

常用

备注：level字段用于判断部门或品类层级，部门dict={0: 群, 1: 事业部, 2: 二级部门, 3: 三级部门}，品类dict={0: 一级品类, 1: 二级品类, 2: 三级品类}

spark跑视图：SET spark.sql.hive.mergeFiles = true; SET spark.sql.viewPermission.enabled = true; SET spark.sql.parser.quotedRegexColumnNames = false;

1、分月分端用户（新老强校验，卡子订单）

```
SET jn_begin = '2021-01-01';
SET jn_end = '2021-12-31';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
WITH
    tmp AS
    (
        SELECT
            m.period,
            first_biz,
            MODE,
            IF(spice_user_flag IS NULL, '', '') spice_user_flag,
            IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))) level,
            new_sale_cha_cd,
            new_sale_sub_cha_cd,
            m.bu_id,
            m.bu_name,
            m.dept_id_1,
            m.dept_name_1,
            m.dept_id_2,
            m.dept_name_2,
            m.dept_id_3,
            m.dept_name_3,
            CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
            END user_type,
            COUNT(DISTINCT m.user_log_acct) users,
            COUNT(DISTINCT
            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(before_amount) before_amount,
            SUM(m.sale_amount) amount
        FROM
            (
                SELECT
                    m.period,
                    m.user_log_acct,
                    spice_user_flag,
                    fst_all_yn,
                    first_biz,
                    COALESCE(MODE, '') MODE,
                    new_sale_cha_cd,
                    COALESCE(new_sale_sub_cha_cd, '') new_sale_sub_cha_cd,
                    bu_id,
                    bu_name,
                    dept_id_1,
                    dept_name_1,
                    dept_id_2,
```

```

dept_name_2,
dept_id_3,
dept_name_3,
COUNT(DISTINCT m.sale_ord_id) ord_num,
COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
SUM(sale_amount) sale_amount,
SUM(before_amount) before_amount,
SUM(sale_qtty) sale_qtty
FROM
(
    SELECT
        period,
        --MIN(a.sale_ord_dt) sale_ord_dt,
        user_log_acct,
        COALESCE(first_biz, '') first_biz,
        MODE,
        new_sale_cha_cd,
        new_sale_sub_cha_cd,
        bu_id,
        bu_name,
        COALESCE(dept_id_1, bu_id) dept_id_1,
        COALESCE(dept_name_1, bu_name) dept_name_1,
        COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
        COALESCE(dept_name_2, dept_name_1, bu_name) dept_name_2,
        COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id)
dept_id_3,
        COALESCE(dept_name_3, dept_name_2, dept_name_1,
bu_name) dept_name_3,

        a.sale_ord_id,
        a.parent_sale_ord_id,
        SUM(after_prefer_amount_1) sale_amount,
        SUM(before_prefer_amount) before_amount,
        SUM(sale_qtty) sale_qtty
    FROM
    (
        SELECT
            period,
            new_sale_cha_cd,
            new_sale_sub_cha_cd,
            COALESCE(d.user_log_acct, a.
user_log_acct) user_log_acct,

            a.item_sku_id,
            a.sale_ord_id,
            a.parent_sale_ord_id,
            after_prefer_amount_1,
            before_prefer_amount,
            sale_qtty
        FROM
        (
            SELECT
                mon_firstday(dt) period,
                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 'sq'
                    THEN ''
                    WHEN 'wx'
                    THEN ''
                    WHEN 'other'
                    THEN ''
                END new_sale_cha_cd,

```

(user_log_acct)) user_log_acct,

ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b

\${hiveconf:jn_begin} AND \${hiveconf:jn_end}

BETWEEN \${hiveconf:qn_begin} AND \${hiveconf:qn_end}

intraday_ord_deal_flag = '1' ----

['int_pur_ord_flag'] <> 1 ----

(sale_ord_tm, 1, 7) = '2019-09'

item_sku_id IN('48464949580', '30870620253', '57774409900', '55706494208', '26818119384', '54667186647', '53136309235')

after_prefr_amount_1 = 0

(sale_ord_tm, 1, 7) = '2019-10'

item_sku_id IN('59256483010', '59923134353', '59808372547', '25567537480', '17638139051', '53566357856', '60079540391', '31263465720', '59764684496', '31462151012', '55706494208', '26818119384')

after_prefr_amount_1 = 0

(sale_ord_tm, 1, 7) = '2019-11'

item_sku_id IN('59808372547', '31263465720', '57831018938', '60079540391', '17638139051', '25567537480', '53566357856', '31462151012', '61131141710', '55706494208', '59706386696', '59256483010', '59923134353')

after_prefr_amount_1 = 0

(sale_ord_tm, 1, 7) = '2019-12'

item_sku_id IN('31462151012', '25567537480', '17638139051', '61131141710', '60079540391', '59923134353', '59706386696', '59256483010', '59808372547', '63286732760', '31253816513', '64070058868')

after_prefr_amount_1 = 0

(sale_ord_tm, 1, 7) = '2020-01'

item_sku_id IN('65022686872', '64996853576', '64480689843', '65239218998', '22779898023', '65097923242', '65184261843', '59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354',

new_sale_sub_cha_cd,
item_sku_id,
lower(trim

sale_ord_id,
parent_sale_ord_id,
after_prefr_amount_1,
before_prefr_amount,
sale_qtty

FROM

app.

WHERE

(
dt BETWEEN
-- OR dt

)
AND

AND biz_flag_collect

AND NOT -----

(
(
SUBSTR

AND

AND

)
OR
(

SUBSTR

AND

AND

)
OR
(

SUBSTR

AND

AND

)
OR
(

SUBSTR

AND

AND

)
OR
(

SUBSTR

AND

```

'65390940638', '63286732760', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210',
'63582299301', '31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358',
'64070058868', '65237389447', '65389757945', '19890090318',

'65414863984', '64524169693')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2020-02'

AND
item_sku_id IN('64480689843', '65239218998', '64998713624', '22779898023', '65097923242', '65184261843',
'65181662155', '59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354',
'63286732760', '65390940638', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210',
'63582299301', '31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358',
'64070058868', '65237389447', '65389757945', '19890090318',

'65414863984', '64524169693', '65654218318', '65181329060', '65184669035')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2020-03'

AND
sale_ord_tm >= '2020-03-17'

AND
item_sku_id IN('66269141140', '15927724967', '66105918256', '62771580667', '66105251687', '66268657319',
'66102311556', '66598010366', '66609180202', '57680664816', '66598410030', '66609165002', '66105327888',
'65005418820', '66105424016', '66362379923', '62993053466')

AND
user_payable_pay_amount <= 0.01

)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2020-03'

AND
sale_ord_tm < '2020-03-17'

AND
item_sku_id IN('65885203603', '64998713624', '65414863984', '59256483010', '65402777116', '65181662155',
'60085547354', '65390940638', '31253816513', '65371773259', '65237861210', '65389757945', '64524169693',
'65654218318', '65184669035', '65576613217')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) >= '2020-04'

AND
item_sku_id IN('100008320133', '66338893949', '100008320101', '100014840590', '100008285335', '100014840538',
'100014805262', '100008715519', '54150835358', '10021790350993', '100008715517', '100008715531',
'10024281476710', '10022454850185', '10024024303767', '66269141140', '15927724967', '66105918256',
'62771580667', '66105251687', '66268657319', '66102311556', '66598010366', '66609180202', '57680664816',
'66598410030', '66609165002', '66105327888', '65005418820',

'66105424016', '66362379923', '62993053466', '67412926483', '66328146637', '68008845337', '43826345978',
'67825871315', '25598066668', '67101867847', '67106425943', '48467931365', '67655565958', '69042744182',
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'10023107745890', '10023104201537', '10023181640838', '10023997986591', '10024547643180', '10024505357224', '10024591210954', '10024056475162', '10025211224933', '10025170698248', '10025286787572', '10025658926017', '10023008602436', '10023435227132', '100017095694', '100007672093', '100014755346', '100007256531', '100014797774', '100014798538', '100008228601', '18298513529', '62680289515', '67064868083', '66109164909', '65803588176', '67089011053', '67087968226', '33724155259',

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'10036444848875', '10037155997530', '72295188633', '10037586688036',
'10036094516851', '10026840354838', '10034294566326', '10036096528383', '72326756413', '10037792292411')
AND
user_payable_pay_amount <= 0.01
)
)
)
a
LEFT JOIN
(
SELECT
lower(trim(user_pin))
lower(trim
is_unify_pin_valid
FROM
app.
WHERE
dt = sysdate( - 2)
GROUP BY
lower(trim(user_pin)),
lower(trim
is_unify_pin_valid
) ----pin
d
ON
a.user_log_acct = d.pin
GROUP BY
period,
new_sale_cha_cd,
new_sale_sub_cha_cd,
COALESCE(d.user_log_acct, a.
a.item_sku_id,
a.sale_ord_id,
a.parent_sale_ord_id,
after_prefer_amount_1,
before_prefer_amount,
sale_qtty
)
a
JOIN
(
SELECT
bu_id,
bu_name,
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 bu_id = 1727
AND brand_code NOT IN('140289') ----
)
b

```

```

ON
    a.item_sku_id = b.item_sku_id
LEFT JOIN
    (
        SELECT
            item_sku_id, -----BC
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
        FROM
            app.
app_adm_d04_trade_ord_bc_classify_di_dsc_mid
        WHERE
            (
                dt BETWEEN date_sub(${hiveconf:
j_n_begin}, 90) AND ${hiveconf:j_n_end} --
                -- OR dt BETWEEN date_sub
                (${hiveconf:q_n_begin}, 90) AND ${hiveconf:q_n_end} --
            )
            AND valid_flag = '1'
        GROUP BY
            item_sku_id,
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
    )
ON
    c
    a.sale_ord_id = c.sale_ord_id
    AND a.item_sku_id = c.item_sku_id
GROUP BY
    period,
    a.sale_ord_id,
    a.parent_sale_ord_id,
    first_biz,
    MODE,
    new_sale_cha_cd,
    new_sale_sub_cha_cd,
    user_log_acct,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3 grouping sets((period, a.sale_ord_id, a.
parent_sale_ord_id, first_biz, MODE, new_sale_cha_cd, new_sale_sub_cha_cd, user_log_acct, bu_id, bu_name),
(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz, MODE, new_sale_cha_cd, new_sale_sub_cha_cd,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz,
MODE, new_sale_cha_cd, new_sale_sub_cha_cd, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2,
dept_name_2
    ),(period, a.sale_ord_id, a.parent_sale_ord_id,
first_biz, MODE, new_sale_cha_cd, new_sale_sub_cha_cd, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1,
dept_id_2, dept_name_2, dept_id_3, dept_name_3),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz,
new_sale_cha_cd, new_sale_sub_cha_cd, user_log_acct, bu_id, bu_name),(period, a.sale_ord_id, a.
parent_sale_ord_id, first_biz, new_sale_cha_cd, new_sale_sub_cha_cd, user_log_acct, bu_id, bu_name, dept_id_1,
dept_name_1),(period,
    a.sale_ord_id, a.parent_sale_ord_id, first_biz,
new_sale_cha_cd, new_sale_sub_cha_cd, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2,
dept_name_2),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz, new_sale_cha_cd, new_sale_sub_cha_cd,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2, dept_id_3, dept_name_3),
    (period, a.sale_ord_id, a.parent_sale_ord_id,
first_biz, new_sale_cha_cd, user_log_acct, bu_id, bu_name),
    (period, a.sale_ord_id,
a.parent_sale_ord_id, first_biz, new_sale_cha_cd,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1),
    (period, a.sale_ord_id, a.parent_sale_ord_id,
first_biz, new_sale_cha_cd, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2),

```

```

first_biz, new_sale_cha_cd, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2,
dept_id_3, dept_name_3),
                                (period, a.sale_ord_id, a.parent_sale_ord_id, first_biz,
                                MODE, new_sale_cha_cd, user_log_acct, bu_id, bu_name),
(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz, MODE, new_sale_cha_cd, user_log_acct, bu_id, bu_name,
dept_id_1, dept_name_1),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz, MODE, new_sale_cha_cd,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2),(period, a.sale_ord_id, a.
parent_sale_ord_id, first_biz, MODE, new_sale_cha_cd, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1,
dept_id_2
                                , dept_name_2, dept_id_3, dept_name_3))
                                )
                                m
LEFT OUTER JOIN
(
SELECT
    deptid,
    user_log_acct,
    parent_sale_ord_id,
    sale_ord_id,
    MAX(fst_all_yn) fst_all_yn,
    mon_firstday(min_dt1) period
FROM
    (
        SELECT
            bu_id deptid,
            lower(trim(unif_user_log_acct))
                user_log_acct,
            parent_sale_ord_id,
            sale_ord_id,
            fst_ord_dt,
            fst_ord_tm,
            MAX(fst_all_yn) over(partition BY lower
(trim(unif_user_log_acct)), bu_id) AS fst_all_yn,
            MIN(fst_ord_dt) over(partition BY lower
(trim(unif_user_log_acct)), bu_id) AS min_dt1
        FROM
            app.
        WHERE
            dt = sysdate( - 1)
            AND bu_id = '1727' --id
            AND tp = 'dept'
        UNION ALL
        SELECT
            dept_id_1 deptid,
            lower(trim(unif_user_log_acct))
                user_log_acct,
            parent_sale_ord_id,
            sale_ord_id,
            fst_ord_dt,
            fst_ord_tm,
            MAX(fst_all_yn) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1) AS fst_all_yn,
            MIN(fst_ord_dt) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1) AS min_dt1
        FROM
            app.
        WHERE
            dt = sysdate( - 1)
            AND bu_id = '1727' --id
            AND tp = 'dept'
        UNION ALL
        SELECT
            dept_id_2 deptid,
            lower(trim(unif_user_log_acct))

