Requirement: Onboarding Conversion

1. Find the calling conversion if onboarding team called at the stage of onboarding\_ lead , these kind of leads should be converted into initiation via signup, apply and incompleteinfo if it is there.
2. If onboarding team called at the stage of onboarding\_signup , these kind of users should be converted into intiation via apply and incompleteinfo if it is there.
3. If onboarding team called at the stage of onboarding\_incompleteinfo , these kinds of users should be converted into intiation.

**1st conversion 2nd conversion 3rd conversion**

Initiate

Incomplete info

Initiate

Apply

Sign Up Stage

Initiate

Incomplete Info

Initiated

Lead- Stage

Initiate

Incomplete info

Sign up

Apply

Problems in Execution:

In call\_logs data there is no application level data means there is no Applicationid , applieddate etc. so we can not identify the which call is called for which applicationid after applied by user, because there could be a multiple loan application for a lead.

Output:

the best possible query output of onboarding conversion but this is not a correct conversion ,in this we are getting wrong conversion and some missing data also.

SQL Query:

select \* from (select DISTINCT(logs.mobile\_number), user\_id,

DATE(CONVERT\_TIMEZONE('Asia/Kolkata', TIMESTAMP 'epoch' + lead\_call/1000 \* INTERVAL '1 second')) as lead\_date,

DATE(CONVERT\_TIMEZONE('Asia/Kolkata', TIMESTAMP 'epoch' + signup\_call/1000 \* INTERVAL '1 second')) as signup\_date,

DATE(CONVERT\_TIMEZONE('Asia/Kolkata', TIMESTAMP 'epoch' + incomp\_call/1000 \* INTERVAL '1 second')) as incomp\_date,

DATE(CONVERT\_TIMEZONE('Asia/Kolkata', TIMESTAMP 'epoch' + totime/1000 \* INTERVAL '1 second')) as initiated\_date,

(case when (lead\_call is not NULL and signup\_call is not null and incomp\_call is not null

and( lead\_date <= signup\_date AND incomp\_date <= initiated\_date and signup\_date <= incomp\_date ) ) then 'lead'

when (lead\_call is not null and signup\_call is null and incomp\_call is not null and( lead\_date <= incomp\_date AND incomp\_date<= initiated\_date ) ) then 'lead'

when (lead\_call is not null and( lead\_date <= initiated\_date ) ) then 'lead'

when (lead\_call is null and signup\_call is not null and incomp\_call is not null

and( signup\_date <= incomp\_date AND incomp\_date <= initiated\_date )) then 'signup'

when (lead\_call is null and signup\_call is not null and incomp\_call is NULL

and ( signup\_date <= initiated\_date )) then 'signup'

when (lead\_call is null and signup\_call is null and incomp\_call is not NULL

and initiated\_date>= incomp\_date ) then 'incompleteinfo' end ) as conversion

from call\_logs logs

left join ( select \* from (select mobile\_number,stage ,created\_at as lead\_Call, ROW\_NUMBER() OVER(PARTITION BY mobile\_number, stage ORDER BY created\_at desc ) AS Rownum

from call\_logs ) where rownum =1 AND stage = 'ONBOARDING\_LEAD') as one on one.mobile\_number = logs.mobile\_number

left join ( select \* from (select mobile\_number,stage, created\_at as signup\_Call, ROW\_NUMBER() OVER(PARTITION BY mobile\_number, stage ORDER BY created\_at desc ) AS Rownum

from call\_logs ) where rownum =1 AND stage = 'ONBOARDING\_SIGNUP') as two on two.mobile\_number = logs.mobile\_number

left join ( select \* from (select mobile\_number,stage, created\_at as incomp\_Call, ROW\_NUMBER() OVER(PARTITION BY mobile\_number, stage ORDER BY created\_at desc ) AS Rownum

from call\_logs ) where rownum =1 AND stage = 'ONBOARDING\_INCOMPLETE\_INFO') as three on three.mobile\_number = logs.mobile\_number

left join (select userid, to\_status as tostatus, max(to\_time) as totime

from loan\_application\_statusupdates-- where from\_status = 'INCOMPLETE\_INFO'

group by 1,2 having to\_status = 'INITIATED') AS las1 on las1.userid= logs.user\_id

where logs.stage in ('ONBOARDING\_LEAD', 'ONBOARDING\_INCOMPLETE\_INFO', 'ONBOARDING\_SIGNUP')

and datepart(month, (CONVERT\_TIMEZONE('Asia/Kolkata', TIMESTAMP 'epoch' + totime/1000 \* INTERVAL '1 second'))) =11

and datepart(year, (CONVERT\_TIMEZONE('Asia/Kolkata', TIMESTAMP 'epoch' + totime/1000 \* INTERVAL '1 second'))) =2022)

order by mobile\_number DESC

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| mobile\_number | user\_id | appid | applied\_date | lead\_date | signup\_date | cincomp\_date | initiated\_date | conversion |
| 6000019858 |  |  |  | 08-12-2022 10:40 |  |  |  |  |
| 6000101644 | 4328342 | 1209336 | 05-12-2022 12:48 |  | 05-12-2022 12:16 |  | 05-12-2022 12:48 | signup |
| 6000492323 | 4326606 | 1208009 | 02-12-2022 16:35 |  |  | 06-12-2022 18:03 | 06-12-2022 18:03 | incompleteinfo |
| 6000718097 |  |  |  | 08-12-2022 17:58 |  |  |  |  |
| 6001065743 | 4321309 | 1205636 | 28-11-2022 13:09 |  |  | 02-12-2022 14:57 | 28-11-2022 18:45 |  |
| 6001572168 |  |  |  |  | 08-12-2022 17:39 |  |  |  |
| 6001647612 | 4329251 |  |  | 07-12-2022 12:33 |  |  |  |  |
| 6001687448 | 3756654 |  |  | 07-12-2022 17:12 |  |  |  |  |
| 6002040248 | 4320450 | 1207685 | 02-12-2022 08:25 |  |  | 07-12-2022 14:20 | 02-12-2022 08:25 |  |
| 6002381196 |  |  |  | 08-12-2022 19:27 |  |  |  |  |
| 6005117290 | 4322711 | 1206241 | 29-11-2022 16:52 |  |  | 08-12-2022 19:04 | 29-11-2022 16:52 |  |
| 6033206316 | 4172613 | 1123456 | 14-09-2022 08:04 |  | 05-12-2022 15:52 |  | 14-09-2022 08:04 |  |
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