log_smart_item_m
                WHERE
                        (
                                dt BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end} --
                                --OR dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end} --
                                OR dt BETWEEN ${hiveconf:ssq_begin} AND ${hiveconf:ssq_end} --
                        )
        )
        a
JOIN
        (
                SELECT
                        item_sku_id,
                        bu_id,
                        bu_name,
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2
                FROM
                        gdm.gdm_m03_mkt_item_sku_da
                WHERE
                        dt = sysdate( - 1)
                        AND bu_id = '1727'
        )
        b
ON
        a.sku_id = b.item_sku_id
GROUP BY
        period,
        CASE
                WHEN chan_2 IN('APP')
                THEN 'app'
                WHEN chan_2 IN('PC')
                THEN 'pc'
                WHEN chan_2 IN('M')
                THEN 'm'
                WHEN chan_2 IN('')
                THEN 'wx'
                WHEN chan_2 IN('1APP', '1M', '1PC', '1APP')
                THEN 'yhd'
                WHEN chan_2 IN('APP', 'M')
                THEN 'js'
                WHEN chan_2 IN('', '', 'APP')
                THEN 'other'
                WHEN chan_2 IN('', 'APP', 'SQ')
                THEN 'jx'
                ELSE ''
        END,
        bu_id,
        bu_name,
        dept_id_1,
        dept_name_1,
        dept_id_2,
        dept_name_2 grouping sets((period,
        CASE
                WHEN chan_2 IN('APP')
                THEN 'app'
                WHEN chan_2 IN('PC')
                THEN 'pc'
                WHEN chan_2 IN('M')
                THEN 'm'
                WHEN chan_2 IN('')
                THEN 'wx'
                WHEN chan_2 IN('1APP', '1M', '1PC', '1APP')
                THEN 'yhd'
                WHEN chan_2 IN('APP', 'M')
```

```
                THEN 'js'
                WHEN chan_2 IN('', '', 'APP')
                THEN 'other'
                WHEN chan_2 IN('', 'APP', 'SQ')
                THEN 'jx'
                ELSE ''
        END, bu_id, bu_name),(period,
        CASE
                WHEN chan_2 IN('APP')
                THEN 'app'
                WHEN chan_2 IN('PC')
                THEN 'pc'
                WHEN chan_2 IN('M')
                THEN 'm'
                WHEN chan_2 IN('')
                THEN 'wx'
                WHEN chan_2 IN('1APP', '1M', '1PC', '1APP')
                THEN 'yhd'
                WHEN chan_2 IN('APP', 'M')
                THEN 'js'
                WHEN chan_2 IN('', '', 'APP')
                THEN 'other'
                WHEN chan_2 IN('', 'APP', 'SQ')
                THEN 'jx'
                ELSE ''
        END, bu_id, bu_name, dept_id_1, dept_name_1),(period,
        CASE
                WHEN chan_2 IN('APP')
                THEN 'app'
                WHEN chan_2 IN('PC')
                THEN 'pc'
                WHEN chan_2 IN('M')
                THEN 'm'
                WHEN chan_2 IN('')
                THEN 'wx'
                WHEN chan_2 IN('1APP', '1M', '1PC', '1APP')
                THEN 'yhd'
                WHEN chan_2 IN('APP', 'M')
                THEN 'js'
                WHEN chan_2 IN('', '', 'APP')
                THEN 'other'
                WHEN chan_2 IN('', 'APP', 'SQ')
                THEN 'jx'
                ELSE ''
        END, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2)) ;
```

10、分平台商详UV-日内uv可累加 ------已对齐黄金眼

```
SET hive.merge.mapfiles = true;
SET hive.merge.mapredfiles = true;
SET hive.merge.size.per.task = 256000000;
SET hive.merge.smallfiles.avgsize = 256000000;
SET spark.sql.hive.mergeFiles = true;
SET hive.exec.parallel = true;
SET hive.exec.reducers.bytes.per.reducer = 2000000000;
SET hive.map.aggr = true;
SET hive.groupby.mapaggr.checkinterval = 100000;
SET hive.auto.convert.join = true;
SELECT
        dt,
        halfhour,
        bu_id,
        bu_name,
        dept_id_1,
        dept_name_1,
        dept_id_2,
        dept_name_2,
        chan,
        COUNT(DISTINCT browser_uniq_id) AS uv
```