```



```

user_log_acct,

parent_sale_ord_id,
sale_ord_id,
fst_ord_dt,
fst_ord_tm,
MAX(fst_all_yn) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1, dept_id_2) AS fst_all_yn,
MIN(fst_ord_dt) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1, dept_id_2) AS min_dt1
FROM
app.
app_adm_s01_user_new_or_old_flag_detail_dsc_mid
WHERE
dt = sysdate( - 1)
AND bu_id = '1727' --id
AND tp = 'dept'
UNION ALL
SELECT
dept_id_3 deptid,
lower(trim(unif_user_log_acct))
parent_sale_ord_id,
sale_ord_id,
fst_ord_dt,
fst_ord_tm,
MAX(fst_all_yn) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1, dept_id_2, dept_id_3) AS fst_all_yn,
MIN(fst_ord_dt) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1, dept_id_2, dept_id_3) AS min_dt1
FROM
app.
app_adm_s01_user_new_or_old_flag_detail_dsc_mid
WHERE
dt = sysdate( - 1)
AND bu_id = '1727' --id
AND tp = 'dept'
)
t1
WHERE
fst_ord_dt = min_dt1
AND
(
min_dt1 BETWEEN ${hiveconf:jn_begin} AND
-- OR min_dt1 BETWEEN ${hiveconf:qn_begin} AND
)
GROUP BY
deptid,
user_log_acct,
parent_sale_ord_id,
sale_ord_id,
mon_firstday(min_dt1)
)
t1
ON
m.user_log_acct = t1.user_log_acct
AND m.dept_id_3 = t1.deptid
AND m.period = t1.period
AND m.parent_sale_ord_id = t1.parent_sale_ord_id
AND m.sale_ord_id = t1.sale_ord_id
LEFT JOIN
(
SELECT
lower(trim(unif_user_log_acct)) user_log_acct,
spite_user_flag
FROM
app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
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,
    m.user_log_acct,
    spite_user_flag,
    fst_all_yn,
    first_biz,
    MODE,
    new_sale_cha_cd,
    new_sale_sub_cha_cd,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3
)
m
GROUP BY
    m.period,
    first_biz,
    MODE,
    IF(spite_user_flag IS NULL, '', ''),
    IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.dept_id_2, 2, 3))),
    new_sale_cha_cd,
    new_sale_sub_cha_cd,
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1,
    m.dept_id_2,
    m.dept_name_2,
    m.dept_id_3,
    m.dept_name_3,
    CASE fst_all_yn
        WHEN '1'
        THEN ''
        WHEN '0'
        THEN ''
        ELSE ''
    END
END
)
SELECT
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    new_sale_cha_cd,
    new_sale_sub_cha_cd,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3,
    '' 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(before_amount) before_amount,
SUM(amount) amount,
SUM(amount) / SUM(users) arpu,
SUM(amount) / SUM(par_ord_num) user_per_price,
SUM(amount) / SUM(sale_qtty) unit_per_price,
SUM(sale_qtty) / SUM(par_ord_num) user_per_unit,
SUM(par_ord_num) / SUM(users) purchase_frequency,
SUM(reusers) / SUM(users) after_purchase_rate
FROM
    tmp
GROUP BY
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    new_sale_cha_cd,
    new_sale_sub_cha_cd,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3

UNION ALL

SELECT
    tmp.*,
    amount / users arpu,
    amount / par_ord_num user_per_price,
    amount / sale_qtty unit_per_price,
    sale_qtty / par_ord_num user_per_unit,
    par_ord_num / users purchase_frequency,
    reusers / users after_purchase_rate
FROM
    tmp

```

2、分月plus用户

```

SET jn_begin = '2021-01-01';
SET jn_end = '2021-12-31';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
WITH
    tmp AS
    (
        SELECT
            m.period,
            first_biz,
            MODE,
            IF(spite_user_flag IS NULL, '', '') spite_user_flag,
            IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.dept_id_2, 2, 3)))
        level,
            plus_or_not,
            m.bu_id,
            m.bu_name,
            m.dept_id_1,
            m.dept_name_1,
            m.dept_id_2,
            m.dept_name_2,
            m.dept_id_3,

```

```

m.dept_name_3,
CASE fst_all_yn
    WHEN '1'
    THEN ''
    WHEN '0'
    THEN ''
    ELSE ''
END user_type,
COUNT(DISTINCT pin) users,
COUNT(DISTINCT CASE
    WHEN par_ord_num >= 2
    THEN m.pin
    ELSE NULL
END) reusers,
SUM(par_ord_num) par_ord_num,
SUM(ord_num) ord_num,
SUM(sale_qtty) sale_qtty,
SUM(before_amount) before_amount,
SUM(sale_amount) amount
FROM
(
    SELECT
        period,
        first_biz,
        pin,
        bu_id,
        bu_name,
        COALESCE(dept_id_1, bu_id) dept_id_1,
        COALESCE(dept_name_1, bu_name) dept_name_1,
        COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
        COALESCE(dept_name_2, dept_name_1, bu_name) dept_name_2,
        COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id) dept_id_3,
        COALESCE(dept_name_3, dept_name_2, dept_name_1, bu_name) dept_name_3,
        COALESCE(MODE, '') MODE,
        CASE
            WHEN identity_cnt >= 1
            THEN 'plus'
            ELSE 'noplus'
        END AS plus_or_not,
        COUNT(DISTINCT parent_sale_ord_id) par_ord_num,
        COUNT(DISTINCT sale_ord_id) ord_num,
        SUM(sale_qtty) AS sale_qtty,
        SUM(amount) AS sale_amount,
        SUM(before_amount) before_amount
    FROM
    (
        SELECT
            COALESCE(d.user_log_acct, a.pin) pin,
            period,
            first_biz,
            sale_ord_tm,
            a.sale_ord_id,
            a.parent_sale_ord_id,
            b.item_sku_id,
            sale_qtty,
            amount,
            before_amount,
            bu_id,
            bu_name,
            dept_id_1,
            dept_name_1,
            dept_id_2,
            dept_name_2,
            dept_id_3,
            dept_name_3,
            MODE,
            SUM(
                CASE
                    WHEN a.sale_ord_tm >= pluser.begin_date
                    AND a.sale_ord_tm <= pluser.end_real_date
                    THEN 1

```

```

ELSE 0
END) AS identity_cnt
FROM
(
SELECT
mon_firstday(dt) period,
item_sku_id,
lower(trim(user_log_acct)) pin,
sale_ord_tm,
sale_ord_id,
parent_sale_ord_id,
after_prefer_amount_1 amount,
before_prefer_amount before_amount,
sale_qtty
FROM
app.ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b
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 biz_flag_collect['int_pur_ord_flag'] <> 1 ----
AND NOT -----
(
(
SUBSTR(sale_ord_tm, 1, 7) = '2019-09'
AND item_sku_id IN('48464949580', '30870620253', '57774409900',
'55706494208', '26818119384', '54667186647', '53136309235')
AND after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) = '2019-10'
AND item_sku_id IN('59256483010', '59923134353', '59808372547',
'25567537480', '17638139051', '53566357856', '60079540391', '31263465720', '59764684496', '31462151012',
'55706494208', '26818119384')
AND after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) = '2019-11'
AND item_sku_id IN('59808372547', '31263465720', '57831018938',
'60079540391', '17638139051', '25567537480', '53566357856', '31462151012', '61131141710', '55706494208',
'59706386696', '59256483010', '59923134353')
AND after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) = '2019-12'
AND item_sku_id IN('31462151012', '25567537480', '17638139051',
'61131141710', '60079540391', '59923134353', '59706386696', '59256483010', '59808372547', '63286732760',
'31253816513', '64070058868')
AND after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) = '2020-01'
AND item_sku_id IN('65022686872', '64996853576', '64480689843',
'65239218998', '22779898023', '65097923242', '65184261843', '59706386696', '65402777116', '59256483010',
'17638139051', '56737544720', '60085547354', '65390940638', '63286732760', '25567537480', '31462151012',
'65400485921', '31253816513', '65237861210', '63582299301', '31253816513', '59923134353', '65371773259',
'59808372547', '65237861210', '65413081358', '64070058868', '65237389447', '65389757945', '19890090318',
'65414863984', '64524169693')
AND after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) = '2020-02'
AND item_sku_id IN('64480689843', '65239218998', '64998713624',
'22779898023', '65097923242', '65184261843', '65181662155', '59706386696', '65402777116', '59256483010',

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'17638139051', '56737544720', '60085547354', '63286732760', '65390940638', '25567537480', '31462151012',
'65400485921', '31253816513', '65237861210', '63582299301', '31253816513', '59923134353', '65371773259',
'59808372547', '65237861210', '65413081358', '64070058868', '65237389447', '65389757945', '19890090318',
'65414863984', '64524169693', '65654218318', '65181329060',
'65184669035')
AND after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) = '2020-03'
AND sale_ord_tm >= '2020-03-17'
AND item_sku_id IN('66269141140', '15927724967', '66105918256',
'62771580667', '66105251687', '66268657319', '66102311556', '66598010366', '66609180202', '57680664816',
'66598410030', '66609165002', '66105327888', '65005418820', '66105424016', '66362379923', '62993053466')
AND user_payable_pay_amount <= 0.01
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) = '2020-03'
AND sale_ord_tm < '2020-03-17'
AND item_sku_id IN('65885203603', '64998713624', '65414863984',
'59256483010', '65402777116', '65181662155', '60085547354', '65390940638', '31253816513', '65371773259',
'65237861210', '65389757945', '64524169693', '65654218318', '65184669035', '65576613217')
AND after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1, 7) >= '2020-04'
AND item_sku_id IN('100008320133', '66338893949', '100008320101',
'100014840590', '100008285335', '100014840538', '100014805262', '100008715519', '54150835358',
'10021790350993', '100008715517', '100008715531', '10024281476710', '10022454850185', '10024024303767',
'66269141140', '15927724967', '66105918256', '62771580667', '66105251687', '66268657319', '66102311556',
'66598010366', '66609180202', '57680664816', '66598410030', '66609165002', '66105327888', '65005418820',
'66105424016',
'66362379923', '62993053466', '67412926483', '66328146637',
'68008845337', '43826345978', '67825871315', '25598066668', '67101867847', '67106425943', '48467931365',
'67655565958', '69042744182', '15928149727', '69042636730', '69046178800', '69042644144', '69042604768',
'59256483010', '69044897408', '69048096629', '69047764658', '69045517007', '69042751685', '69046067963',
'69044459545', '53060220721', '54381038018', '69359356607', '69824809581', '70893068274', '70877597642',
'71841643553', '71384418347', '71384414239', '71002957035',
'71984127963', '25054362594', '10020316405615', '71002498796', '69533366793', '72211694318', '10020290250894',
'72339105555', '72250378393', '71981223678', '10020318954620', '72486529963', '10021385293427', '70334123401',
'68300737114', '17390259156', '71217515869', '10021429737352', '10021678717408', '10021507033398',
'10021714249680', '71212971877', '10022241535542', '10022218360472', '10023316835939', '10023107745890',
'10023104201537', '10023181640838', '10023997986591',
'10024547643180', '10024505357224', '10024591210954', '10024056475162', '10025211224933', '10025170698248',
'10025286787572', '10025658926017', '10023008602436', '10023435227132', '100017095694', '100007672093',
'100014755346', '100007256531', '100014797774', '100014798538', '100008228601', '18298513529', '62680289515',
'67064868083', '66109164909', '65803588176', '67089011053', '67087968226', '33724155259', '67642024639',
'10023754012858', '100014844690', '100014892760', '100008320131',
'100014869144', '10024281317439', '100017095724', '10025914690760', '10026063926672', '10024195924321',
'72294035450', '10026055913444', '10025886155711', '10026025702049', '10026053725142', '10026327282984',
'10026327323290', '10025881353120', '10024082770999', '72326756413', '10026005452613', '10023777111028',
'10026209639119', '10026428293589', '10026428259499', '11498397745', '10027127648463', '10024756899368',
'10027028393785', '10027081610521', '10027096999067',
'10026354750168', '69539953705', '10027031810710', '10024727917785', '10026870014876', '71488048849',
'10027897421014', '10028094517366', '7749433', '66269141140', '15927724967', '66105918256', '62771580667',
'66105251687', '66268657319', '66102311556', '66598010366', '66609180202', '57680664816', '66598410030',
'66609165002', '66105327888', '65005418820', '66105424016', '66362379923', '62993053466', '67412926483',
'66328146637',
'68008845337', '43826345978', '67825871315', '25598066668',
'67101867847', '67106425943', '48467931365', '67655565958', '69042744182', '15928149727', '69042636730',
'69046178800', '69042644144', '69042604768', '59256483010', '69044897408', '69048096629', '69047764658',
'69045517007', '69042751685', '69046067963', '69044459545', '100007256531', '53060220721', '54381038018',
'69359356607', '69824809581', '70893068274', '70877597642', '71841643553', '71384418347', '71384414239',
'71002957035', '71984127963', '25054362594', '10020316405615',
'71002498796', '69533366793', '72211694318', '10020290250894', '72339105555', '72250378393', '71981223678',
'10020318954620', '72486529963', '100014797774', '100014798538', '100008228601', '10021385293427',
'70334123401', '68300737114', '17390259156', '71217515869', '10021429737352', '10021678717408',
'10021507033398', '10021714249680', '71212971877', '10022241535542', '10022218360472', '10023316835939',
'10023107745890',

```

```

        '10023104201537', '10023181640838', '10023008602436',
'10023435227132', '10023997986591', '10024547643180', '10024505357224', '10024591210954', '10024056475162',
'10025211224933', '10025170698248', '100017095694', '100007672093', '100014755346', '10025286787572',
'10025658926017', '10026053725142', '10026025702049', '10026005452613', '10023777111028', '10026209639119',
'10026428293589', '10026428259499', '11498397745', '10027127648463', '10024756899368', '10027028393785',
        '10027081610521', '10027096999067', '10026870014876',
'71488048849', '10027897421014', '10028094517366', '7749433', '10028089753268', '10028508358150',
'10028192230082', '10024270417253', '69869869249', '10030706845553', '10030696735077', '10030697367205',
'10030677095346', '10030697272949', '10030727829154', '10030882373042', '10030664258942', '10029195782262',
'10021525316680', '10020990444852', '53355359785', '10032666300532', '10032663557655', '10033847882923',
'10034082006803',
        '10032836001645', '10032831738912', '10035093813329',
'10030020017118', '10034634607416', '42746213112', '10026516439686', '10035208421336', '10034971317584',
'10034988020422', '10034459305955', '10032128064676', '10035647672222', '10034449969468', '10035766750296',
'10034792033868', '26004900242', '100025777180', '100025732088', '100015107416', '100025494098',
'100026053664', '10035726521104', '10036117264911', '10036486050908', '10036488432071', '10032914026904',
'10038264546848',
        '10038263911355', '10034460125576', '67885792656',
'10033444830004', '10020484219504', '10034275768273', '10036368812686', '10035704510352', '10037539434815',
'44640506741', '71824021312', '57669709583', '54538166825', '10023202185289', '68468861841', '65394415436',
'49433208428', '69807340201', '10023121160537', '13156963998', '69776883357', '10021578553456',
'10035619420057', '10038337707261', '10033105429247', '10035208602552', '10037774910244', '10026254055320',
'10037287401802',
        '10035255095093', '10032958728488', '52285027592', '67061001099',
'10027813115518', '54552205645', '10036296588041', '10036853013064', '10029772527959', '10025871482298',
'44601583614', '10038440233892', '10031533363654', '46551224271', '10023602457777', '28675451965',
'21125245601', '10030567861983', '10036018370251', '10037092468016', '23920758124', '62620103946',
'64996853576', '67836564055', '10037765822985', '10036336025959', '10032141746572', '10022090390392',
'65272238290',
        '10038607180811', '10039644849554', '10032291415415',
'10035610606941', '71440495812', '10036768328440', '68514358863', '10314658392', '10037674340462',
'69064676001', '10037276844965', '10038437078287', '16240163296', '10020858055849', '10138601012',
'10035879080832', '34673384103', '10039173136768', '38118199493', '13743004231', '10020958568531',
'10037474837728', '45208454191', '21609485650', '69286119793', '70169897024', '10037151128595', '65257123126',
'10037729514801',
        '70370054474', '40805011266', '29595281988', ''10022827289156',
'41256285933', '55332108747', '10033267037670', '62203174503', '10033783961117', '26931267834', '
10039530144074', '10025761981117', '10024856009629', '26806202217', '10032740886675', '10037452028615',
'10038843926576', '19579574388', '10035373561436', '10036850002795', '10036444848875', '10037155997530',
'72295188633', '10037586688036', '10036094516851', '10026840354838', '10034294566326', '10036096528383',
        '72326756413', '10037792292411')
        AND user_payable_pay_amount <= 0.01
    )
    )
    )
    a
JOIN
(
    SELECT
        bu_id,
        bu_name,
        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 bu_id = 1727
        AND brand_code NOT IN('140289') ----
)
)

