**ARPU**

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

-- JHBBI-DW DW

with ARPU

as

(

select iCoId

      ,ARPU = sum(mCtAmount) / 6

from fac.ContractInvoice

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

group by iCoId

)

select \*

from ARPU a

  join fac.ContractDetail cd

    on cd.iCoId = a.iCoId

  join fac.CustomerProfiling cp

    on cd.iCoId = cp.iCoId

where a.ARPU >= 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

, cslvlname

, 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 = 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 [jhbbi-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

, cslvlname

, 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 [jhbbi-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 EmailIsValid = 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