



code整理

➤ DayDatabase(Related)	
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≡ Short Description	
🕒 Status	In Progress
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➤ TargetTracker(Related)	
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订单表
渗透和品类
用户
营销
账单和还款
积分相关
损益计算相关
流量
监控
脚本&工具表
工具

订单表

▼ sdm

```
select user_pin
,loan_id
,ordr_id
,loan_term
,loan_time
,loan_prin
,refund_time
,refund_prin
,recvbl_stag_fee
,stag_fee
,actl_fee_rate
,cnv_time
from sdm.sdm_f02_cf_xbt_ordr_dtl_s_d
where dt = '2022-06-07'
and (biz_id not in ('8','9','10','11','12','13','16','23','25','26','27','28','29','30','31','32','33','34','35','36','37','38','39','40','41','42','43','44','45','46','47','48','49','50','51','52','53','54','55','56','57','58','59','60','61','62','63','64','65'))
and (substr(loan_time,1,10) between '2022-02-01' and '2022-06-30')
```

▼ idm

```
select user_pin,ordr_id,camp_actv_id,loan_amt,create_time
row_number() over(partition by ordr_id order by create_time ) rownum
from idm.idm_f02_cf_xbt_loan_dtl_s_d
where dt='2022-01-18' --日期分区
and create_time>='2021-12-29'
-- and camp_actv_id = 70609753691021
and (biz_code not in ('8','9','10','11','12','13','16','23','25','26','32','64','65') or biz_code is null)--剔除取现业务
```

渗透和品类

▼ idm jdzf 支付表

```
--逻辑
订单支付一次（时间上） 产生一次pay_id
组合支付算是多次支付 ，至少有一些时间差
券不一定是在收银台获得的，只是解析字段（只有本金券）
解析字段是跟ordr_id 还是pay_id
消费券怎么剔除？

select ordr_id
from dmc_dev.wty_biaobai_user_actv_0919_pay_x
where amt>0
group by ordr_id
having count(distinct pay_tool_lv2)>1 --4条

select *
from dmc_dev.wty_biaobai_user_actv_0919_pay_x
where dt between '2022-06-01' and '2022-06-30'
and (biz_id is null)
and (substr(loan_time,1,10) between '2022-02-01' and '2022-06-30')
and (biz_code not in ('8','9','10','11','12','13','16','23','25','26','32','64','65') or biz_code is null)--剔除取现业务
--指标计算
select week_num,
```

▼ 场景表

```
idm_f02_cf_xbt_loan_scene_type_i_d
```

▼ biz_code

```
--分分卡
select substr(loan_start_time,1,7) as time,
       sum( ord_ramt-refund_amt) as zjy
--sum(case when plan_num>1 and plan_fee_amt>0 then ord_ramt-refund_amt end)/sum(ord_ramt-refund_amt) as ffjy,sum(plan_fee_amt)/sum((c
from idm.idm_f02_cf_xbt_loan_dtl_s_d
where dt=DATE_ADD('{TX_DATE}',0)
and (loan_start_time between '2021-01-01'and '2021-12-31')
and biz_code='22' and sub_biz_code in ('2','3','4')
group by substr(loan_start_time,1,7)

--线上线下的
select
*
,case when biz_id in ('19','34','35') then '线上'
when biz_id in ('43','44','68','69') then '线下'

--站内站外
, (case when biz_id in ('1', '4','6', '39', '67', '46') then '站内'
when biz_id not in ('1', '4','6', '39', '67', '46') then '站内' else null end) fst_lvl --(biz_id not in ('8','9','10','11'
from
sdm.sdm_f02_cf_xbt_ordr_dtl_s_d
where
dt = '2021-12-31' --更改日期
and (substr(loan_time, 1, 10) between '2021-01-01' and '2021-12-31')
and (biz_id not in ('8','9','10','11','12','13','16','23','25','26','32','64','65') or biz_id is null)
```