```

```

        b
ON
    a.item_sku_id = b.item_sku_id
LEFT JOIN
    (
        SELECT
            lower(trim(user_pin)) pin,
            lower(trim(unify_user_pin)) user_log_acct,
            is_unify_pin_valid
        FROM
            app.app_unify_user_validity_da
        WHERE
            dt = sysdate( - 2)
        GROUP BY
            lower(trim(user_pin)),
            lower(trim(unify_user_pin)),
            is_unify_pin_valid
    ) ----pin
    d
ON
    a.pin = d.pin
LEFT JOIN
    (
        SELECT
            item_sku_id,
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
        FROM
            app.app_adm_d04_trade_ord_bc_classify_di_dsc_mid
        WHERE
            (
                dt BETWEEN date_sub(${hiveconf:jn_begin}, 90) AND ${hiveconf:jn_end} --
                -- OR dt BETWEEN date_sub(${hiveconf:qn_begin}, 90) AND ${hiveconf:
qn_end} --

            )
            AND valid_flag = '1'
        GROUP BY
            item_sku_id,
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
    )
    c
ON
    a.sale_ord_id = c.sale_ord_id
    AND a.item_sku_id = c.item_sku_id
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(end_real_date) >= ${hiveconf:jn_begin}
                AND to_date(begin_date) <= ${hiveconf:jn_end} --
            )
        GROUP BY

```



```

        lower(trim(pin)),
        begin_date,
        end_real_date
    )
    pluser
ON
    a.pin = pluser.pin
GROUP BY
    COALESCE(d.user_log_acct, a.pin),
    period,
    first_biz,
    sale_ord_tm,
    a.sale_ord_id,
    a.parent_sale_ord_id,
    b.item_sku_id,
    sale_qtty,
    amount,
    before_amount,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3,
    MODE
)
n
GROUP BY
CASE
    WHEN identity_cnt >= 1
    THEN 'plus'
    ELSE 'no plus'
END,
period,
first_biz,
pin,
bu_id,
bu_name,
dept_id_1,
dept_name_1,
dept_id_2,
dept_name_2,
dept_id_3,
dept_name_3,
MODE grouping sets((
CASE
    WHEN identity_cnt >= 1
    THEN 'plus'
    ELSE 'no plus'
END, period, first_biz, pin, bu_id, bu_name, dept_id_1,
dept_name_1, dept_id_2, dept_name_2, MODE),(
CASE
    WHEN identity_cnt >= 1
    THEN 'plus'
    ELSE 'no plus'
END, period, first_biz, pin, bu_id, bu_name, dept_id_1,
dept_name_1, MODE),(
CASE
    WHEN identity_cnt >= 1
    THEN 'plus'
    ELSE 'no plus'
END, period, first_biz, pin, bu_id, bu_name, dept_id_1,
dept_name_1, dept_id_2, dept_name_2, dept_id_3, dept_name_3, MODE),(
CASE
    WHEN identity_cnt >= 1
    THEN 'plus'
    ELSE 'no plus'
END, period, first_biz, pin, bu_id, bu_name, MODE),(
CASE
```

```

                                WHEN identity_cnt >= 1
                                THEN 'plus'
                                ELSE 'noplus'
                                END, period, first_biz, pin, bu_id, bu_name, dept_id_1,
dept_name_1, dept_id_2, dept_name_2, dept_id_3, dept_name_3),(
                                CASE
                                WHEN identity_cnt >= 1
                                THEN 'plus'
                                ELSE 'noplus'
                                END, period, first_biz, pin, bu_id, bu_name, dept_id_1,
dept_name_1, dept_id_2, dept_name_2),(
                                CASE
                                WHEN identity_cnt >= 1
                                THEN 'plus'
                                ELSE 'noplus'
                                END, period, first_biz, pin, bu_id, bu_name, dept_id_1,
dept_name_1),(
                                CASE
                                WHEN identity_cnt >= 1
                                THEN 'plus'
                                ELSE 'noplus'
                                END, period, first_biz, pin, bu_id, bu_name))
        )
    m
LEFT OUTER JOIN
    (
        SELECT
            bu_id,
            dept_id_1,
            dept_id_2,
            dept_id_3,
            user_log_acct,
            MAX(fst_all_yn) fst_all_yn,
            mon_firstday(min_dt1) period
        FROM
            (
                SELECT
                    bu_id,
                    COALESCE(dept_id_1, bu_id) dept_id_1,
                    COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
                    COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id) dept_id_3,
                    lower(trim(unif_user_log_acct)) user_log_acct,
                    MIN(fst_ord_dt) min_dt1, --
                    MAX(fst_all_yn) fst_all_yn
                FROM
                    app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
                WHERE
                    dt = sysdate( - 1)
                    AND bu_id = '1727' --id
                    AND tp = 'dept'
                GROUP BY
                    bu_id,
                    dept_id_1,
                    dept_id_2,
                    dept_id_3,
                    lower(trim(unif_user_log_acct)) grouping sets((bu_id, dept_id_1, dept_id_2, lower
(trim(unif_user_log_acct))), (bu_id, dept_id_1, dept_id_2, dept_id_3, lower(trim(unif_user_log_acct))), (bu_id,
dept_id_1, lower(trim(unif_user_log_acct))), (bu_id, lower(trim(unif_user_log_acct))))
            )
        t1
    WHERE
        (
            min_dt1 BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
            -- OR min_dt1 BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
        )
    GROUP BY
        bu_id,
        dept_id_1,
        dept_id_2,
        dept_id_3,
        user_log_acct,

```

```

        mon_firstday(min_dt1)
    )
    t1
ON
    m.pin = t1.user_log_acct
    AND m.bu_id = t1.bu_id
    AND m.dept_id_1 = t1.dept_id_1
    AND m.dept_id_2 = t1.dept_id_2
    AND m.dept_id_3 = t1.dept_id_3
    AND m.period = t1.period
LEFT JOIN
    (
        SELECT
            lower(trim(unif_user_log_acct)) user_log_acct,
            spite_user_flag
        FROM
            app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
        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.pin = c.user_log_acct
GROUP BY
    m.period,
    first_biz,
    MODE,
    IF(spite_user_flag IS NULL, '', ''),
    IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.dept_id_2, 2, 3))),
    plus_or_not,
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1,
    m.dept_id_2,
    m.dept_name_2,
    m.dept_id_3,
    m.dept_name_3,
    CASE fst_all_yn
        WHEN '1'
        THEN ''
        WHEN '0'
        THEN ''
        ELSE ''
    END
)
SELECT
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    plus_or_not,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3,
    '' user_type,
    SUM(users) users,
    SUM(reusers) reusers,
    SUM(par_ord_num) par_ord_num,
    SUM(ord_num) ord_num,

```

```

SUM(sale_qty) sale_qty,
SUM(before_amount) before_amount,
SUM(amount) amount,
SUM(amount) / SUM(users) arpu,
SUM(amount) / SUM(par_ord_num) user_per_price,
SUM(amount) / SUM(sale_qty) unit_per_price,
SUM(sale_qty) / SUM(par_ord_num) user_per_unit,
SUM(par_ord_num) / SUM(users) purchase_frequency,
SUM(reusers) / SUM(users) after_purchase_rate
FROM
    tmp
GROUP BY
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    plus_or_not,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3

UNION ALL

SELECT
    tmp.*,
    amount / users arpu,
    amount / par_ord_num user_per_price,
    amount / sale_qty unit_per_price,
    sale_qty / par_ord_num user_per_unit,
    par_ord_num / users purchase_frequency,
    reusers / users after_purchase_rate
FROM
    tmp

```

3、分月分部门用户

```

SET jn_begin = '2021-01-01';
SET jn_end = '2021-12-31';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
WITH
    tmp AS
    (
        SELECT
            m.period,
            first_biz,
            IF(spite_user_flag IS NULL, '', '') spite_user_flag,
            IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))) level,
            m.bu_id,
            m.bu_name,
            m.dept_id_1,
            m.dept_name_1,
            m.dept_id_2,
            m.dept_name_2,
            m.dept_id_3,
            m.dept_name_3,
            CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
            END
        FROM m
    )

```

```

ELSE ''
END user_type,
COUNT(DISTINCT m.user_log_acct) users,
COUNT(DISTINCT 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(before_amount) before_amount,
SUM(m.sale_amount) amount
FROM
(
    SELECT
        period,
        --MIN(a.sale_ord_dt) sale_ord_dt,
        user_log_acct,
        COALESCE(first_biz, '') first_biz,
        bu_id,
        bu_name,
        COALESCE(dept_id_1, bu_id) dept_id_1,
        COALESCE(dept_name_1, bu_name) dept_name_1,
        COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
        COALESCE(dept_name_2, dept_name_1, bu_name) dept_name_2,
        COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id) dept_id_3,
        COALESCE(dept_name_3, dept_name_2, dept_name_1, bu_name) dept_name_3,
        COUNT(DISTINCT a.sale_ord_id) ord_num,
        COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
        SUM(after_prefer_amount_1) sale_amount,
        SUM(before_prefer_amount) before_amount,
        SUM(sale_qtty) sale_qtty
    FROM
    (
        SELECT
            period,
            COALESCE(d.user_log_acct, a.user_log_acct)
            user_log_acct,

            a.item_sku_id,
            a.sale_ord_id,
            a.parent_sale_ord_id,
            after_prefer_amount_1,
            before_prefer_amount,
            sale_qtty
        FROM
        (
            SELECT
                mon_firstday(dt) period,
                item_sku_id,
                lower(trim(user_log_acct))
                user_log_acct,

                sale_ord_id,
                parent_sale_ord_id,
                after_prefer_amount_1,
                before_prefer_amount,
                sale_qtty
            FROM
                app.
                ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b
            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 biz_flag_collect
                ['int_pur_ord_flag'] <> 1 ----
                AND NOT -----

```

```

(
    (
        SUBSTR(sale_ord_tm, 1,
7) = '2019-09'
        AND item_sku_id IN
('48464949580', '30870620253', '57774409900', '55706494208', '26818119384', '54667186647', '53136309235')
        AND
after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1,
7) = '2019-10'
        AND item_sku_id IN
('59256483010', '59923134353', '59808372547', '25567537480', '17638139051', '53566357856', '60079540391',
'31263465720', '59764684496', '31462151012', '55706494208', '26818119384')
        AND
after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1,
7) = '2019-11'
        AND item_sku_id IN
('59808372547', '31263465720', '57831018938', '60079540391', '17638139051', '25567537480', '53566357856',
'31462151012', '61131141710', '55706494208', '59706386696', '59256483010', '59923134353')
        AND
after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1,
7) = '2019-12'
        AND item_sku_id IN
('31462151012', '25567537480', '17638139051', '61131141710', '60079540391', '59923134353', '59706386696',
'59256483010', '59808372547', '63286732760', '31253816513', '64070058868')
        AND
after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1,
7) = '2020-01'
        AND item_sku_id IN
('65022686872', '64996853576', '64480689843', '65239218998', '22779898023', '65097923242', '65184261843',
'59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '65390940638',
'63286732760', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301',
'31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868',
'65237389447', '65389757945', '19890090318',
'65414863984',
'64524169693')
        AND
after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1,
7) = '2020-02'
        AND item_sku_id IN
('64480689843', '65239218998', '64998713624', '22779898023', '65097923242', '65184261843', '65181662155',
'59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '63286732760',
'65390940638', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301',
'31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868',
'65237389447', '65389757945', '19890090318',
'65414863984',
'64524169693', '65654218318', '65181329060', '65184669035')
        AND
after_prefer_amount_1 = 0
    )
    OR
    (

```

```

SUBSTR(sale_ord_tm, 1,
7) = '2020-03'

AND sale_ord_tm >=
'2020-03-17'

AND item_sku_id IN
('66269141140', '15927724967', '66105918256', '62771580667', '66105251687', '66268657319', '66102311556',
'66598010366', '66609180202', '57680664816', '66598410030', '66609165002', '66105327888', '65005418820',
'66105424016', '66362379923', '62993053466')

AND
user_payable_pay_amount <= 0.01

)
OR
(
SUBSTR(sale_ord_tm, 1,
7) = '2020-03'

AND sale_ord_tm < '2020-
03-17'

AND item_sku_id IN
('65885203603', '64998713624', '65414863984', '59256483010', '65402777116', '65181662155', '60085547354',
'65390940638', '31253816513', '65371773259', '65237861210', '65389757945', '64524169693', '65654218318',
'65184669035', '65576613217')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR(sale_ord_tm, 1,
7) >= '2020-04'

AND item_sku_id IN
('100008320133', '66338893949', '100008320101', '100014840590', '100008285335', '100014840538', '100014805262',
'100008715519', '54150835358', '10021790350993', '100008715517', '100008715531', '10024281476710',
'10022454850185', '10024024303767', '66269141140', '15927724967', '66105918256', '62771580667', '66105251687',
'66268657319', '66102311556', '66598010366', '66609180202', '57680664816', '66598410030', '66609165002',
'66105327888', '65005418820', '66105424016'

, '66362379923',
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'71002957035',

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'72339105555', '72250378393', '71981223678', '10020318954620', '72486529963', '100014797774', '100014798538',
'100008228601', '10021385293427', '70334123401', '68300737114', '17390259156', '71217515869', '10021429737352',
'10021678717408', '10021507033398', '10021714249680', '71212971877', '10022241535542', '10022218360472',
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'10024591210954', '10024056475162', '10025211224933', '10025170698248', '100017095694', '100007672093',
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'10027081610521',
'10027096999067', '10026870014876', '71488048849', '10027897421014', '10028094517366', '7749433',
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'10030664258942', '10029195782262', '10021525316680', '10020990444852', '53355359785', '10032666300532',
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'10032831738912', '10035093813329', '10030020017118', '10034634607416', '42746213112', '10026516439686',
'10035208421336', '10034971317584', '10034988020422', '10034459305955', '10032128064676', '10035647672222',
'10034449969468', '10035766750296', '10034792033868', '26004900242', '100025777180', '100025732088',
'100015107416', '100025494098', '100026053664', '10035726521104', '10036117264911', '10036486050908',
'10036488432071', '10032914026904', '10038264546848',
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'10034460125576', '67885792656', '10033444830004', '10020484219504', '10034275768273', '10036368812686',
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'10037151128595', '65257123126', '10037729514801',
'70370054474',
'40805011266', '29595281988', '10022827289156', '41256285933', '55332108747', '10033267037670',
'62203174503', '10033783961117', '26931267834', '10039530144074', '10025761981117', '10024856009629',
'26806202217', '10032740886675', '10037452028615', '10038843926576', '19579574388', '10035373561436',
'10036850002795', '10036444848875', '10037155997530', '72295188633', '10037586688036', '10036094516851',
'10026840354838', '10034294566326', '10036096528383',
'72326756413',
'10037792292411')

AND

user_payable_pay_amount <= 0.01

```

)
)
)
a
LEFT JOIN
(
SELECT
    lower(trim(user_pin)) pin,
    lower(trim(unify_user_pin))
    is_unify_pin_valid
FROM
    app.app_unify_user_validity_da
WHERE
    dt = sysdate( - 2)
GROUP BY
    lower(trim(user_pin)),
    lower(trim(unify_user_pin)),
    is_unify_pin_valid
) ----pin

```

user_log_acct,


