

40_Signup Activation Rate Medium - Solution

Source - <https://datalemur.com/questions/signup-confirmation-rate>

Running Notes:

- A senior analyst is interested to know the activation rate of specified users in the `emails` table.
- Write a query to find the activation rate.
- Round the percentage to 2 decimal places.

```
WITH main_CTE AS (SELECT *
FROM emails as e
LEFT JOIN texts as t
ON e.email_id = t.email_id),

second_CTE AS (SELECT
COUNT(CASE
WHEN signup_action='Confirmed' THEN user_id
END) AS confirmed_count,
COUNT(CASE
WHEN signup_action='Not Confirmed' or signup_action IS NULL THEN user_id
END) AS total_count
FROM main_CTE)

SELECT
ROUND(confirmed_count*1.0/total_count*1.0,2) AS confirm_rate
FROM second_CTE
```

but again this has 3 queries, I can club this together

```
SELECT
ROUND(COUNT(CASE
```

```
WHEN t.signup_action='Confirmed' THEN e.user_id  
END)*1.0  
/COUNT(CASE  
WHEN t.signup_action='Not Confirmed' or t.signup_action IS NULL  
END),2) AS confirm_rate  
FROM emails as e  
LEFT JOIN texts as t  
ON e.email_id = t.email_id
```

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