▼ 超白

```
count(distinct user_pin) peo,
count(distinct ord_rid) as ord_rid,
count(distinct if(pay_tool_lv1='wx',ord_rid,null)) as wx_ords,
count(distinct if(pay_tool_lv1='jdzf',ord_rid,null)) as jdzf_or
count(distinct if(pay_tool_lv1='jdzf' and pay_tool_lv2='kj',orc
count(distinct if(pay_tool_lv1='jdzf' and pay_tool_lv2='bt',orc
sum(pay_succ_amt) as pay_succ_amt,
sum(if(pay_tool_lv1='wx',pay_succ_amt,null)) as wx_amt,
sum(if(pay_tool_lv1='jdzf',pay_succ_amt,null)) as jdzf_amt,
sum(if(pay_tool_lv1='jdzf' and pay_tool_lv2='kj',pay_succ_amt,r
sum(if(pay_tool_lv1='jdzf' and pay_tool_lv2='bt',pay_succ_amt,r
from dmc_dev.wty_pay_ratio_0323_t3_dp

--有一级品类
select user_labl
,actv_chnl_code_lv1
,fst_cate_code
,fst_cate_name
,count(distinct t1.user_pin ) peo
,count(distinct t2.ord_rid) ord_rid
,sum(t2.pay_succ_amt) pay_succ_amt
from dmc_dev.wty_huoke_review_1116_user_final t1
inner join (select
*
from
dmc_oa.dmcoa_cf_plfw_f02_m04_biz_flag_collect_order
when (null end) fst_lvl --(biz_id not in ('8','9','10','11'
dt>='2022-11-05' and pay_tool_lv2='bt'
) t2
on t1.user_pin=t2.user_pin
group by 1,2,3,4
and '2021-12-31')
and '23','25','26','32','64','65') or biz_id is null)
▼ dmcoa
select
substr(dt,1,10) as day,
'整体' as new_relation,
count(distinct ord_rid) as sc_cnt,
sum(pay_succ_amt) as sc_amt,
count(distinct case when pay_tool_lv1='jdzf' and pay_tool_lv2='bt'
then ord_rid end) as bt_cnt,
sum(case when pay_tool_lv1='jdzf' and pay_tool_lv2='bt' then
pay_succ_amt end) as bt_amt
from dmc_oa.dmcoa_cf_plfw_idm_f02_pay_in_tx_dtl_i_d
where dt = '{TX_DATE}'
group by substr(dt,1,10);
```

▼ 品类表

```
select
substr(dt,1,10) as day,
'整体' as new_relation,
count(distinct ord_rid) as sc_cnt,
sum(pay_succ_amt) as sc_amt,
count(distinct case when pay_tool_lv1='jdzf' and pay_tool_lv2='bt'
then ord_rid end) as bt_cnt,
sum(case when pay_tool_lv1='jdzf' and pay_tool_lv2='bt' then
pay_succ_amt end) as bt_amt
from dmc_oa.dmcoa_cf_plfw_idm_f02_pay_in_tx_dtl_i_d
where dt = '{TX_DATE}'
group by substr(dt,1,10);
```

▼ 品类表

▼ 渗透汇总/bt_cnt /无new_relation

```
-- dmc_oa.dmcoa_cf_jdst_plfw_bt_cnt_amt_shentou_i_d--KPI口径
SELECT
day ,
bt_cnt ,
sc_cnt ,
bt_amt ,
sc_amt ,
zy_pop_tag ,
dt
FROM dmc_oa.dmcoa_cf_jdst_plfw_bt_cnt_amt_shentou_i_d--KPI口径
```