```

        d
    ON
        a.user_log_acct = d.pin
    GROUP BY
        period,
        COALESCE(d.user_log_acct, a.user_log_acct),
        a.item_sku_id,
        a.sale_ord_id,
        a.parent_sale_ord_id,
        after_prefer_amount_1,
        before_prefer_amount,
        sale_qtty
    )
    a
JOIN
    (
        SELECT
            bu_id,
            bu_name,
            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 bu_id = 1727
            AND brand_code NOT IN('140289') ----
    )
    b
ON
    a.item_sku_id = b.item_sku_id
LEFT JOIN
    (
        SELECT
            item_sku_id, -----BC
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
        FROM
            app.app_adm_d04_trade_ord_bc_classify_di_dsc_mid
        WHERE
            (
                dt BETWEEN date_sub(${hiveconf:
jn_begin}, 90) AND ${hiveconf:jn_end} --
                -- OR dt BETWEEN date_sub
                (${hiveconf:qn_begin}, 90) AND ${hiveconf:qn_end} --
            )
            AND valid_flag = '1'
        GROUP BY
            item_sku_id,
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
    )
    c
ON
    a.sale_ord_id = c.sale_ord_id
    AND a.item_sku_id = c.item_sku_id
GROUP BY
    period,
    first_biz,
    user_log_acct,
    bu_id,
    bu_name,

```

```

dept_id_1,
dept_name_1,
dept_id_2,
dept_name_2,
dept_id_3,
dept_name_3 grouping sets((period, first_biz, user_log_acct, bu_id,
bu_name),(period, first_biz, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1),(period, first_biz,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2),(period, first_biz,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2, dept_id_3, dept_name_3))
)
m
LEFT OUTER JOIN
(
SELECT
bu_id,
dept_id_1,
dept_id_2,
dept_id_3,
user_log_acct,
--min_dt1,
MAX(fst_all_yn) fst_all_yn,
mon_firstday(min_dt1) period
FROM
(
SELECT
bu_id,
COALESCE(dept_id_1, bu_id) dept_id_1,
COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id)
dept_id_3,
lower(trim(unif_user_log_acct)) user_log_acct,
MIN(fst_ord_dt) min_dt1, --
MAX(fst_all_yn) fst_all_yn
FROM
app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
WHERE
dt = sysdate( - 1)
AND bu_id = '1727' --id
AND tp = 'dept'
GROUP BY
bu_id,
dept_id_1,
dept_id_2,
dept_id_3,
lower(trim(unif_user_log_acct)) grouping sets((bu_id,
dept_id_1, dept_id_2, dept_id_3, lower(trim(unif_user_log_acct))), (bu_id, dept_id_1, dept_id_2, lower(trim
(unif_user_log_acct))), (bu_id, dept_id_1, lower(trim(unif_user_log_acct))), (bu_id, lower(trim
(unif_user_log_acct))))
)
t1
WHERE
min_dt1 BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
-- OR min_dt1 BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:
qn_end}

GROUP BY
bu_id,
dept_id_1,
dept_id_2,
dept_id_3,
user_log_acct,
mon_firstday(min_dt1)
)
t1
ON
m.user_log_acct = t1.user_log_acct
AND m.bu_id = t1.bu_id
AND m.dept_id_1 = t1.dept_id_1
AND m.dept_id_2 = t1.dept_id_2
AND m.dept_id_3 = t1.dept_id_3
--AND m.sale_ord_dt = t1.min_dt1
AND m.period = t1.period

```

```

LEFT JOIN
    (
        SELECT
            lower(trim(unif_user_log_acct)) user_log_acct,
            spite_user_flag
        FROM
            app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
        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,
    first_biz,
    IF(spite_user_flag IS NULL, '', ''),
    IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))),
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1,
    m.dept_id_2,
    m.dept_name_2,
    m.dept_id_3,
    m.dept_name_3,
    CASE fst_all_yn
        WHEN '1'
        THEN ''
        WHEN '0'
        THEN ''
        ELSE ''
    END
)
SELECT
    period,
    first_biz,
    spite_user_flag,
    level,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3,
    '' 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(before_amount) before_amount,
    SUM(amount) amount,
    SUM(amount) / SUM(users) arpu,
    SUM(amount) / SUM(par_ord_num) user_per_price,
    SUM(amount) / SUM(sale_qtty) unit_per_price,
    SUM(sale_qtty) / SUM(par_ord_num) user_per_unit,
    SUM(par_ord_num) / SUM(users) purchase_frequency,
    SUM(reusers) / SUM(users) after_purchase_rate
FROM
    tmp

```

```

GROUP BY
    period,
    first_biz,
    spite_user_flag,
    level,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3

UNION ALL

SELECT
    tmp.*,
    amount / users arpu,
    amount / par_ord_num user_per_price,
    amount / sale_qtty unit_per_price,
    sale_qtty / par_ord_num user_per_unit,
    par_ord_num / users purchase_frequency,
    reusers / users after_purchase_rate

FROM
    tmp

```

4、分月分品类用户

```

SET jn_begin = '2021-01-01';
SET jn_end = '2021-12-31';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
WITH
    tmp AS
    (
        SELECT
            m.period,
            first_biz,
            MODE,
            IF(spite_user_flag IS NULL, '', '') spite_user_flag,
            IF(m.item_third_cate_cd = m.item_first_cate_cd, 0, IF(m.item_third_cate_cd = m.
item_second_cate_cd, 1, 2)) level,
            m.item_first_cate_cd,
            m.item_first_cate_name,
            m.item_second_cate_cd,
            m.item_second_cate_name,
            m.item_third_cate_cd,
            m.item_third_cate_name,
            CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
            END user_type,
            COUNT(DISTINCT m.user_log_acct) users,
            COUNT(DISTINCT 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(before_amount) before_amount,
            SUM(m.sale_amount) amount

        FROM

```

```

(
    SELECT
        period,
        --MIN(a.sale_ord_dt) sale_ord_dt,
        user_log_acct,
        COALESCE(first_biz, '') first_biz,
        COALESCE(MODE, '') MODE,
        item_first_cate_cd,
        item_first_cate_name,
        COALESCE(item_second_cate_cd, item_first_cate_cd) item_second_cate_cd,
        COALESCE(item_second_cate_name, item_first_cate_name)
item_second_cate_name,
        COALESCE(item_third_cate_cd, item_second_cate_cd, item_first_cate_cd)
item_third_cate_cd,
        COALESCE(item_third_cate_name, item_second_cate_name,
item_first_cate_name) item_third_cate_name,
        COUNT(DISTINCT a.sale_ord_id) ord_num,
        COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
        SUM(after_prefer_amount_1) sale_amount,
        SUM(before_prefer_amount) before_amount,
        SUM(sale_qty) sale_qty
    FROM
        (
            SELECT
                period,
                COALESCE(d.user_log_acct, a.user_log_acct)
user_log_acct,
                a.item_sku_id,
                a.sale_ord_id,
                a.parent_sale_ord_id,
                after_prefer_amount_1,
                before_prefer_amount,
                sale_qty
            FROM
                (
                    SELECT
                        mon_firstday(dt) period,
                        item_sku_id,
                        lower(trim(user_log_acct))
user_log_acct,
                        sale_ord_id,
                        parent_sale_ord_id,
                        after_prefer_amount_1,
                        before_prefer_amount,
                        sale_qty
                    FROM
                        app.
ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b
                )
            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 biz_flag_collect
                AND NOT -----
                (
                    (
                        SUBSTR(sale_ord_tm, 1,
7) = '2019-09'
                        AND item_sku_id IN
('48464949580', '30870620253', '57774409900', '55706494208', '26818119384', '54667186647', '53136309235')
                        AND
after_prefer_amount_1 = 0
                    )
                    OR
                    (
                        SUBSTR(sale_ord_tm, 1,

```

```

7) = '2019-10'

AND item_sku_id IN
('59256483010', '59923134353', '59808372547', '25567537480', '17638139051', '53566357856', '60079540391',
'31263465720', '59764684496', '31462151012', '55706494208', '26818119384')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR(sale_ord_tm, 1,

7) = '2019-11'

AND item_sku_id IN
('59808372547', '31263465720', '57831018938', '60079540391', '17638139051', '25567537480', '53566357856',
'31462151012', '61131141710', '55706494208', '59706386696', '59256483010', '59923134353')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR(sale_ord_tm, 1,

7) = '2019-12'

AND item_sku_id IN
('31462151012', '25567537480', '17638139051', '61131141710', '60079540391', '59923134353', '59706386696',
'59256483010', '59808372547', '63286732760', '31253816513', '64070058868')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR(sale_ord_tm, 1,

7) = '2020-01'

AND item_sku_id IN
('65022686872', '64996853576', '64480689843', '65239218998', '22779898023', '65097923242', '65184261843',
'59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '65390940638',
'63286732760', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301',
'31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868',
'65237389447', '65389757945', '19890090318',

'65414863984',

'64524169693')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR(sale_ord_tm, 1,

7) = '2020-02'

AND item_sku_id IN
('64480689843', '65239218998', '64998713624', '22779898023', '65097923242', '65184261843', '65181662155',
'59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '63286732760',
'65390940638', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301',
'31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868',
'65237389447', '65389757945', '19890090318',

'65414863984',

'64524169693', '65654218318', '65181329060', '65184669035')

AND
after_prefer_amount_1 = 0

)
OR
(
SUBSTR(sale_ord_tm, 1,

7) = '2020-03'

AND sale_ord_tm >=
'2020-03-17'

AND item_sku_id IN
('66269141140', '15927724967', '66105918256', '62771580667', '66105251687', '66268657319', '66102311556',
'66598010366', '66609180202', '57680664816', '66598410030', '66609165002', '66105327888', '65005418820',
'66105424016', '66362379923', '62993053466')

AND
user_payable_pay_amount <= 0.01

)
OR

```

```

(
SUBSTR(sale_ord_tm, 1,
7) = '2020-03'
AND sale_ord_tm < '2020-
03-17'
AND item_sku_id IN
('65885203603', '64998713624', '65414863984', '59256483010', '65402777116', '65181662155', '60085547354',
'65390940638', '31253816513', '65371773259', '65237861210', '65389757945', '64524169693', '65654218318',
'65184669035', '65576613217')
AND
after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1,
7) >= '2020-04'
AND item_sku_id IN
('100008320133', '66338893949', '100008320101', '100014840590', '100008285335', '100014840538', '100014805262',
'100008715519', '54150835358', '10021790350993', '100008715517', '100008715531', '10024281476710',
'10022454850185', '10024024303767', '66269141140', '15927724967', '66105918256', '62771580667', '66105251687',
'66268657319', '66102311556', '66598010366', '66609180202', '57680664816', '66598410030', '66609165002',
'66105327888', '65005418820', '66105424016',
'62993053466', '67412926483', '66328146637', '68008845337', '43826345978', '67825871315', '25598066668',
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'10026840354838', '10034294566326', '10036096528383',
'72326756413',
'10037792292411')
AND
user_payable_pay_amount <= 0.01
)
)
a
LEFT JOIN
(
SELECT
    lower(trim(user_pin)) pin,
    lower(trim(unify_user_pin))
    is_unify_pin_valid
FROM
    app.app_unify_user_validity_da
WHERE
    dt = sysdate( - 2)
GROUP BY
    lower(trim(user_pin)),
    lower(trim(unify_user_pin)),
    is_unify_pin_valid
) ----pin
d
ON
    a.user_log_acct = d.pin
GROUP BY
    period,
    COALESCE(d.user_log_acct, a.user_log_acct),
    a.item_sku_id,
    a.sale_ord_id,
    a.parent_sale_ord_id,
    after_prefer_amount_1,
    before_prefer_amount,
    sale_qtty

```



```

        )
        a
JOIN      (
            SELECT
                item_first_cate_cd,
                item_first_cate_name,
                item_second_cate_cd,
                item_second_cate_name,
                item_third_cate_cd,
                item_third_cate_name,
                (
                    CASE data_type
                        WHEN 1
                        THEN ''
                        WHEN 3
                        THEN 'pop'
                    END) MODE,
                item_sku_id
            FROM
                gdm.gdm_m03_sold_item_sku_da
            WHERE
                dt = sysdate( - 1)
                AND bu_id = 1727
                AND brand_code NOT IN('140289') ----
                AND item_first_cate_cd IN('1319', '1320', '6233',
'12259', '15901', '16750', '12218')
        )
        b
ON        a.item_sku_id = b.item_sku_id
LEFT JOIN (
            SELECT
                item_sku_id,
                sale_ord_id,
                first_biz,
                scnd_biz,
                third_biz
            FROM
                app.app_adm_d04_trade_ord_bc_classify_di_dsc_mid
            WHERE
                (
                    dt BETWEEN date_sub(${hiveconf:jn_begin}, 90)
                    -- OR dt BETWEEN date_sub(${hiveconf:qn_begin},
AND ${hiveconf:jn_end} --
90) AND ${hiveconf:qn_end} --
                )
                AND valid_flag = '1'
            GROUP BY
                item_sku_id,
                sale_ord_id,
                first_biz,
                scnd_biz,
                third_biz
        )
        c
ON        a.sale_ord_id = c.sale_ord_id
        AND a.item_sku_id = c.item_sku_id
GROUP BY
    period,
    first_biz,
    MODE,
    user_log_acct,
    item_first_cate_cd,
    item_first_cate_name,
    item_second_cate_cd,
    item_second_cate_name,
    item_third_cate_cd,
    item_third_cate_name grouping sets((period, first_biz, MODE,

```

```

user_log_acct, item_first_cate_cd, item_first_cate_name, item_second_cate_cd, item_second_cate_name,
item_third_cate_cd, item_third_cate_name),(period, first_biz, MODE, user_log_acct, item_first_cate_cd,
item_first_cate_name, item_second_cate_cd, item_second_cate_name),(period, first_biz, MODE, user_log_acct,
item_first_cate_cd, item_first_cate_name),(period, first_biz, user_log_acct, item_first_cate_cd,
item_first_cate_name,
item_second_cate_cd, item_second_cate_name, item_third_cate_cd,
item_third_cate_name),(period, first_biz, user_log_acct, item_first_cate_cd, item_first_cate_name,
item_second_cate_cd, item_second_cate_name),(period, first_biz, user_log_acct, item_first_cate_cd,
item_first_cate_name))
)
m
LEFT OUTER JOIN
(
SELECT
item_first_cate_cd,
item_second_cate_cd,
item_third_cate_cd,
user_log_acct,
MAX(fst_all_yn) fst_all_yn,
mon_firstday(min_dt1) period
FROM
(
SELECT
item_first_cate_cd,
COALESCE(item_second_cate_cd, item_first_cate_cd)
item_second_cate_cd,
COALESCE(item_third_cate_cd, item_second_cate_cd,
item_first_cate_cd) item_third_cate_cd,
lower(trim(unif_user_log_acct)) user_log_acct,
MIN(fst_ord_dt) min_dt1, --
MAX(fst_all_yn) fst_all_yn
FROM
app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
WHERE
dt = sysdate( - 1)
AND item_first_cate_cd IN('1319', '1320', '6233',
'12259', '15901', '16750', '12218')
AND tp = 'cate'
GROUP BY
item_first_cate_cd,
item_second_cate_cd,
item_third_cate_cd,
lower(trim(unif_user_log_acct)) grouping sets
((item_first_cate_cd, item_second_cate_cd, item_third_cate_cd, lower(trim(unif_user_log_acct))),
(item_first_cate_cd, item_second_cate_cd, lower(trim(unif_user_log_acct))), (item_first_cate_cd, lower(trim
(unif_user_log_acct))))
)
t1
WHERE
min_dt1 BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
-- OR min_dt1 BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
GROUP BY
item_first_cate_cd,
item_second_cate_cd,
item_third_cate_cd,
user_log_acct,
mon_firstday(min_dt1)
)
t1
ON
m.user_log_acct = t1.user_log_acct
AND m.item_first_cate_cd = t1.item_first_cate_cd
AND m.item_second_cate_cd = t1.item_second_cate_cd
AND m.item_third_cate_cd = t1.item_third_cate_cd
AND m.period = t1.period
LEFT JOIN
(
SELECT
lower(trim(unif_user_log_acct)) user_log_acct,
spite_user_flag
FROM

```

