

## ARPU

/\* Customers ARPU spending > R1000 in the last 6 months \*/

-- JHBBI-DW DW

with ARPU

as

(

select iCold

    ,ARPU = sum(mCtAmount) / 6

from fac.ContractInvoice

where dCtTuDate >= dateadd(mm, -6, (select max(dCtTuDate) from fac.ContractInvoice))

group by iCold

)

select \*

from ARPU a

join fac.ContractDetail cd

on cd.iCold = a.iCold

join fac.CustomerProfiling cp

on cd.iCold = cp.iCold

where a.ARPUSpent >= 1000 and cd.sStatus in ('a','s') and cp.sSegments = 'Consumer'

## 6 Months Back

Eerstens, om die begin van die huidige maand te kry:

```
select dateadd(mm, datediff(mm, 0, getdate()), 0)
```

Wat die kode hierbo doen is dit kry die verskil in maande vanaf 0 tot vandag se datum. Daarna add dit daardie hoeveelheid maande weer terug by 0. Dit gee die eerste dag van die huidige maand. As jy 0 ingee gebruik SQL se interne default begin datum om die berekening te doen. Jy kan iets soos '1900-01-01' ook gebruik, maar hierdie is veiliger in meeste gevalle.

Tweedens gaan ons 6 maande aftrek:

```
select dateadd(mm, datediff(mm, 0, getdate())-6, 0)
```

Dit gee hierdie maand dan nou 2014-03-01 en volgende maand sal dit 2014-04-01 gee en so aan. In plaas daarvan om die hoeveelheid maande net so by 0 te tel trek ons eers 6 af.

Laastens convert ons dit dan na 'n datum formaat wat pas by die een in die table en gooi als behalwe die eerste 6 karakters weg:

```
select convert(varchar(6), dateadd(mm, datediff(mm, 0, getdate())-6, 0), 112)
```

Dit bring die 201403 terug wat jy soek. Dan verander ons die vaste "201402" van jou query met die expression hierbo:

```
SELECT  
    [COID]  
    ,[Period]
```

```
,[ARPU]
,[CTAmount]
,[Retention]
,[ServicedAutopage]
,[ServicedPartner]
,RET_CHL1 = Ret.sCustomerLevel1
,RET_CHL2 = Ret.sCustomerLevel2
,RET_DEALER = Ret.sDealerName
,RET_DEALERC = Ret.sDealercode
,ACQ_CHL1 = Acq.sCustomerLevel1
,ACQ_CHL2 = Acq.sCustomerLevel2
,ACQ_DEALER = Acq.sDealerName
,ACQ_DEALERC = Acq.sDealercode
FROM [Comms].[ContractElements]
```

```
LEFT JOIN DW.dim.PartnerListNew as Acq ON Acq.iDealerID =
Comms.ContractElements.DealerID
```

```
LEFT JOIN DW.dim.PartnerListNew as Ret ON Ret.iDealerID =
Comms.ContractElements.RETDealerID
```

```
WHERE ([Comms].[ContractElements].[Period] > convert(varchar(6), dateadd(mm,
datediff(mm, 0, getdate())-6, 0), 112) ) and (Retention = 1)
```