▼ KPI 口径 品类 /kpi_bt_amt/new_relation

```
-- dmc_oa.dmcoa_cf_plfw_nc_scene_type_net_amt_pl_divide_i_d --KPI
select day
```

```

, new_relation
, zy_pop_tag
, item_fst_cate_name
, item_sec_cate_name
, item_thd_cate_name
, sum(sc_amt) sc_amt
, sum(kpi_bt_amt) kpi_bt_amt
, sum(sc_cnt) sc_cnt
, sum(bt_cnt) bt_cnt
, sum(bt_mx_cnt) bt_mx_cnt
, sum(bt_zff_cnt) bt_zff_cnt
, sum(bt_1q_cnt) bt_1q_cnt
, sum(bt_3q_mx_cnt) bt_3q_mx_cnt
, sum(bt_6q_mx_cnt) bt_6q_mx_cnt
, sum(bt_12q_mx_cnt) bt_12q_mx_cnt
, sum(bt_24q_mx_cnt) bt_24q_mx_cnt
, sum(bt_mx_amt) bt_mx_amt
, sum(bt_zff_amt) bt_zff_amt
, sum(bt_1q_amt) bt_1q_amt
, sum(bt_3q_mx_amt) bt_3q_mx_amt
, sum(bt_6q_mx_amt) bt_6q_mx_amt
, sum(bt_12q_mx_amt) bt_12q_mx_amt
, sum(bt_24q_mx_amt) bt_24q_mx_amt
, sum(bt_3q_zff_amt) bt_3q_zff_amt
, sum(bt_6q_zff_amt) bt_6q_zff_amt
, sum(bt_12q_zff_amt) bt_12q_zff_amt
, sum(bt_24q_zff_amt) bt_24q_zff_amt
from
dmc_oa.dmcoa_cf_plfw_nc_scene_type_net_amt_pl_divide_i_d --全部KPI
where (dt between '2022-04-01' and '2022-04-30') or (dt between
group by day, new_relation

```

▼ SKU 交易概况/item_fst_cate_name /sku_id

```

--dmc_oa.dmcoa_cf_jdst_plfw_xbt_jdmall_bt_sku_pct_i_d
SELECT
    day ,
    item_fst_cate_name ,
    item_sec_cate_name ,
    item_thd_cate_name ,
    brand_name ,
    sku_id ,
    sku_name ,
    relation ,
    sc_cnt ,
    sc_amt ,
    bt_cnt ,
    bt_amt ,
    new_relation ,
    bt_mx_cnt ,
    bt_mx_amt ,
    zy_pop_tag ,
    --.....
    dt
FROM dmcoa_cf_jdst_plfw_xbt_jdmall_bt_sku_pct_i_d

```

▼ 品牌渗透/品类/fst_cate_code/brand_cn_name/jdzf_amt

```

--dmc_oa.dmcoa_cf_plfw_f02_m04_biz_flag_collect_pl_sum_growth_i_d
SELECT
    day ,
    biz_model_tag_new ,
    fst_cate_code ,
    fst_cate_name ,
    sec_cate_code ,
    sec_cate_name ,
    thd_cate_code ,
    thd_cate_name ,
    brand_code ,
    brand_cn_name ,
    zy_pop_tag ,
    new_relation ,
    sc_amt ,
    jdzf_amt ,

```

```

wx_amt ,
applepay_amt ,
other_amt ,
wx_card_amt ,
wx_cft_amt ,
kj_amt ,
bt_amt ,
bt_1q_amt ,
bt_3qmx_amt ,
bt_6qmx_amt ,
bt_12qmx_amt ,
bt_24qmx_amt ,
bt_3qzff_amt ,
bt_6qzff_amt ,
bt_12qzff_amt ,
bt_24qzff_amt ,
sc_cnt ,
jdzf_cnt ,
wx_cnt ,
applepay_cnt ,
other_cnt ,
wx_card_cnt ,
wx_cft_cnt ,
kj_cnt ,
bt_cnt ,
bt_1q_cnt ,
bt_3qmx_cnt ,
bt_6qmx_cnt ,
bt_12qmx_cnt ,
bt_24qmx_cnt ,
bt_3qzff_cnt ,
bt_6qzff_cnt ,
bt_12qzff_cnt ,
bt_24qzff_cnt ,
dt
FROM dmcoa_cf_plfw_f02_m04_biz_flag_collect_pl_sum_growth_i_d

```

▼ 字段list

```

bt_zff_cnt ,
bt_zff_amt ,
bt_1q_cnt ,
bt_1q_amt ,
bt_3q_mx_cnt ,
bt_3q_mx_amt ,
bt_6q_mx_cnt ,
bt_6q_mx_amt ,
bt_12q_mx_cnt ,
bt_12q_mx_amt ,
bt_24q_mx_cnt ,
bt_24q_mx_amt ,
bt_3q_zff_cnt ,
bt_3q_zff_amt ,
bt_6q_zff_cnt ,
bt_6q_zff_amt ,
bt_12q_zff_cnt ,
bt_12q_zff_amt ,
bt_24q_zff_cnt ,
bt_24q_zff_amt ,