```

                                app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
WHERE
    dt = sysdate( - 1)
    AND spite_user_flag = 1
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,
    first_biz,
    MODE,
    IF(spite_user_flag IS NULL, '', ''),
    IF(m.item_third_cate_cd = m.item_first_cate_cd, 0, IF(m.item_third_cate_cd = m.
item_second_cate_cd, 1, 2)),
    m.item_first_cate_cd,
    m.item_first_cate_name,
    m.item_second_cate_cd,
    m.item_second_cate_name,
    m.item_third_cate_cd,
    m.item_third_cate_name,
    CASE fst_all_yn
        WHEN '1'
        THEN ''
        WHEN '0'
        THEN ''
        ELSE ''
    END
END
)
SELECT
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    item_first_cate_cd,
    item_first_cate_name,
    item_second_cate_cd,
    item_second_cate_name,
    item_third_cate_cd,
    item_third_cate_name,
    '' 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(before_amount) before_amount,
    SUM(amount) amount,
    SUM(amount) / SUM(users) arpu,
    SUM(amount) / SUM(par_ord_num) user_per_price,
    SUM(amount) / SUM(sale_qtty) unit_per_price,
    SUM(sale_qtty) / SUM(par_ord_num) user_per_unit,
    SUM(par_ord_num) / SUM(users) purchase_frequency,
    SUM(reusers) / SUM(users) after_purchase_rate
FROM
    tmp
GROUP BY
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    item_first_cate_cd,
    item_first_cate_name,
    item_second_cate_cd,
    item_second_cate_name,
    item_third_cate_cd,

```

```

        item_third_cate_name

UNION ALL

SELECT
    tmp.*,
    amount / users arpu,
    amount / par_ord_num user_per_price,
    amount / sale_qtty unit_per_price,
    sale_qtty / par_ord_num user_per_unit,
    par_ord_num / users purchase_frequency,
    reusers / users after_purchase_rate
FROM
    tmp

```

5、品类宽度

```

SET jn_begin = '2021-01-01';
SET jn_end = '2021-12-31';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
WITH
    tmp AS
    (
        SELECT
            m.period,
            first_biz,
            IF(spice_user_flag IS NULL, '', '') spice_user_flag,
            IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))) level,
            m.bu_id,
            m.bu_name,
            m.dept_id_1,
            m.dept_name_1,
            m.dept_id_2,
            m.dept_name_2,
            m.dept_id_3,
            m.dept_name_3,
            CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
            END user_type,
            cate_1_width,
            COUNT(DISTINCT m.user_log_acct) users,
            COUNT(DISTINCT
            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(before_amount) before_amount,
            SUM(m.sale_amount) amount
        FROM
            (
                SELECT
                    period,
                    --MIN(a.sale_ord_dt) sale_ord_dt,
                    user_log_acct,
                    COALESCE(first_biz, '') first_biz,
                    bu_id,
                    bu_name,
                    COALESCE(dept_id_1, bu_id) dept_id_1,

```

```

COALESCE(dept_name_1, bu_name) dept_name_1,
COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
COALESCE(dept_name_2, dept_name_1, bu_name) dept_name_2,
COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id) dept_id_3,
COALESCE(dept_name_3, dept_name_2, dept_name_1, bu_name) dept_name_3,
COUNT(DISTINCT item_first_cate_cd) cate_1_width,
COUNT(DISTINCT item_second_cate_cd) cate_2_width,
COUNT(DISTINCT item_third_cate_cd) cate_3_width,
COUNT(DISTINCT a.sale_ord_id) ord_num,
COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
SUM(after_prefer_amount_1) sale_amount,
SUM(before_prefer_amount) before_amount,
SUM(sale_qty) sale_qty
FROM
(
SELECT
period,
COALESCE(d.user_log_acct, a.user_log_acct)
user_log_acct,
a.item_sku_id,
a.sale_ord_id,
a.parent_sale_ord_id,
after_prefer_amount_1,
before_prefer_amount,
sale_qty
FROM
(
SELECT
mon_firstday(dt) period,
item_sku_id,
lower(trim(user_log_acct))
user_log_acct,
sale_ord_id,
parent_sale_ord_id,
after_prefer_amount_1,
before_prefer_amount,
sale_qty
FROM
app.
ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b
WHERE
(
dt BETWEEN ${hiveconf:jn_begin}
-- OR dt BETWEEN ${hiveconf:
qn_begin} AND ${hiveconf:qn_end}
)
AND intraday_ord_deal_flag = '1' ----
AND biz_flag_collect
AND NOT -----
(
(
SUBSTR(sale_ord_tm, 1,
7) = '2019-09'
AND item_sku_id IN
('48464949580', '30870620253', '57774409900', '55706494208', '26818119384', '54667186647', '53136309235')
AND
after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1,
7) = '2019-10'
AND item_sku_id IN
('59256483010', '59923134353', '59808372547', '25567537480', '17638139051', '53566357856', '60079540391',
'31263465720', '59764684496', '31462151012', '55706494208', '26818119384')
AND
after_prefer_amount_1 = 0
)
)
OR

```

```

(
SUBSTR(sale_ord_tm, 1,
7) = '2019-11'
AND item_sku_id IN
('59808372547', '31263465720', '57831018938', '60079540391', '17638139051', '25567537480', '53566357856',
'31462151012', '61131141710', '55706494208', '59706386696', '59256483010', '59923134353')
AND
after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1,
7) = '2019-12'
AND item_sku_id IN
('31462151012', '25567537480', '17638139051', '61131141710', '60079540391', '59923134353', '59706386696',
'59256483010', '59808372547', '63286732760', '31253816513', '64070058868')
AND
after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1,
7) = '2020-01'
AND item_sku_id IN
('65022686872', '64996853576', '64480689843', '65239218998', '22779898023', '65097923242', '65184261843',
'59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '65390940638',
'63286732760', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301',
'31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868',
'65237389447', '65389757945', '19890090318',
'65414863984',
'64524169693')
AND
after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1,
7) = '2020-02'
AND item_sku_id IN
('64480689843', '65239218998', '64998713624', '22779898023', '65097923242', '65184261843', '65181662155',
'59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '63286732760',
'65390940638', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301',
'31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868',
'65237389447', '65389757945', '19890090318',
'65414863984',
'64524169693', '65654218318', '65181329060', '65184669035')
AND
after_prefer_amount_1 = 0
)
OR
(
SUBSTR(sale_ord_tm, 1,
7) = '2020-03'
AND sale_ord_tm >=
'2020-03-17'
AND item_sku_id IN
('66269141140', '15927724967', '66105918256', '62771580667', '66105251687', '66268657319', '66102311556',
'66598010366', '66609180202', '57680664816', '66598410030', '66609165002', '66105327888', '65005418820',
'66105424016', '66362379923', '62993053466')
AND
user_payable_pay_amount <= 0.01
)
OR
(
SUBSTR(sale_ord_tm, 1,
7) = '2020-03'
AND sale_ord_tm < '2020-
03-17'
AND item_sku_id IN
('65885203603', '64998713624', '65414863984', '59256483010', '65402777116', '65181662155', '60085547354',
'65390940638', '31253816513', '65371773259', '65237861210', '65389757945', '64524169693', '65654218318',

```

```

'65184669035', '65576613217')

AND

after_prefer_amount_1 = 0

)
OR
(
SUBSTR(sale_ord_tm, 1,
7) >= '2020-04'

AND item_sku_id IN
('100008320133', '66338893949', '100008320101', '100014840590', '100008285335', '100014840538', '100014805262',
'100008715519', '54150835358', '10021790350993', '100008715517', '100008715531', '10024281476710',
'10022454850185', '10024024303767', '66269141140', '15927724967', '66105918256', '62771580667', '66105251687',
'66268657319', '66102311556', '66598010366', '66609180202', '57680664816', '66598410030', '66609165002',
'66105327888', '65005418820', '66105424016',
, '66362379923',
'62993053466', '67412926483', '66328146637', '68008845337', '43826345978', '67825871315', '25598066668',
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'71841643553',
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'10023104201537',
'10023181640838', '10023997986591', '10024547643180', '10024505357224', '10024591210954', '10024056475162',
'10025211224933', '10025170698248', '10025286787572', '10025658926017', '10023008602436', '10023435227132',
'100017095694', '100007672093', '100014755346', '100007256531', '100014797774', '100014798538', '100008228601',
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'10026840354838', '10034294566326', '10036096528383',
'72326756413',
'10037792292411')
AND
user_payable_pay_amount <= 0.01
)
)
a
LEFT JOIN
(
SELECT
lower(trim(user_pin)) pin,
lower(trim(unify_user_pin))
is_unify_pin_valid
FROM
app.app_unify_user_validity_da
WHERE
dt = sysdate( - 2)
GROUP BY
lower(trim(user_pin)),
lower(trim(unify_user_pin)),
is_unify_pin_valid
) ----pin
d
ON
a.user_log_acct = d.pin
GROUP BY
period,
COALESCE(d.user_log_acct, a.user_log_acct),
a.item_sku_id,
a.sale_ord_id,
a.parent_sale_ord_id,
after_prefer_amount_1,
before_prefer_amount,
sale_qtty
)
a
JOIN
(
SELECT
bu_id,
bu_name,
dept_id_1,

```



```

dept_name_1,
dept_id_2,
dept_name_2,
dept_id_3,
dept_name_3,
item_first_cate_cd,
item_second_cate_cd,
item_third_cate_cd,
item_first_cate_name,
item_second_cate_name,
item_third_cate_name,
item_sku_id
FROM
    gdm.gdm_m03_sold_item_sku_da
WHERE
    dt = sysdate( - 1)
    AND bu_id = 1727
    AND brand_code NOT IN('140289') ----
)
b
ON
    a.item_sku_id = b.item_sku_id
LEFT JOIN
    (
        SELECT
            item_sku_id, -----BC
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
        FROM
            app.app_adm_d04_trade_ord_bc_classify_di_dsc_mid
        WHERE
            (
                dt BETWEEN date_sub(${hiveconf:jn_begin}, 90)
                -- OR dt BETWEEN date_sub(${hiveconf:qn_begin},
AND ${hiveconf:jn_end} --
90) AND ${hiveconf:qn_end} --
            )
            AND valid_flag = '1'
        GROUP BY
            item_sku_id,
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
    )
c
ON
    a.sale_ord_id = c.sale_ord_id
    AND a.item_sku_id = c.item_sku_id
GROUP BY
    period,
    first_biz,
    user_log_acct,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3 grouping sets((period, first_biz, user_log_acct, bu_id,
bu_name),(period, first_biz, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1),(period, first_biz,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2),(period, first_biz,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2, dept_id_3, dept_name_3))
)
m
LEFT OUTER JOIN
    (
        SELECT

```

```

        bu_id,
        dept_id_1,
        dept_id_2,
        dept_id_3,
        user_log_acct,
        --min_dt1,
        MAX(fst_all_yn) fst_all_yn,
        mon_firstday(min_dt1) period
FROM
    (
        SELECT
            bu_id,
            COALESCE(dept_id_1, bu_id) dept_id_1,
            COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
            COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id) dept_id_3,

            lower(trim(unif_user_log_acct)) user_log_acct,
            MIN(fst_ord_dt) min_dt1, --
            MAX(fst_all_yn) fst_all_yn
        FROM
            app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
        WHERE
            dt = sysdate( - 1)
            AND bu_id = '1727' --id
            AND tp = 'dept'
        GROUP BY
            bu_id,
            dept_id_1,
            dept_id_2,
            dept_id_3,
            lower(trim(unif_user_log_acct)) grouping sets((bu_id,
dept_id_1, dept_id_2, dept_id_3, lower(trim(unif_user_log_acct))), (bu_id, dept_id_1, dept_id_2, lower(trim
(unif_user_log_acct))), (bu_id, dept_id_1, lower(trim(unif_user_log_acct))), (bu_id, lower(trim
(unif_user_log_acct))))
    )
    t1
WHERE
    min_dt1 BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
    -- OR min_dt1 BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
GROUP BY
    bu_id,
    dept_id_1,
    dept_id_2,
    dept_id_3,
    user_log_acct,
    mon_firstday(min_dt1)
)
t1
ON
    m.user_log_acct = t1.user_log_acct
    AND m.bu_id = t1.bu_id
    AND m.dept_id_1 = t1.dept_id_1
    AND m.dept_id_2 = t1.dept_id_2
    AND m.dept_id_3 = t1.dept_id_3
    --AND m.sale_ord_dt = t1.min_dt1
    AND m.period = t1.period
LEFT JOIN
    (
        SELECT
            lower(trim(unif_user_log_acct)) user_log_acct,
            spite_user_flag
        FROM
            app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
        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,
    first_biz,
    IF(spice_user_flag IS NULL, '', ''),
    IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))),
    cate_1_width,
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1,
    m.dept_id_2,
    m.dept_name_2,
    m.dept_id_3,
    m.dept_name_3,
    CASE fst_all_yn
        WHEN '1'
        THEN ''
        WHEN '0'
        THEN ''
        ELSE ''
    END
END
)
SELECT
    period,
    first_biz,
    spice_user_flag,
    level,
    cate_1_width,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3,
    '' 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(before_amount) before_amount,
    SUM(amount) amount,
    SUM(amount) / SUM(users) arpu,
    SUM(amount) / SUM(par_ord_num) user_per_price,
    SUM(amount) / SUM(sale_qtty) unit_per_price,
    SUM(sale_qtty) / SUM(par_ord_num) user_per_unit,
    SUM(par_ord_num) / SUM(users) purchase_frequency,
    SUM(reusers) / SUM(users) after_purchase_rate
FROM
    tmp
GROUP BY
    period,
    first_biz,
    spice_user_flag,
    level,
    cate_1_width,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,

```

```

dept_name_3

UNION ALL

SELECT
    tmp.*,
    amount / users arpu,
    amount / par_ord_num user_per_price,
    amount / sale_qtty unit_per_price,
    sale_qtty / par_ord_num user_per_unit,
    par_ord_num / users purchase_frequency,
    reusers / users after_purchase_rate
FROM
    tmp

```

6、营销工具

```

-- app_marketing_orderinfo20Q4
SET jn_begin = '2021-12-01';
SET jn_end = '2021-12-31';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
WITH
    tmp AS
    (
        SELECT
            m.period,
            first_biz,
            MODE,
            IF(spote_user_flag IS NULL, '', '') spote_user_flag,
            IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))) level,
            batch_type,
            m.bu_id,
            m.bu_name,
            m.dept_id_1,
            m.dept_name_1,
            m.dept_id_2,
            m.dept_name_2,
            m.dept_id_3,
            m.dept_name_3,
            CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
            END user_type,
            COUNT(DISTINCT m.user_log_acct) users,
            COUNT(DISTINCT
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(before_amount) before_amount,
            SUM(m.sale_amount) amount
        FROM
            (
                SELECT
                    m.period,
                    m.user_log_acct,
                    spote_user_flag,
                    fst_all_yn,
                    first_biz,

```