## Customer Age from ID Number

```
/* Connect to JHBVBISTAGE BSCSPRODUPDATE */  
/* ALL Invalid ID Numbers are excluded */
```

```
-- DROP TABLE #TEMP
```

```
SELECT
```

```
        co_id  
        , ch_status  
        , subm_id  
        , dn_num  
        , co_activated  
    , cslnvname  
        , ID_NUMBER = CA.PASSPORTNO  
        , Tariff_Model  
        , DW.dealer_id  
        , Dealer_code  
        , DW.czip  
        , sCustomerAccount  
        , sSegments  
        , sLoyaltySegment  
        , sSegmentClass  
        , sBusinessSegment  
        , mAverageInvoiceAmount  
    , iNrOfLines  
        , PAYMNTRESP  
        , CCLANGUAGE  
    , E_mail_add  
        , TOTAL_CONTRACTS  
    , TopCustCode  
        , DoNotSpam  
  
        , BIRTHDAY = CASE WHEN (ISDATE('19' + LEFT(CA.PASSPORTNO,2) + '-' +  
SUBSTRING(CA.PASSPORTNO,3,2) + '-' + SUBSTRING(CA.PASSPORTNO,5,2)) = 1)  
        THEN '19' + LEFT(CA.PASSPORTNO,2) + '-' + SUBSTRING(CA.PASSPORTNO,3,2) +  
        '-' + SUBSTRING(CA.PASSPORTNO,5,2)  
        ELSE NULL END  
        ,AGE = CASE WHEN (ISDATE('19' + LEFT(CA.PASSPORTNO,2) + '-' +  
SUBSTRING(CA.PASSPORTNO,3,2) + '-' + SUBSTRING(CA.PASSPORTNO,5,2)) = 1)  
        THEN (DATEDIFF(MM,'19' + LEFT(CA.PASSPORTNO,2) + '-' +  
SUBSTRING(CA.PASSPORTNO,3,2) + '-' +  
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12  
        ELSE NULL END  
  
        ,SEGMENT = CASE WHEN (ISDATE('19' + LEFT(CA.PASSPORTNO,2) + '-' +  
SUBSTRING(CA.PASSPORTNO,3,2) + '-' + SUBSTRING(CA.PASSPORTNO,5,2)) = 1)  
        THEN CASE  
                WHEN ((DATEDIFF(MM,'19' + LEFT(CA.PASSPORTNO,2) + '-' +  
                + SUBSTRING(CA.PASSPORTNO,3,2) + '-' +  
                SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) < 25 THEN  
                'Youthster'
```

```

        WHEN ((DATEDIFF(MM,'19' + LEFT(CA.PASSPORTNO,2)
+ '-' + SUBSTRING(CA.PASSPORTNO,3,2) + '-' +
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) < 35
        THEN 'Future Forward'
            WHEN ((DATEDIFF(MM,'19' +
LEFT(CA.PASSPORTNO,2) + '-' +
SUBSTRING(CA.PASSPORTNO,3,2) + '-' +
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) <
45 THEN 'Affluent'
            WHEN ((DATEDIFF(MM,'19' +
LEFT(CA.PASSPORTNO,2) + '-' +
SUBSTRING(CA.PASSPORTNO,3,2) + '-' +
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) <
56 THEN 'Stylin Boomer'
        ELSE 'Golder Ager' END
    ELSE NULL END

INTO #TEMP

FROM BSCSPRODUPDATE.SYSADM.DW_CONTRACT_ALL DW with(nolock)

    left
join BSCSPRODUPDATE.SYSADM.DW_CUSTOMER_ALL CA with(nolock)
on CA.CUSTCODE = DW.CUSTCODE

    join [jhbbsi-dw].dw.fac.CustomerProfiling CP
on cp.sCustomerAccount = case when DW.CUSTCODE like '1.%' then DW.CUSTCODE
    else left(DW.CUSTCODE, left(DW.CUSTCODE, 1)+2)
    end

WHERE (ISNUMERIC(CA.PASSPORTNO) = 1 )
    and (ISDATE('19' + LEFT(CA.PASSPORTNO,2) + '-' + SUBSTRING(CA.PASSPORTNO,3,2) + '-'
+ SUBSTRING(CA.PASSPORTNO,5,2)) = 1)
    and (len(CA.PASSPORTNO) = 13)
    and (SUBSTRING(CA.PASSPORTNO,2,1) != '.')
    and (SUBSTRING(CA.PASSPORTNO,2,2) != '00')
    and (SUBSTRING(CA.PASSPORTNO,13,1) is not NULL)
    and (MaxCOID = 1)
    and ch_status in ('a','s')
--    and sSegments = 'Consumer'

-- Count the number of Segments 01

SELECT    SEGMENT
        , TOTAL = COUNT(SEGMENT)

FROM #TEMP

WHERE (ch_status = 'a')

GROUP BY SEGMENT

```

-- Count the number of Segments 02

```
SELECT      SEGMENT
            , Tariff_Model
            , sCustomerAccount
              , sSegments
              , sLoyaltySegment
              , sSegmentClass
              , sBusinessSegment
              , mAverageInvoiceAmount
            , iNrOfLines
            , TOTAL = COUNT(SEGMENT)
```