```

▼ 维度表

```

--dmcadd_add_jdst_plfw_lp_relationship_a_d
select c.*,
       case
         when relation_1 in('手机-2C','手机') then '手机'
         when relation_1 ='家电' then'家电'
         when relation_1 ='电脑数码' then'电脑数码'

```

```

        when relation_1 ='时尚' then'时尚'
        when relation_1 ='居家' then'居家'
        when relation_1 ='消费品' then'消费品'
        else '其他' end as new_relation
    from
    (
        select a.*,
        case when (b.relation='电脑数码' and a.fst_cate_code in ('670','652')
        else b.relation end as relation_1
    from
    (
        select * from idm.idm_f02_pay_in_tx_dtl_i_d
        where dt between '2022-06-08' and '2022-07-07'
        and pay_tool_lv1 in('applepay','jdzf','wx','other') --只计算apply
        and pay_tool_lv2<>'sys' --排除扫一扫订单
        and pay_chnl in ('app','h5','pc')
        and bus_lv3='sc'
        and pay_tool_lv1<>'cod'
    ) a
    left join
    (
        select
        item_fst_cate_code,
        item_sec_cate_code,
        item_thd_cate_code,
        relation
        from dmc.add.dmcadd_add_jdst_plfw_lp_relationship_a_d
    )b
    on (a.fst_cate_code=b.item_fst_cate_code and a.sec_cate_code=b.i
    )c;

```

▼ 渗透计算过程

```

-- 营销和支付单走
select
    count(distinct user_pin) peo,
    count(distinct ordr_id) as ordr_id,
    count(distinct if(pay_tool_lv1='wx',ordr_id,null)) as wx_ords,
    count(distinct if(pay_tool_lv1='jdzf',ordr_id,null)) as jdzf_or,
    count(distinct if(pay_tool_lv1='jdzf' and pay_tool_lv2='kj',orc
    count(distinct if(pay_tool_lv1='jdzf' and pay_tool_lv2='bt',orc
    sum(pay_succ_amt) as pay_succ_amt,
    sum(if(pay_tool_lv1='wx',pay_succ_amt,null)) as wx_amt,
    sum(if(pay_tool_lv1='jdzf',pay_succ_amt,null)) as jdzf_amt,
    sum(if(pay_tool_lv1='jdzf' and pay_tool_lv2='kj',pay_succ_amt,r
    sum(if(pay_tool_lv1='jdzf' and pay_tool_lv2='bt',pay_succ_amt,r
    from idm.idm_f02_pay_in_tx_dtl_i_d
    where dt between '2021-05-31' and '2021-12-31'
    and to_date(pay_succ_time) between '2021-05-31' and '2021-12-31'
    and pay_tool_lv1 in('applepay','jdzf','wx','other') --只计算applypay
    and pay_tool_lv2!='sys' --排除扫一扫订单
    and pay_chnl in('app','h5','pc')--主站

----,get_json_object(ordr_xpn, '$.pm_cutOffAmount') amt --订单扩展信息

```

▼ B端

```

-- 只统计普白站内交易，订单口径 (biz_code 卡)
select loan_time
    ,(case when plan_num=1 then '不分期'
    when plan_num>1 and actl_fee_rate>0 then '付费分期'
    when plan_num>1 and actl_fee_rate =0 and t2.order_id is not nul
    when plan_num>1 and actl_fee_rate =0 and t2.order_id is null t
    else null end ) labl
    ,sum(loan_prin-refund_prin) jy
from
(select
    loan_id
    ,ordr_id
    ,substr(loan_time,1,10) loan_time
    ,loan_term plan_num
    ,loan_prin
    ,recvbl_stag_fee
    ,stag_fee