```

COALESCE(MODE, '') MODE,
COALESCE(batch_type, '') batch_type,
bu_id,
bu_name,
dept_id_1,
dept_name_1,
dept_id_2,
dept_name_2,
dept_id_3,
dept_name_3,
COUNT(DISTINCT m.sale_ord_id) ord_num,
COUNT(DISTINCT m.parent_sale_ord_id) par_ord_num,
SUM(sale_amount) sale_amount,
SUM(before_amount) before_amount,
SUM(sale_qtty) sale_qtty
FROM
(
    SELECT
        period,
        --MIN(a.sale_ord_dt) sale_ord_dt,
        user_log_acct,
        COALESCE(first_biz, '') first_biz,
        MODE,
        batch_type,
        bu_id,
        bu_name,
        COALESCE(dept_id_1, bu_id) dept_id_1,
        COALESCE(dept_name_1, bu_name) dept_name_1,
        COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
        COALESCE(dept_name_2, dept_name_1, bu_name) dept_name_2,
        COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id)
dept_id_3,
        COALESCE(dept_name_3, dept_name_2, dept_name_1,
bu_name) dept_name_3,
        a.sale_ord_id,
        a.parent_sale_ord_id,
        SUM(after_prefer_amount_1) sale_amount,
        SUM(before_prefer_amount) before_amount,
        SUM(sale_qtty) sale_qtty
    FROM
    (
        SELECT
            period,
            COALESCE(d.user_log_acct, a.
user_log_acct) user_log_acct,
            a.item_sku_id,
            a.sale_ord_id,
            a.parent_sale_ord_id,
            after_prefer_amount_1,
            before_prefer_amount,
            sale_qtty
        FROM
        (
            SELECT
                mon_firstday(dt) period,
                item_sku_id,
                lower(trim
(user_log_acct)) user_log_acct,
                sale_ord_id,
                parent_sale_ord_id,
                after_prefer_amount_1,
                before_prefer_amount,
                sale_qtty
            FROM
                app.
ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b
            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 biz_flag_collect
['int_pur_ord_flag'] <> 1 ----
AND NOT -----
(
(
SUBSTR
(sale_ord_tm, 1, 7) = '2019-09'
AND
item_sku_id IN('48464949580', '30870620253', '57774409900', '55706494208', '26818119384', '54667186647',
'53136309235')
AND
after_prefr_amount_1 = 0
)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2019-10'
AND
item_sku_id IN('59256483010', '59923134353', '59808372547', '25567537480', '17638139051', '53566357856',
'60079540391', '31263465720', '59764684496', '31462151012', '55706494208', '26818119384')
AND
after_prefr_amount_1 = 0
)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2019-11'
AND
item_sku_id IN('59808372547', '31263465720', '57831018938', '60079540391', '17638139051', '25567537480',
'53566357856', '31462151012', '61131141710', '55706494208', '59706386696', '59256483010', '59923134353')
AND
after_prefr_amount_1 = 0
)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2019-12'
AND
item_sku_id IN('31462151012', '25567537480', '17638139051', '61131141710', '60079540391', '59923134353',
'59706386696', '59256483010', '59808372547', '63286732760', '31253816513', '64070058868')
AND
after_prefr_amount_1 = 0
)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2020-01'
AND
item_sku_id IN('65022686872', '64996853576', '64480689843', '65239218998', '22779898023', '65097923242',
'65184261843', '59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354',
'65390940638', '63286732760', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210',
'63582299301', '31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358',
'64070058868', '65237389447', '65389757945', '19890090318',
'65414863984', '64524169693')
AND
after_prefr_amount_1 = 0
)
OR
(
SUBSTR
(sale_ord_tm, 1, 7) = '2020-02'
AND
item_sku_id IN('64480689843', '65239218998', '64998713624', '22779898023', '65097923242', '65184261843',
'65181662155', '59706386696', '65402777116', '59256483010', '17638139051', '56737544720', '60085547354',
'63286732760', '65390940638', '25567537480', '31462151012', '65400485921', '31253816513', '65237861210',
'63582299301', '31253816513', '59923134353', '65371773259', '59808372547', '65237861210', '65413081358',

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'64070058868', '65237389447', '65389757945', '19890090318',  
'65414863984', '64524169693', '65654218318', '65181329060', '65184669035')  
  
after_prefer_amount_1 = 0  
  
)  
OR  
(  
  
SUBSTR  
(sale_ord_tm, 1, 7) = '2020-03'  
  
AND  
sale_ord_tm >= '2020-03-17'  
  
AND  
item_sku_id IN('66269141140', '15927724967', '66105918256', '62771580667', '66105251687', '66268657319',  
'66102311556', '66598010366', '66609180202', '57680664816', '66598410030', '66609165002', '66105327888',  
'65005418820', '66105424016', '66362379923', '62993053466')  
  
AND  
user_payable_pay_amount <= 0.01  
  
)  
OR  
(  
  
SUBSTR  
(sale_ord_tm, 1, 7) = '2020-03'  
  
AND  
sale_ord_tm < '2020-03-17'  
  
AND  
item_sku_id IN('65885203603', '64998713624', '65414863984', '59256483010', '65402777116', '65181662155',  
'60085547354', '65390940638', '31253816513', '65371773259', '65237861210', '65389757945', '64524169693',  
'65654218318', '65184669035', '65576613217')  
  
AND  
after_prefer_amount_1 = 0  
  
)  
OR  
(  
  
SUBSTR  
(sale_ord_tm, 1, 7) >= '2020-04'  
  
AND  
item_sku_id IN('100008320133', '66338893949', '100008320101', '100014840590', '100008285335', '100014840538',  
'100014805262', '100008715519', '54150835358', '10021790350993', '100008715517', '100008715531',  
'10024281476710', '10022454850185', '10024024303767', '66269141140', '15927724967', '66105918256',  
'62771580667', '66105251687', '66268657319', '66102311556', '66598010366', '66609180202', '57680664816',  
'66598410030', '66609165002', '66105327888', '65005418820',  
  
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'67825871315', '25598066668', '67101867847', '67106425943', '48467931365', '67655565958', '69042744182',  
'15928149727', '69042636730', '69046178800', '69042644144', '69042604768', '59256483010', '69044897408',  
'69048096629', '69047764658', '69045517007', '69042751685', '69046067963', '69044459545', '53060220721',  
'54381038018', '69359356607', '69824809581', '70893068274',  
  
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'10022241535542', '10022218360472', '10023316835939',  
  
'10023107745890', '10023104201537', '10023181640838', '10023997986591', '10024547643180', '10024505357224',  
'10024591210954', '10024056475162', '10025211224933', '10025170698248', '10025286787572', '10025658926017',  
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'100014797774', '100014798538', '100008228601', '18298513529', '62680289515', '67064868083', '66109164909',  
'65803588176', '67089011053', '67087968226', '33724155259',  
  
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'10023316835939', '10023107745890', '10023104201537', '10023181640838', '10023008602436', '10023435227132',
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'10025170698248', '100017095694', '100007672093', '100014755346', '10025286787572', '10025658926017',
'10026053725142', '10026025702049', '10026005452613', '10023777111028', '10026209639119', '10026428293589',
'10026428259499', '11498397745', '10027127648463',

'10024756899368', '10027028393785', '10027081610521', '10027096999067', '10026870014876', '71488048849',
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'10024270417253', '69869869249', '10030706845553', '10030696735077', '10030697367205', '10030677095346',
'10030697272949', '10030727829154', '10030882373042', '10030664258942', '10029195782262', '10021525316680',
'10020990444852', '53355359785', '10032666300532', '10032663557655',

'10033847882923', '10034082006803', '10032836001645', '10032831738912', '10035093813329', '10030020017118',
'10034634607416', '42746213112', '10026516439686', '10035208421336', '10034971317584', '10034988020422',
'10034459305955', '10032128064676', '10035647672222', '10034449969468', '10035766750296', '10034792033868',
'26004900242', '100025777180', '100025732088', '100015107416', '100025494098', '100026053664',
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'10036488432071', '10032914026904', '10038264546848', '10038263911355', '10034460125576', '67885792656',
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'10035619420057', '10038337707261', '10033105429247',

'10035208602552', '10037774910244', '10026254055320', '10037287401802', '10035255095093', '10032958728488',
'52285027592', '67061001099', '10027813115518', '54552205645', '10036296588041', '10036853013064',
'10029772527959', '10025871482298', '44601583614', '10038440233892', '10031533363654', '46551224271',
'10023602457777', '28675451965', '21125245601', '10030567861983', '10036018370251', '10037092468016',
'23920758124', '62620103946', '64996853576', '67836564055',

'10037765822985', '10036336025959', '10032141746572', '10022090390392', '65272238290', '10038607180811',
'10039644849554', '10032291415415', '10035610606941', '71440495812', '10036768328440', '68514358863',
'10314658392', '10037674340462', '69064676001', '10037276844965', '10038437078287', '16240163296',
'10020858055849', '10138601012', '10035879080832', '34673384103', '10039173136768', '38118199493',
'13743004231', '10020958568531', '10037474837728', '45208454191', '21609485650',

'69286119793', '70169897024', '10037151128595', '65257123126', '10037729514801', '70370054474', '40805011266',
'29595281988', '10022827289156', '41256285933', '55332108747', '10033267037670', '62203174503',
'10033783961117', '26931267834', '10039530144074', '10025761981117', '10024856009629', '26806202217',
'10032740886675', '10037452028615', '10038843926576', '19579574388', '10035373561436', '10036850002795',
'10036444848875', '10037155997530', '72295188633', '10037586688036',

'10036094516851', '10026840354838', '10034294566326', '10036096528383', '72326756413', '10037792292411')
AND
user_payable_pay_amount <= 0.01

)

)

a
LEFT JOIN
(
SELECT
lower(trim(user_pin))
pin,
lower(trim
(unify_user_pin)) user_log_acct,
is_unify_pin_valid

```



```

FROM
    app.

app_unify_user_validity_da

WHERE
    dt = sysdate( - 2)
GROUP BY
    lower(trim(user_pin)),
    lower(trim

(unify_user_pin)),

is_unify_pin_valid

) ----pin
d
ON
    a.user_log_acct = d.pin
GROUP BY
    period,
    COALESCE(d.user_log_acct, a.

a.item_sku_id,
a.sale_ord_id,
a.parent_sale_ord_id,
after_prefer_amount_1,
before_prefer_amount,
sale_qtty

)
a
JOIN
    (
        SELECT
            bu_id,
            bu_name,
            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 bu_id = 1727
            AND brand_code NOT IN('140289') ----
    )
    b
ON
    a.item_sku_id = b.item_sku_id
LEFT JOIN
    (
        SELECT
            order_id,
            batch_type
        FROM
            app.app_marketing_orderinfo
        WHERE
            (
                dt BETWEEN ${hiveconf:jn_begin}

                -- OR dt BETWEEN ${hiveconf:

            )
    )
    s
ON

```

```

s.order_id = a.parent_sale_ord_id
LEFT JOIN
(
    SELECT
        item_sku_id, -----BC
        sale_ord_id,
        first_biz,
        scnd_biz,
        third_biz
    FROM
        app.
    WHERE
        (
            dt BETWEEN date_sub(${hiveconf:
j_n_begin}, 90) AND ${hiveconf:j_n_end} --
            -- OR dt BETWEEN date_sub
            (${hiveconf:q_n_begin}, 90) AND ${hiveconf:q_n_end} --
        )
        AND valid_flag = '1'
    GROUP BY
        item_sku_id,
        sale_ord_id,
        first_biz,
        scnd_biz,
        third_biz
)
c
ON
a.sale_ord_id = c.sale_ord_id
AND a.item_sku_id = c.item_sku_id
GROUP BY
    period,
    a.sale_ord_id,
    a.parent_sale_ord_id,
    first_biz,
    MODE,
    batch_type,
    user_log_acct,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3 grouping sets((period, a.sale_ord_id, a.
parent_sale_ord_id, first_biz, MODE, batch_type, user_log_acct, bu_id, bu_name),(period, a.sale_ord_id, a.
parent_sale_ord_id, first_biz, MODE, batch_type, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1),
(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz, MODE, batch_type, user_log_acct, bu_id, bu_name,
dept_id_1, dept_name_1, dept_id_2, dept_name_2),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz, MODE,
batch_type,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1,
dept_id_2, dept_name_2, dept_id_3, dept_name_3),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz,
batch_type, user_log_acct, bu_id, bu_name),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz, batch_type,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1),(period, a.sale_ord_id, a.parent_sale_ord_id, first_biz,
batch_type, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2),(period,
a.sale_ord_id, a.parent_sale_ord_id, first_biz,
batch_type, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2, dept_id_3,
dept_name_3))
)
m
LEFT OUTER JOIN
(
    SELECT
        deptid,
        user_log_acct,
        parent_sale_ord_id,
        sale_ord_id,
        MAX(fst_all_yn) fst_all_yn,
        mon_firstday(min_dt1) period

```

```

FROM
(
SELECT
    bu_id deptid,
    lower(trim(unif_user_log_acct))

    parent_sale_ord_id,
    sale_ord_id,
    fst_ord_dt,
    fst_ord_tm,
    MAX(fst_all_yn) over(partition BY lower

    MIN(fst_ord_dt) over(partition BY lower

FROM
    app.

WHERE
    dt = sysdate( - 1)
    AND bu_id = '1727' --id
    AND tp = 'dept'

UNION ALL

SELECT
    dept_id_1 deptid,
    lower(trim(unif_user_log_acct))

    parent_sale_ord_id,
    sale_ord_id,
    fst_ord_dt,
    fst_ord_tm,
    MAX(fst_all_yn) over(partition BY lower

    MIN(fst_ord_dt) over(partition BY lower

FROM
    app.

WHERE
    dt = sysdate( - 1)
    AND bu_id = '1727' --id
    AND tp = 'dept'

UNION ALL

SELECT
    dept_id_2 deptid,
    lower(trim(unif_user_log_acct))

    parent_sale_ord_id,
    sale_ord_id,
    fst_ord_dt,
    fst_ord_tm,
    MAX(fst_all_yn) over(partition BY lower

    MIN(fst_ord_dt) over(partition BY lower

FROM
    app.