FROM #TEMP

WHERE ch\_status = 'a'

```
GROUP BY    SEGMENT
            , Tariff_Model
            , sCustomerAccount
              , sSegments
              , sLoyaltySegment
              , sSegmentClass
              , sBusinessSegment
              , mAverageInvoiceAmount
            , iNrOfLines
```

```
SELECT iNrOfLines, SUM(iNrOfLines)
FROM #TEMP
GROUP BY iNrOfLines
ORDER BY iNrOfLines
```

-----

-- DROP TABLE #TEMP

```
SELECT
            co_id
            , ch_status
            , subm_id
            , dn_num
            , co_activated
            , csIvIname
            , ID_NUMBER = CA.PASSPORTNO
            , Tariff_Model
            , DW.dealer_id
            , Dealer_code
            , DW.cczip
            , sCustomerAccount
```

```

, sSegments
, sLoyaltySegment
, sSegmentClass
, sBusinessSegment
, mAverageInvoiceAmount
, iNrOfLines
, PAYMNTRESP
, CCLANGUAGE
, E_mail_add
, TOTAL_CONTRACTS
, TopCustCode
, DoNotSpam

, BIRTHDAY = '19' + LEFT(CA.PASSPORTNO,2) + '-' +
SUBSTRING(CA.PASSPORTNO,3,2) + '-' + SUBSTRING(CA.PASSPORTNO,5,2)
, AGE = (DATEDIFF(MM,'19' + LEFT(CA.PASSPORTNO,2) + '-' +
SUBSTRING(CA.PASSPORTNO,3,2) + '-' + SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12
, SEGMENT = CASE
    WHEN ((DATEDIFF(MM,'19' + LEFT(CA.PASSPORTNO,2) + '-' +
+ SUBSTRING(CA.PASSPORTNO,3,2) + '-' +
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) < 25 THEN
'Youthster'
    WHEN ((DATEDIFF(MM,'19' + LEFT(CA.PASSPORTNO,2)
+ '-' + SUBSTRING(CA.PASSPORTNO,3,2) + '-' +
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) < 35
THEN 'Future Forward'
    WHEN ((DATEDIFF(MM,'19' +
LEFT(CA.PASSPORTNO,2) + '-' +
SUBSTRING(CA.PASSPORTNO,3,2) + '-' +
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) <
45 THEN 'Affluent'
    WHEN ((DATEDIFF(MM,'19' +
LEFT(CA.PASSPORTNO,2) + '-' +
SUBSTRING(CA.PASSPORTNO,3,2) + '-' +
SUBSTRING(CA.PASSPORTNO,5,2),getdate()))/12) <
56 THEN 'Stylin Boomer'
ELSE 'Golder Ager' END

```

INTO #TEMP

FROM BSCSPRODUPDATE.SYSADM.DW\_CONTRACT\_ALL DW with(nolock)

```

left
join BSCSPRODUPDATE.SYSADM.DW_CUSTOMER_ALL CA with(nolock)
on CA.CUSTCODE = DW.CUSTCODE

join [jhbbsi-dw].dw.fac.CustomerProfiling CP
on cp.sCustomerAccount = case when DW.CUSTCODE like '1.%' then DW.CUSTCODE
else left(DW.CUSTCODE, left(DW.CUSTCODE, 1)+2)
end

```

```

WHERE  (ISNUMERIC(CA.PASSPORTNO) = 1 )
        and (ISDATE('19' + LEFT(CA.PASSPORTNO,2) + '-' + SUBSTRING(CA.PASSPORTNO,3,2) + '-'
        + SUBSTRING(CA.PASSPORTNO,5,2)) = 1)
        and (len(CA.PASSPORTNO) = 13)
        and (SUBSTRING(CA.PASSPORTNO,2,1) != '.')
and (SUBSTRING(CA.PASSPORTNO,2,2) != '00')
        and (SUBSTRING(CA.PASSPORTNO,13,1) is not NULL)
        and (MaxCOID = 1)
        and ch_status in ('a','s')
--      and sSegments = 'Consumer'

