

# PayPal

As a Product Analyst on the PayPal One Touch team, you are investigating mobile checkout conversion rates for the One Touch login feature....

Question 1: For our analysis of the PayPal One Touch feature, what is the total number of mobile transactions that used One Touch during July 2024? You might notice that the login\_method doesn't have consistent capitalization, so make sure to account for this in your query!

```
SELECT COUNT(*) AS total_one_touch_txns
FROM fct_mobile_transactions
WHERE transaction_date BETWEEN DATE '2024-07-01' AND DATE '2024-07-31'
AND UPPER(login_method) = 'ONE TOUCH';
```



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Question 2: To determine user adoption of the One Touch feature, how many distinct users had successful mobile transactions using One Touch during July 2024? Rename the column for user counts to 'Unique\_Users'. This information will support our investigation of transaction engagement.

```
SELECT COUNT(DISTINCT user_id) AS Unique_Users
FROM fct_mobile_transactions
WHERE transaction_date BETWEEN DATE '2024-07-01' AND DATE '2024-07-31'
AND UPPER(login_method) = 'ONE TOUCH'
AND transaction_status = 'Success'
```





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Question 3: We want to understand the adoption of One Touch vs. Standard features. How many of successful transactions were there in July 2024 respectively for One Touch and Standard?

Recall that the data in login\_method has inconsistent capitalization, so we want to handle for this!

```
SELECT
  UPPER(login_method) AS login_method_upper,
  COUNT(*) AS success_txn_count
FROM fct_mobile_transactions
WHERE transaction_date BETWEEN DATE '2024-07-01' AND DATE '2024-07-31'
  AND transaction_status = 'Success'
GROUP BY UPPER(login_method)
ORDER BY success_txn_count DESC;
```