```
FROM
        (
                SELECT
                        dt,
                        bu_id,
                        bu_name,
                        COALESCE(dept_id_1, '99999') dept_id_1,
                        COALESCE(dept_name_1, '') dept_name_1,
                        COALESCE(dept_id_2, '99999') dept_id_2,
                        COALESCE(dept_name_2, '') dept_name_2,
                        CASE
                                WHEN chan_2 IN('APP')
                                THEN 'app'
                                WHEN chan_2 IN('PC')
                                THEN 'pc'
                                WHEN chan_2 IN('M')
                                THEN 'm'
                                WHEN chan_2 IN('')
                                THEN 'wx'
                                WHEN chan_2 IN('1APP', '1M', '1PC', '1APP')
                                THEN 'yhd'
                                WHEN chan_2 IN('APP', 'M')
                                THEN 'js'
                                WHEN chan_2 IN('', '', 'APP')
                                THEN 'other'
                                WHEN chan_2 IN('', 'APP', 'SQ')
                                THEN 'jx'
                                ELSE ''
                        END AS chan,
                        MIN(request_tm_10min) halfhour,
                        --sku_pv,
                        browser_uniq_id,
                        COUNT(1) pv
                FROM
                        (
                                SELECT
                                        dt,
                                        concat(lpad(SUBSTR(request_tm_10min, 9, 2), 2, 0), lpad(floor(SUBSTR
(request_tm_10min, 11, 2) / 30) * 30, 2, 0)) request_tm_10min,
                                        sku_id,
                                        --sku_pv,
                                        browser_uniq_id,
                                        CASE
                                                WHEN dc = 'app'
                                                        AND device_biz_cd_3 = 'app_jd'
                                                THEN 'APP'
                                                WHEN dc = 'm'
                                                        AND device_biz_cd_3 = 'm_jd'
                                                THEN 'M'
                                                WHEN dc = 'pc'
                                                        AND device_biz_cd_3 = 'pc'
                                                THEN 'PC'
                                                WHEN dc = 'wx'
                                                        --AND device_biz_cd_1 = 'wx'
                                                        AND device_biz_cd_3 IN('wx_main', 'wx_small_jd',
'wx_small_jother', 'wx_small_kepler')
                                                THEN ''
                                                WHEN dc = 'app'
                                                        AND device_biz_cd_3 = 'app_yhd'
                                                THEN '1APP'
                                                WHEN dc = 'm'
                                                        AND device_biz_cd_3 = 'm_yhd'
                                                THEN '1M'
                                                WHEN dc = 'pc'
                                                        AND device_biz_cd_3 = 'pc_yhd'
                                                THEN '1PC'
                                                WHEN dc = 'app'
                                                        AND device_biz_cd_3 = 'app_yhhyd'
                                                THEN '1APP'
                                                WHEN dc = 'wx'
                                                        AND device_biz_cd_3 = 'wx_small_jx'
```

```
                                        THEN ''
                                        WHEN dc = 'app'
                                                AND device_biz_cd_3 = 'app_jx'
                                        THEN 'APP'
                                        WHEN dc = 'sq'
                                                AND device_biz_cd_3 = 'sq_jx'
                                        THEN 'SQ'
                                        WHEN dc = 'm'
                                                AND device_biz_cd_3 = 'm_llq'
                                        THEN ''
                                        WHEN dc = 'app'
                                                AND device_biz_cd_3 = 'app_enterprise_wx'
                                        THEN ''
                                        WHEN dc = 'app'
                                                AND device_biz_cd_3 = 'app_yjc'
                                        THEN 'APP'
                                        WHEN dc = 'app'
                                                AND device_biz_cd_3 = 'app_js'
                                        THEN 'APP'
                                        WHEN dc = 'm'
                                                AND device_biz_cd_3 = 'm_js'
                                        THEN 'M'
                                        ELSE ''
                                END AS chan_2
                        FROM
                                adm.adm_sch_d14_traffic_plat_item_di
                        WHERE
                                dt IN('2020-10-20', '2020-10-21', '2020-10-31', '2020-11-01', '2020-11-
03', '2020-11-04', '2020-11-10', '2020-11-11')
                                AND SUBSTR(request_tm_10min, 1, 8) IN('20201020', '20201021',
'20201031', '20201101', '20201103', '20201104', '20201110', '20201111')
                                AND ge_sku_flag = 1
                                AND dc IN('app', 'm', 'pc', 'wx', 'sq')
                                AND device_biz_cd_3 IN('app_jd', 'm_jd', 'pc', 'wx_main',
'wx_small_jd', 'wx_small_jother', 'wx_small_kepler', 'm_llq', 'app_enterprise_wx', 'app_yjc', 'app_js', 'm_js',
'app_yhhyd', 'app_jx', 'wx_small_jx', 'sq_jx')
                        )
                        a
                JOIN
                        (
                                SELECT
                                        item_sku_id,
                                        bu_id,
                                        bu_name,
                                        dept_id_1,
                                        dept_name_1,
                                        dept_id_2,
                                        dept_name_2,
                                        dept_id_3,
                                        dept_name_3
                                FROM
                                        gdm.gdm_m03_mkt_item_sku_da
                                WHERE
                                        dt = sysdate( - 1)
                                        AND bu_id = '1727'
                        )
                        b
                ON
                        a.sku_id = b.item_sku_id
                GROUP BY
                        dt,
                        bu_id,
                        bu_name,
                        dept_id_1,
                        dept_name_1,
                        dept_id_2,
                        dept_name_2,
                        chan_2,
                        browser_uniq_id grouping sets((dt, chan_2, browser_uniq_id, bu_id, bu_name),(dt,
chan_2, browser_uniq_id, bu_id, bu_name, dept_id_1, dept_name_1),(dt, chan_2, browser_uniq_id, bu_id, bu_name,
dept_id_1, dept_name_1, dept_id_2, dept_name_2))
```

```
        )
        a
GROUP BY
        dt,
        halfhour,
        bu_id,
        bu_name,
        dept_id_1,
        dept_name_1,
        dept_id_2,
        dept_name_2,
        chan;
```