```

-- Count the number of Segments 01

```

SELECT      SEGMENT
            , TOTAL = COUNT(SEGMENT)

```

FROM #TEMP

WHERE (ch\_status = 'a')

GROUP BY SEGMENT

-- Count the number of Segments 02

```

SELECT      SEGMENT
            , Tariff_Model
            , sCustomerAccount
            , sSegments
            , sLoyaltySegment
            , sSegmentClass
            , sBusinessSegment
            , mAverageInvoiceAmount
            , iNrOfLines
            , TOTAL = COUNT(SEGMENT)

```

FROM #TEMP

WHERE ch\_status = 'a'

```

GROUP BY      SEGMENT
            , Tariff_Model
            , sCustomerAccount
            , sSegments
            , sLoyaltySegment
            , sSegmentClass
            , sBusinessSegment
            , mAverageInvoiceAmount
            , iNrOfLines

```

```

SELECT iNrOfLines, SUM(iNrOfLines)

```



```
FROM #TEMP  
GROUP BY iNrOfLines  
ORDER BY iNrOfLines
```

## Age by Segments

/\* added age segment and all columns from fac.CustomerProfile to Campaign Table \*/

```
select *,SEGMENT      = CASE
                        WHEN ((DATEDIFF(MM,'19' + LEFT([IDNumber],2) + '-' +
SUBSTRING([IDNumber],3,2) + '-' + SUBSTRING([IDNumber],5,2),getdate()))/12) <
25 THEN 'Youthster'
                        WHEN ((DATEDIFF(MM,'19' + LEFT([IDNumber],2) + '-' +
SUBSTRING([IDNumber],3,2) + '-' +
SUBSTRING([IDNumber],5,2),getdate()))/12) < 35 THEN 'Future Forward'
                        WHEN ((DATEDIFF(MM,'19' + LEFT([IDNumber],2) + '-' +
SUBSTRING([IDNumber],3,2) + '-' +
SUBSTRING([IDNumber],5,2),getdate()))/12) < 45 THEN 'Affluent'
                        WHEN ((DATEDIFF(MM,'19' + LEFT([IDNumber],2) + '-' +
SUBSTRING([IDNumber],3,2) + '-' +
SUBSTRING([IDNumber],5,2),getdate()))/12) < 56 THEN 'Stylin Boomer'
                        ELSE 'Golder Ager' END

from [dbo].[CampaignCustomers] CC

    left join [jhbbi-dw].dw.fac.CustomerProfiling CP
on cp.sCustomerAccount = case when CC.CUSTCODE like '1.%' then CC.CUSTCODE
    else left(CC.CUSTCODE, left(CC.CUSTCODE, 1)+2)
end
```