WHERE
    dt = sysdate( - 1)
    AND bu_id = '1727' --id
    AND tp = 'dept'

UNION ALL

SELECT
    dept_id_3 deptid,
    lower(trim(unif_user_log_acct))

```

```

user_log_acct,

parent_sale_ord_id,
sale_ord_id,
fst_ord_dt,
fst_ord_tm,
MAX(fst_all_yn) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1, dept_id_2, dept_id_3) AS fst_all_yn,
MIN(fst_ord_dt) over(partition BY lower
(trim(unif_user_log_acct)), dept_id_1, dept_id_2, dept_id_3) AS min_dt1
FROM
app.
app_adm_s01_user_new_or_old_flag_detail_dsc_mid

WHERE
dt = sysdate( - 1)
AND bu_id = '1727' --id
AND tp = 'dept'

)
t1
WHERE
fst_ord_dt = min_dt1
AND
(
min_dt1 BETWEEN ${hiveconf:jn_begin} AND
-- OR min_dt1 BETWEEN ${hiveconf:qn_begin} AND

)
GROUP BY
deptid,
user_log_acct,
parent_sale_ord_id,
sale_ord_id,
mon_firstday(min_dt1)
)
t1
ON
m.user_log_acct = t1.user_log_acct
AND m.dept_id_3 = t1.deptid
AND m.period = t1.period
AND m.parent_sale_ord_id = t1.parent_sale_ord_id
AND m.sale_ord_id = t1.sale_ord_id
LEFT JOIN
(
SELECT
lower(trim(unif_user_log_acct)) user_log_acct,
spite_user_flag
FROM
app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
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,
m.user_log_acct,
spite_user_flag,
fst_all_yn,
first_biz,
MODE,
batch_type,
bu_id,
bu_name,
dept_id_1,
dept_name_1,

```

```

                                dept_id_2,
                                dept_name_2,
                                dept_id_3,
                                dept_name_3
                            )
                        m
GROUP BY
    m.period,
    first_biz,
    MODE,
    IF(spite_user_flag IS NULL, '', ''),
    IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_name_3 = m.dept_id_1, 1, IF(m.dept_name_3 = m.
dept_id_2, 2, 3))),
    batch_type,
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1,
    m.dept_id_2,
    m.dept_name_2,
    m.dept_id_3,
    m.dept_name_3,
    CASE fst_all_yn
        WHEN '1'
        THEN ''
        WHEN '0'
        THEN ''
        ELSE ''
    END
END
)
SELECT
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    batch_type,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3,
    '' 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(before_amount) before_amount,
    SUM(amount) amount,
    SUM(amount) / SUM(users) arpu,
    SUM(amount) / SUM(par_ord_num) user_per_price,
    SUM(amount) / SUM(sale_qtty) unit_per_price,
    SUM(sale_qtty) / SUM(par_ord_num) user_per_unit,
    SUM(par_ord_num) / SUM(users) purchase_frequency,
    SUM(reusers) / SUM(users) after_purchase_rate
FROM
    tmp
GROUP BY
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    batch_type,
    bu_id,
    bu_name,
    dept_id_1,

```

```

dept_name_1,
dept_id_2,
dept_name_2,
dept_id_3,
dept_name_3

UNION ALL

SELECT
    tmp.*,
    amount / users arpu,
    amount / par_ord_num user_per_price,
    amount / sale_qtty unit_per_price,
    sale_qtty / par_ord_num user_per_unit,
    par_ord_num / users purchase_frequency,
    reusers / users after_purchase_rate
FROM
    tmp

```

7、优惠券（待更新）

8、校园数据（口径对齐用增，剔除B端底表不一致，用户偏差千分之一，成交金额偏差1-3%，用增日报口径为含恶意剔除jx、B端）

```

SET jn_begin = '2022-01-01';
SET jn_end = '2022-01-26';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
SET spark.sql.viewPermission.enabled = true;
SET spark.sql.parser.quotedRegexColumnNames = false;
WITH
    tmp AS
    (
        SELECT
            m.period,
            first_biz,
            MODE,
            IF(spote_user_flag IS NULL, '', '') spote_user_flag,
            IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))) level,
            m.bu_id,
            m.bu_name,
            m.dept_id_1,
            m.dept_name_1,
            m.dept_id_2,
            m.dept_name_2,
            m.dept_id_3,
            m.dept_name_3,
            CASE fst_all_yn
                WHEN '1'
                THEN ''
                WHEN '0'
                THEN ''
                ELSE ''
            END user_type,
            COUNT(DISTINCT m.user_log_acct) users,
            COUNT(DISTINCT
            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(before_amount) before_amount,
            SUM(m.sale_amount) amount
        FROM
            (

```

```

SELECT
    period,
    --MIN(a.sale_ord_dt) sale_ord_dt,
    user_log_acct,
    COALESCE(MODE, '') MODE,
    COALESCE(first_biz, '') first_biz,
    bu_id,
    bu_name,
    COALESCE(dept_id_1, bu_id) dept_id_1,
    COALESCE(dept_name_1, bu_name) dept_name_1,
    COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
    COALESCE(dept_name_2, dept_name_1, bu_name) dept_name_2,
    COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id) dept_id_3,
    COALESCE(dept_name_3, dept_name_2, dept_name_1, bu_name) dept_name_3,
    COUNT(DISTINCT a.sale_ord_id) ord_num,
    COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
    SUM(after_prefer_amount_1) sale_amount,
    SUM(before_prefer_amount) before_amount,
    SUM(sale_qtty) sale_qtty
FROM
    (
        SELECT
            mon_firstday(dt) period,
            unif_user_log_acct user_log_acct,
            item_sku_id,
            sale_ord_id,
            parent_sale_ord_id,
            after_prefer_amount_1,
            before_prefer_amount,
            sale_qtty
        FROM
            app.v_app_yhzz_ord_campus_valid_dsc -- 180180
        WHERE
            dt BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
            AND sale_ord_dt BETWEEN ${hiveconf:jn_begin} AND
                ${hiveconf:jn_end}
            AND intraday_ord_deal_flag = 1 --
            -- intraday_ord_valid_flag --
    )
    a
JOIN
    (
        SELECT
            bu_id,
            bu_name,
            dept_id_1,
            dept_name_1,
            dept_id_2,
            dept_name_2,
            dept_id_3,
            dept_name_3,
            CASE
                WHEN data_type = 1
                THEN ''
                WHEN data_type = 3
                THEN 'POP'
            END MODE,
            item_sku_id
        FROM
            gdm.gdm_m03_sold_item_sku_da
        WHERE
            dt = sysdate( - 1)
            AND bu_id = 1727
            AND brand_code NOT IN('140289') ----
    )
    b
ON
    a.item_sku_id = b.item_sku_id
LEFT JOIN
    (
        SELECT

```

```

item_sku_id, -----BC
sale_ord_id,
first_biz,
scnd_biz,
third_biz
FROM
app.app_adm_d04_trade_ord_bc_classify_di_dsc_mid
WHERE
(
dt BETWEEN date_sub(${hiveconf:jn_begin}, 90)
AND ${hiveconf:jn_end} --
-- OR dt BETWEEN date_sub(${hiveconf:qn_begin},
90) AND ${hiveconf:qn_end} --
)
AND valid_flag = '1'
GROUP BY
item_sku_id,
sale_ord_id,
first_biz,
scnd_biz,
third_biz
)
c
ON
a.sale_ord_id = c.sale_ord_id
AND a.item_sku_id = c.item_sku_id
GROUP BY
period,
MODE,
first_biz,
user_log_acct,
bu_id,
bu_name,
dept_id_1,
dept_name_1,
dept_id_2,
dept_name_2,
dept_id_3,
dept_name_3 grouping sets((period, first_biz, user_log_acct, bu_id,
bu_name),(period, first_biz, user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1),(period, first_biz,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2),(period, first_biz,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2, dept_id_3, dept_name_3),(period,
MODE, first_biz, user_log_acct, bu_id, bu_name),(period, MODE, first_biz, user_log_acct, bu_id, bu_name,
dept_id_1, dept_name_1),(period, MODE, first_biz, user_log_acct, bu_id,
bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2),(period, MODE, first_biz, user_log_acct, bu_id,
bu_name, dept_id_1, dept_name_1, dept_id_2, dept_name_2, dept_id_3, dept_name_3))
)
m
LEFT OUTER JOIN
(
SELECT
bu_id,
dept_id_1,
dept_id_2,
dept_id_3,
user_log_acct,
--min_dt1,
MAX(fst_all_yn) fst_all_yn,
mon_firstday(min_dt1) period
FROM
(
SELECT
bu_id,
COALESCE(dept_id_1, bu_id) dept_id_1,
COALESCE(dept_id_2, dept_id_1, bu_id) dept_id_2,
COALESCE(dept_id_3, dept_id_2, dept_id_1, bu_id)
dept_id_3,
lower(trim(unif_user_log_acct)) user_log_acct,
MIN(fst_ord_dt) min_dt1, --
MAX(fst_all_yn) fst_all_yn
FROM

```



```

                                app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
WHERE
    dt = sysdate( - 1)
    AND bu_id = '1727' --id
    AND tp = 'dept'
GROUP BY
    bu_id,
    dept_id_1,
    dept_id_2,
    dept_id_3,
    lower(trim(unif_user_log_acct)) grouping sets((bu_id,
dept_id_1, dept_id_2, dept_id_3, lower(trim(unif_user_log_acct))), (bu_id, dept_id_1, dept_id_2, lower(trim
(unif_user_log_acct))), (bu_id, dept_id_1, lower(trim(unif_user_log_acct))), (bu_id, lower(trim
(unif_user_log_acct))))
    )
    t1
WHERE
    min_dt1 BETWEEN ${hiveconf:jn_begin} AND ${hiveconf:jn_end}
    -- OR min_dt1 BETWEEN ${hiveconf:qn_begin} AND ${hiveconf:qn_end}
GROUP BY
    bu_id,
    dept_id_1,
    dept_id_2,
    dept_id_3,
    user_log_acct,
    mon_firstday(min_dt1)
)
t1
ON
    m.user_log_acct = t1.user_log_acct
    AND m.bu_id = t1.bu_id
    AND m.dept_id_1 = t1.dept_id_1
    AND m.dept_id_2 = t1.dept_id_2
    AND m.dept_id_3 = t1.dept_id_3
    --AND m.sale_ord_dt = t1.min_dt1
    AND m.period = t1.period
LEFT JOIN
(
    SELECT
        lower(trim(unif_user_log_acct)) user_log_acct,
        spite_user_flag
    FROM
        app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
    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,
    first_biz,
    IF(spite_user_flag IS NULL, '', ''),
    MODE,
    IF(m.dept_id_3 = m.bu_id, 0, IF(m.dept_id_3 = m.dept_id_1, 1, IF(m.dept_id_3 = m.
dept_id_2, 2, 3))),
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1,
    m.dept_id_2,
    m.dept_name_2,
    m.dept_id_3,
    m.dept_name_3,

```

```

                CASE fst_all_yn
                    WHEN '1'
                    THEN ''
                    WHEN '0'
                    THEN ''
                    ELSE ''
                END
            )
SELECT
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3,
    '' 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(before_amount) before_amount,
    SUM(amount) amount,
    SUM(amount) / SUM(users) arpu,
    SUM(amount) / SUM(par_ord_num) user_per_price,
    SUM(amount) / SUM(sale_qtty) unit_per_price,
    SUM(sale_qtty) / SUM(par_ord_num) user_per_unit,
    SUM(par_ord_num) / SUM(users) purchase_frequency,
    SUM(reusers) / SUM(users) after_purchase_rate
FROM
    tmp
GROUP BY
    period,
    first_biz,
    MODE,
    spite_user_flag,
    level,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_id_2,
    dept_name_2,
    dept_id_3,
    dept_name_3

UNION ALL

SELECT
    tmp.*,
    amount / users arpu,
    amount / par_ord_num user_per_price,
    amount / sale_qtty unit_per_price,
    sale_qtty / par_ord_num user_per_unit,
    par_ord_num / users purchase_frequency,
    reusers / users after_purchase_rate
FROM
    tmp

```

9、十大靶群

```
SET jn_begin = '2021-01-01';
```

```

SET jn_end = '2021-12-31';
-- SET qn_begin = '2020-01-01';
-- SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
SET spark.sql.viewPermission.enabled = true;
SET spark.sql.parser.quotedRegexColumnNames = false;

SELECT
    m.period,
    COALESCE(dc_group_type, '') group_type,
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1,
    COUNT(DISTINCT m.user_log_acct) users,
    COUNT(DISTINCT
        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(before_amount) before_amount,
    SUM(m.sale_amount) amount
FROM
    (
        SELECT
            period,
            --MIN(a.sale_ord_dt) sale_ord_dt,
            user_log_acct,
            bu_id,
            bu_name,
            COALESCE(dept_id_1, bu_id) dept_id_1,
            COALESCE(dept_name_1, bu_name) dept_name_1,
            COUNT(DISTINCT a.sale_ord_id) ord_num,
            COUNT(DISTINCT a.parent_sale_ord_id) par_ord_num,
            SUM(after_prefer_amount_1) sale_amount,
            SUM(before_prefer_amount) before_amount,
            SUM(sale_qtty) sale_qtty
        FROM
            (
                SELECT
                    period,
                    COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                    a.item_sku_id,
                    a.sale_ord_id,
                    a.parent_sale_ord_id,
                    after_prefer_amount_1,
                    before_prefer_amount,
                    sale_qtty
                FROM
                    (
                        SELECT
                            year(dt) period,
                            item_sku_id,
                            lower(trim(user_log_acct)) user_log_acct,
                            sale_ord_id,
                            parent_sale_ord_id,
                            after_prefer_amount_1,
                            before_prefer_amount,
                            sale_qtty
                        FROM
                            app.ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b
                        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 biz_flag_collect['int_pur_ord_flag'] <> 1 ----
AND NOT -----
(
    (
        SUBSTR(sale_ord_tm, 1, 7) = '2019-09'
        AND item_sku_id IN('48464949580',
'30870620253', '57774409900', '55706494208', '26818119384', '54667186647', '53136309235')
        AND after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1, 7) = '2019-10'
        AND item_sku_id IN('59256483010',
'59923134353', '59808372547', '25567537480', '17638139051', '53566357856', '60079540391', '31263465720',
'59764684496', '31462151012', '55706494208', '26818119384')
        AND after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1, 7) = '2019-11'
        AND item_sku_id IN('59808372547',
'31263465720', '57831018938', '60079540391', '17638139051', '25567537480', '53566357856', '31462151012',
'61131141710', '55706494208', '59706386696', '59256483010', '59923134353')
        AND after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1, 7) = '2019-12'
        AND item_sku_id IN('31462151012',
'25567537480', '17638139051', '61131141710', '60079540391', '59923134353', '59706386696', '59256483010',
'59808372547', '63286732760', '31253816513', '64070058868')
        AND after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1, 7) = '2020-01'
        AND item_sku_id IN('65022686872',
'64996853576', '64480689843', '65239218998', '22779898023', '65097923242', '65184261843', '59706386696',
'65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '65390940638', '63286732760',
'25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301', '31253816513',
'59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868', '65237389447',
'65389757945', '19890090318',
'65414863984', '64524169693')
        AND after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1, 7) = '2020-02'
        AND item_sku_id IN('64480689843',
'65239218998', '64998713624', '22779898023', '65097923242', '65184261843', '65181662155', '59706386696',
'65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '63286732760', '65390940638',
'25567537480', '31462151012', '65400485921', '31253816513', '65237861210', '63582299301', '31253816513',
'59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868', '65237389447',
'65389757945', '19890090318',
'65414863984', '64524169693',
'65654218318', '65181329060', '65184669035')
        AND after_prefer_amount_1 = 0
    )
    OR
    (
        SUBSTR(sale_ord_tm, 1, 7) = '2020-03'
        AND sale_ord_tm >= '2020-03-17'
        AND item_sku_id IN('66269141140',
'15927724967', '66105918256', '62771580667', '66105251687', '66268657319', '66102311556', '66598010366',
'66609180202', '57680664816', '66598410030', '66609165002', '66105327888', '65005418820', '66105424016',
'66362379923', '62993053466')
        AND user_payable_pay_amount <= 0.01
    )
)
OR

```

```

(
    SUBSTR(sale_ord_tm, 1, 7) = '2020-03'
    AND sale_ord_tm < '2020-03-17'
    AND item_sku_id IN('65885203603',
'64998713624', '65414863984', '59256483010', '65402777116', '65181662155', '60085547354', '65390940638',
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'65576613217')
    AND after_prefer_amount_1 = 0
)
OR
(
    SUBSTR(sale_ord_tm, 1, 7) >= '2020-04'
    AND item_sku_id IN('100008320133',
'66338893949', '100008320101', '100014840590', '100008285335', '100014840538', '100014805262', '100008715519',
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'10034294566326', '10036096528383', '72326756413'
, '10037792292411')
AND user_payable_pay_amount <= 0.01
)
)
)
a
LEFT JOIN
(
SELECT
lower(trim(user_pin)) pin,
lower(trim(unify_user_pin)) user_log_acct,
is_unify_pin_valid
FROM
app.app_unify_user_validity_da
WHERE
dt = sysdate( - 2)
GROUP BY
lower(trim(user_pin)),
lower(trim(unify_user_pin)),
is_unify_pin_valid
) ----pin
d
ON
a.user_log_acct = d.pin
GROUP BY
period,
COALESCE(d.user_log_acct, a.user_log_acct),
a.item_sku_id,
a.sale_ord_id,
a.parent_sale_ord_id,
after_prefer_amount_1,
before_prefer_amount,
sale_qty
)
a
JOIN
(
SELECT
bu_id,
bu_name,

```

```

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 bu_id = 1727
    AND brand_code NOT IN('140289') ----
)
b
ON
    a.item_sku_id = b.item_sku_id
LEFT JOIN
    (
        SELECT
            item_sku_id, -----BC
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
        FROM
            app.app_adm_d04_trade_ord_bc_classify_di_dsc_mid
        WHERE
            (
                dt BETWEEN date_sub(${hiveconf:jn_begin}, 90) AND ${hiveconf:
jn_end} --
                -- OR dt BETWEEN date_sub(${hiveconf:qn_begin}, 90) AND
${hiveconf:qn_end} --
            )
            AND valid_flag = '1'
            AND first_biz = 'TOC_'
        GROUP BY
            item_sku_id,
            sale_ord_id,
            first_biz,
            scnd_biz,
            third_biz
    )
c
ON
    a.sale_ord_id = c.sale_ord_id
    AND a.item_sku_id = c.item_sku_id
GROUP BY
    period,
    user_log_acct,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1,
    dept_name_3 grouping sets((period, user_log_acct, bu_id, bu_name),(period,
user_log_acct, bu_id, bu_name, dept_id_1, dept_name_1))
)
m
LEFT JOIN
    (
        SELECT
            lower(trim(unif_user_log_acct)) user_log_acct,
            spite_user_flag
        FROM
            app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
        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
LEFT JOIN
    (
        SELECT
            user_log_acct,
            dc_group_type
        FROM
            app.v_label_10k_mart_cmo_21820
        WHERE
            dt = sysdate( - 2)
        GROUP BY
            user_log_acct,
            dc_group_type
    )
    b
ON
    m.user_log_acct = b.user_log_acct
WHERE
    c.user_log_acct IS NULL
GROUP BY
    m.period,
    dc_group_type,
    m.bu_id,
    m.bu_name,
    m.dept_id_1,
    m.dept_name_1

```

10、用户画像

1) 插入中间表

```

SET jn_begin = '2021-01-01';
SET jn_end = '2021-12-31';
SET qn_begin = '2020-01-01';
SET qn_end = '2020-12-31';
SET spark.sql.hive.mergeFiles = true;
SET spark.sql.viewPermission.enabled = true;
SET spark.sql.parser.quotedRegexColumnNames = false;
INSERT
INTO
    TABLE dev_dkx.wgh_userface_20220119 --
SELECT
    period,
    m.user_log_acct,
    cpp_base_age,
    cpp_base_education,
    cpp_base_profession,
    cpp_base_profession1,
    cpp_base_regcity,
    cpp_addr_province,
    csf_sale_paytype,
    csf_saletm_last_ord_tm,
    cgp_action_active_type,
    cvl_rfm_all_group,
    cvl_glob_loyalty,
    cfv_sens_promotion,
    cfv_sens_comment,
    cfv_cate_catel,
    cfv_cate_ordcate3,
    cfv_cate_viewcate3,
    cfv_brand_favor,
    dim_jxkh_level,
    cpp_base_sex,
    cpp_base_age1,
    cpp_base_marriage,

```



```

cgp_cust_purchpower,
bu_id,
dept_id_1
FROM
(
    SELECT
        period,
        --MIN(a.sale_ord_dt) sale_ord_dt,
        user_log_acct,
        bu_id,
        bu_name,
        COALESCE(dept_id_1, bu_id) dept_id_1,
        COALESCE(dept_name_1, bu_name) dept_name_1
    FROM
        (
            SELECT
                period,
                COALESCE(d.user_log_acct, a.user_log_acct) user_log_acct,
                a.item_sku_id,
                a.sale_ord_id,
                a.parent_sale_ord_id,
                after_prefer_amount_1,
                before_prefer_amount,
                sale_qtty
            FROM
                (
                    SELECT
                        YEAR(dt) period,
                        item_sku_id,
                        lower(trim(user_log_acct)) user_log_acct,
                        sale_ord_id,
                        parent_sale_ord_id,
                        after_prefer_amount_1,
                        before_prefer_amount,
                        sale_qtty
                    FROM
                        app.ods_adm_d04_trade_ord_det_sku_snapshot_dsc_b
                    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 biz_flag_collect['int_pur_ord_flag'] <> 1 ----
                        AND NOT -----
                        (
                            (
                                SUBSTR(sale_ord_tm, 1, 7) = '2019-09'
                                AND item_sku_id IN('48464949580',
'30870620253', '57774409900', '55706494208', '26818119384', '54667186647', '53136309235')
                                AND after_prefer_amount_1 = 0
                            )
                            OR
                            (
                                SUBSTR(sale_ord_tm, 1, 7) = '2019-10'
                                AND item_sku_id IN('59256483010',
'59923134353', '59808372547', '25567537480', '17638139051', '53566357856', '60079540391', '31263465720',
'59764684496', '31462151012', '55706494208', '26818119384')
                                AND after_prefer_amount_1 = 0
                            )
                            OR
                            (
                                SUBSTR(sale_ord_tm, 1, 7) = '2019-11'
                                AND item_sku_id IN('59808372547',
'31263465720', '57831018938', '60079540391', '17638139051', '25567537480', '53566357856', '31462151012',
'61131141710', '55706494208', '59706386696', '59256483010', '59923134353')
                                AND after_prefer_amount_1 = 0
                            )
                        )
                )
            )
        )

```

```

(
    SUBSTR(sale_ord_tm, 1, 7) = '2019-12'
    AND item_sku_id IN('31462151012',
'25567537480', '17638139051', '61131141710', '60079540391', '59923134353', '59706386696', '59256483010',
'59808372547', '63286732760', '31253816513', '64070058868')

    AND after_prefer_amount_1 = 0
)
OR
(
    SUBSTR(sale_ord_tm, 1, 7) = '2020-01'
    AND item_sku_id IN('65022686872',
'64996853576', '64480689843', '65239218998', '22779898023', '65097923242', '65184261843', '59706386696',
'65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '65390940638', '63286732760',
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'59923134353', '65371773259', '59808372547', '65237861210', '65413081358', '64070058868', '65237389447',
'65389757945', '19890090318',

'65414863984', '64524169693')
    AND after_prefer_amount_1 = 0
)
OR
(
    SUBSTR(sale_ord_tm, 1, 7) = '2020-02'
    AND item_sku_id IN('64480689843',
'65239218998', '64998713624', '22779898023', '65097923242', '65184261843', '65181662155', '59706386696',
'65402777116', '59256483010', '17638139051', '56737544720', '60085547354', '63286732760', '65390940638',
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'65414863984', '64524169693',
'65654218318', '65181329060', '65184669035')
    AND after_prefer_amount_1 = 0
)
OR
(
    SUBSTR(sale_ord_tm, 1, 7) = '2020-03'
    AND sale_ord_tm >= '2020-03-17'
    AND item_sku_id IN('66269141140',
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'66609180202', '57680664816', '66598410030', '66609165002', '66105327888', '65005418820', '66105424016',
'66362379923', '62993053466')

    AND user_payable_pay_amount <= 0.01
)
OR
(
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    AND sale_ord_tm < '2020-03-17'
    AND item_sku_id IN('65885203603',
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'65576613217')

    AND after_prefer_amount_1 = 0
)
OR
(
    SUBSTR(sale_ord_tm, 1, 7) >= '2020-04'
    AND item_sku_id IN('100008320133',
'66338893949', '100008320101', '100014840590', '100008285335', '100014840538', '100014805262', '100008715519',
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, '10037792292411')
AND user_payable_pay_amount <= 0.01
)
)
)
a
LEFT JOIN
(
SELECT
lower(trim(user_pin)) pin,
lower(trim(unify_user_pin)) user_log_acct,
is_unify_pin_valid
FROM
app.app_unify_user_validity_da
WHERE
dt = sysdate( - 2)
GROUP BY
lower(trim(user_pin)),
lower(trim(unify_user_pin)),
is_unify_pin_valid
) ----pin
d
ON
a.user_log_acct = d.pin
GROUP BY
period,
COALESCE(d.user_log_acct, a.user_log_acct),
a.item_sku_id,
a.sale_ord_id,
a.parent_sale_ord_id,
after_prefer_amount_1,
before_prefer_amount,
sale_qtty
)
a
JOIN
(
SELECT
bu_id,
bu_name,
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 bu_id = 1727
AND brand_code NOT IN('140289') ----
)
b
ON
a.item_sku_id = b.item_sku_id
JOIN
(
SELECT
item_sku_id, -----BC
sale_ord_id,
first_biz,
scnd_biz,
third_biz
FROM
app.app_adm_d04_trade_ord_bc_classify_di_dsc_mid
WHERE

```

```

(
    dt BETWEEN date_sub(${hiveconf:jn_begin}, 90) AND ${hiveconf:
jn_end} --
    OR dt BETWEEN date_sub(${hiveconf:qn_begin}, 90) AND ${hiveconf:
qn_end} --
)
    AND valid_flag = '1'
    AND first_biz = 'TOC_'
GROUP BY
    item_sku_id,
    sale_ord_id,
    first_biz,
    scnd_biz,
    third_biz
)
c
ON
    a.sale_ord_id = c.sale_ord_id
    AND a.item_sku_id = c.item_sku_id
GROUP BY
    period,
    user_log_acct,
    bu_id,
    bu_name,
    dept_id_1,
    dept_name_1
)
m
LEFT JOIN
(
    SELECT
        lower(trim(unif_user_log_acct)) user_log_acct,
        spite_user_flag
    FROM
        app.app_adm_s01_user_new_or_old_flag_detail_dsc_mid
    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
LEFT JOIN
(
    SELECT
        user_log_acct AS aa,
        cpp_base_age,
        cpp_base_education,
        cpp_base_profession,
        cpp_base_profession1,
        cpp_base_regcity,
        cpp_addr_province,
        csf_sale_paytype,
        csf_saletm_last_ord_tm,
        cgp_action_active_type,
        cvl_rfm_all_group,
        cvl_glob_loyalty,
        cfv_sens_promotion,
        cfv_sens_comment,
        cfv_cate_catel,
        cfv_cate_ordcate3,
        cfv_cate_viewcate3,
        cfv_brand_favor,
        cpp_base_sex,
        cpp_base_age1,
        cpp_base_marriage,
        cgp_cust_purchpower,

```

```

                cpp_addr_city
            FROM
                adm.adm_l01_nonpolar_view_da_ori
            WHERE
                dt = sysdate( - 2)
        )
    d
ON
    d.aa = m.user_log_acct
LEFT JOIN
    (
        SELECT
            dim_city_name,
            dim_jxkh_level
        FROM
            dim.dim_d99_cw_county_level_jxkh
        WHERE
            dim_data_type_cd = 2
        GROUP BY
            dim_city_name,
            dim_jxkh_level
    )
    e
ON
    d.cpp_addr_city = e.dim_city_name
WHERE
    c.user_log_acct IS NULL

```

2) 从中间表取数

```

SELECT
    'cpp_base_sex' c1,
    period,
    cpp_base_sex type,
    bu_id,
    dept_id_1,
    COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'cpp_base_sex',
    period,
    cpp_base_sex,
    bu_id,
    dept_id_1 grouping sets(('cpp_base_sex', period, cpp_base_sex, bu_id, dept_id_1),('cpp_base_sex',
period, cpp_base_sex, bu_id))

UNION ALL

SELECT
    'dim_jxkh_level' c1,
    period,
    dim_jxkh_level type,
    bu_id,
    dept_id_1,
    COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'dim_jxkh_level',
    period,
    dim_jxkh_level,
    bu_id,
    dept_id_1 grouping sets(('dim_jxkh_level', period, dim_jxkh_level, bu_id, dept_id_1),('dim_jxkh_level',
period, dim_jxkh_level, bu_id))

UNION ALL

SELECT

```

```

        'cpp_base_agel' c1,
        period,
        cpp_base_agel type,
        bu_id,
        dept_id_1,
        COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'cpp_base_agel',
    period,
    cpp_base_agel,
    bu_id,
    dept_id_1 grouping sets(('cpp_base_agel', period, cpp_base_agel, bu_id, dept_id_1),('cpp_base_agel',
period, cpp_base_agel, bu_id))

UNION ALL

SELECT
    'cpp_base_marriage' c1,
    period,
    cpp_base_marriage type,
    bu_id,
    dept_id_1,
    COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'cpp_base_marriage',
    period,
    cpp_base_marriage,
    bu_id,
    dept_id_1 grouping sets(('cpp_base_marriage', period, cpp_base_marriage, bu_id, dept_id_1),
('cpp_base_marriage', period, cpp_base_marriage, bu_id))

UNION ALL

SELECT
    'cgp_cust_purchpower' c1,
    period,
    cgp_cust_purchpower type,
    bu_id,
    dept_id_1,
    COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'cgp_cust_purchpower',
    period,
    cgp_cust_purchpower,
    bu_id,
    dept_id_1 grouping sets(('cgp_cust_purchpower', period, cgp_cust_purchpower, bu_id, dept_id_1),
('cgp_cust_purchpower', period, cgp_cust_purchpower, bu_id))

UNION ALL

SELECT
    'cpp_base_education' c1,
    period,
    cpp_base_education type,
    bu_id,
    dept_id_1,
    COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'cpp_base_education',
    period,
    cpp_base_education,
    bu_id,
    dept_id_1 grouping sets(('cpp_base_education', period, cpp_base_education, bu_id, dept_id_1),

```

```

('cpp_base_education', period, cpp_base_education, bu_id))

UNION ALL

SELECT
    'cfv_sens_promotion' c1,
    period,
    cfv_sens_promotion type,
    bu_id,
    dept_id_1,
    COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'cfv_sens_promotion',
    period,
    cfv_sens_promotion,
    bu_id,
    dept_id_1 grouping sets(('cfv_sens_promotion', period, cfv_sens_promotion, bu_id, dept_id_1),
('cfv_sens_promotion', period, cfv_sens_promotion, bu_id))

UNION ALL

SELECT
    'cfv_sens_comment' c1,
    period,
    cfv_sens_comment type,
    bu_id,
    dept_id_1,
    COUNT(DISTINCT user_log_acct) users
FROM
    dev_dkx.wgh_userface_20220119
GROUP BY
    'cfv_sens_comment',
    period,
    cfv_sens_comment,
    bu_id,
    dept_id_1 grouping sets(('cfv_sens_comment', period, cfv_sens_comment, bu_id, dept_id_1),
('cfv_sens_comment', period, cfv_sens_comment, bu_id))

```