---

-- DROP TABLE #TEMP

```
SELECT CUSTCODE as [Account No],
       CO_ID as [Contract ID],
       MSISDN,
       FirstName as [Customer Name],
       Surname as [Customer Surname],
       IDNumber as [ID Number],
       Street,
       StreetNumber as [Street Number],
       Place,
       Suburb,
       City,
       AreaCode,
       PostalCode,
       DoNotSpam as [Opt Out],
       Network,
       Tariff,
       TariffType as [Tariff Type],
       TariffTier as [Tariff Tier],
       ActivationDate as [Activation Date],
```

```

LastRetentionDate as [Last Retention Date],
MonthsToExpiry as [Months To Expiry],
OriginatingDealerCode as [Originating Dealer Code],
OriginatingDealerName as [Originating Dealer Name],
OriginatingChannel as [Originating Channel],
ValueSegment as [Value Segment],
LoyaltySegment as [Loyalty Segment],
LastHandsetSold as [Last Handset Sold],
LastHardwareSold as [Last Hardware Sold],
Affordability,

CASE WHEN EmailValid = 1
THEN EmailAddress
ELSE null
END as [Email Address]

INTO #TEMP

FROM [dbo].[CampaignCustomers] CC

WHERE ActivationDate < dateadd(mm,-3,dateadd(mm, datediff(mm, 0, GETDATE()), 0))
AND IDNumber is not null
AND Segment = 'Consumer'
AND TariffType = 'Voice'
AND DoNotSpam = 0
AND NOT EXISTS (SELECT 1 FROM [dbo].[CampaignCustomers] WHERE CUSTOMER_ID =
CC.CUSTOMER_ID AND TariffType = 'Data')
ORDER BY CUSTCODE

SELECT *, SEGMENT = CASE
    WHEN ((DATEDIFF(MM,'19' + LEFT([ID Number],2) + '-' + SUBSTRING([ID
Number],3,2) + '-' + SUBSTRING([ID Number],5,2),getdate()))/12) < 25 THEN
'Youthster'
    WHEN ((DATEDIFF(MM,'19' + LEFT([ID Number],2) + '-' + SUBSTRING([ID
Number],3,2) + '-' + SUBSTRING([ID Number],5,2),getdate()))/12) < 35 THEN
'Future Forward'
    WHEN ((DATEDIFF(MM,'19' + LEFT([ID Number],2) + '-' +
SUBSTRING([ID Number],3,2) + '-' + SUBSTRING([ID
Number],5,2),getdate()))/12) < 45 THEN 'Affluent'
    WHEN ((DATEDIFF(MM,'19' + LEFT([ID Number],2) + '-' +
SUBSTRING([ID Number],3,2) + '-' + SUBSTRING([ID
Number],5,2),getdate()))/12) < 56 THEN 'Stylin Boomer'
    ELSE 'Golder Ager' END

FROM #TEMP

```



```

end

ELSE T.accessfee
END
END

,ServiceStatus      = substring(CS.CS_STAT_CHNG,len(CS.CS_STAT_CHNG),1)
,FirstChangeDate     = convert(datetime, case when
replace(replace(isnull(CS.CS_STAT_CHNG),'|',''),' ','') <> ''
      then left(replace(replace(CS.CS_STAT_CHNG,'|',''),' ',''),6)
      else CS.CS_ENTDATE end,12 )
,LastChangeDate      = convert(datetime, case when
replace(replace(isnull(CS.CS_STAT_CHNG),'|',''),' ','') <> ''
      then left(right(replace(replace(CS.CS_STAT_CHNG,'|',''),' ',''),7),6)
      else CS.CS_ENTDATE end,12 )
,Mandatory           = case when csInd = 'X' then 1 else 0 end
,billcycle
--,ACCGLCODE
into #vasinfo
from BSCSPRODUpdate.dbo.vwContrServicesMaxSeq CS with (nolock)
      join BSCSPRODUPDATE.SYSADM.DW_CONTRACT_ALL DW with(nolock)
            on DW.CO_ID = CS.CO_ID
            and dw.maxcoid = '1'
join BSCSPRODUPDATE.SYSADM.VWMPULKTMB T with (nolock)
      on CS.TMCODE = T.TMCODE
      and CS.SPCODE = T.SPCODE
      and CS.SNCODE = T.SNCODE
left join [JHBB-DW].DW.dim.Tariffs TA with (nolock)
      on CS.TMCODE = TA.iTMCODE
join BSCSPRODUPDATE.SYSADM.MPUSNTAB S with (nolock)
      on s.SNCODE = CS.SNCODE
join BSCSPRODUPDATE.SYSADM.MPUSPTAB P with (nolock)
      on P.SPCODE = CS.SPCODE
join [JHBB-DW].dw.dim.PartnerListNew pl with (nolock)
      on pl.iDealerID = dw.dealer_id
where substring(CS.CS_STAT_CHNG,len(CS.CS_STAT_CHNG),1) <> 'd'
and isnull(T.ACCESSFEE,T.EVENT) > 0
-- and cs.SNCODE not in (1,119,118) -- Subscription & Data
-- and cs.Spcode in (5)           --
-- and ta.iNetworkID = '5' -- ONLY Cell C lines

select SPDescr
      ,TotalSTDCharge = SUM(StandardCharge)
      ,TotalBilledValue = SUM(BilledValue)
from #vasinfo
where SNCODE not in (1,119,118)
group by SPDescr

```