```

```

,actl_fee_rate
,substr(refund_time,1,10) refund_time
,refund_prin
from sdm.sdm_f02_cf_xbt_ordr_dtl_s_d
where dt = '{TX_DATE}'
and ( (substr(loan_time,1,10) between '2021-05-15' and '2021-06-1'
or (substr(loan_time,1,10) between '2022-05-20' and '2022
and (biz_id not in ('8','9','10','11','12','13','16','23','25','26'
or biz_id is null)
and biz_id in ('1','4','6','39','67','46')) --卡站内条件
and cnv_time is null --排除转分期
)t1
left join
(select parent_order_id
from dmc.oa.dmcoa_cf_plfw_jsp_cmp_bt_sett_dtl_s_d
where
dt = '{TX_DATE}'
and coupon_type = '1'
and activity_id <> '0'
and (substr(happen_time, 1, 10) between '2022-05-20' and '2022-06-18'
or substr(happen_time, 1, 10) between '2021-05-20' and '2021-6
and investor_name <> '京东金融'
group by 1) t2
on t1.ordr_id = t2.parent_order_id
group by 1,2

```

用户

▼ 月活

```

use {TMP_DB};
drop table if exists {TMP_DB}.tmp_{TABLE}_user_jy;
create table if not exists {TMP_DB}.tmp_{TABLE}_user_jy as
select
substr(loan_time, 1, 10) as stat_dt
,user_pin
,'订单交易' as jy_type
from
sdm.sdm_f02_cf_xbt_ordr_dtl_s_d
where
dt = '{TX_DATE}'
and (
biz_id not in(
'8',
'9',
'10',
'11',
'12',
'13',
'16',
'23',
'25',
'26',
'32',
'64',
'65'
)
or biz_id is null
)
and (substr(loan_time, 1, 10)='{TX_DATE}')
group by 1,2
;
""",

"sql_02": ""
set hive.exec.parallel = true;
set hive.auto.convert.join = false;
--后分期
use {TMP_DB};
drop table if exists {TMP_DB}.tmp_{TABLE}_user_hfq;

```

营销

▼ 收银台营销

```

--支付补贴 amt 代表补贴金额
select *
from
(select dt
,ordr_id
,user_pin
,pay_succ_time
,pay_succ_amt
,get_json_object(ordr_xpn,'$.pm_cutOffAmount') amt --
,row_number() over(partition by ordr_id,pay_id order b
from idm.idm_f02_pay_in_tx_dtl_i_d
where
pay_tool_lv2 = 'kj' --快捷支付
and pay_chnl in('app','h5','pc')
and bus_lv3='sc'
and (dt between '2022-01-01' and '2022-06-18') or (dt
) t
where rk=1

```

▼ 费用

```

--本金券领取
select
acty_name,
actv_id,
count(distinct award_inst_id) receive_award --领取数量
from
(select
*,
row_number() over(partition by award_inst_id order by
from idm.idm_f05_cmp_pay_award_inst_basic_i_d
where
dt >= '2022-05-01' --卡分区, 加快运行效率, 可以删除
and actv_id in ('9220526200436533945') --更改活动id
) t
where rn=1
group by 1,2

```

```

create table if not exists {TMP_DB}.tmp_{TABLE}_user_hfq as
select
    substr(behav_date, 1, 10) as stat_dt,
    pin as user_pin,
    '后分期' as jy_type
from
    dmc_bc.DMCBC_BC_CF_USER_BEHAV_S_D
where
    dt = '{TX_DATE}'
    and biz_branch = '白条'
    and behav_fir = '后分期'
    and ( substr(behav_date, 1, 10) = '{TX_DATE}' )
group by 1,2
;

```

▼ 账户

```

use dmc_dev;
drop table if exists dmc_dev.wty_zhuxiao_user_0616_0;
create table dmc_dev.wty_zhuxiao_user_0616_0 as
select
    user_pin,
    substr(create_time,1,10) create_time, --白条激活时间
    acct_stat_code, --账户当前状态 : 1 - '正常'; 2 - '注销 (可开通)'; 3 - '冻结'; 4 - '止付'; 5 - '注销 (暂不支持开通)'
    fresh_bt_acct_flag, --尝鲜标记
    actv_src_code, --激活来源代码 : 'STD_NORMAL', 'LOAN_STD', '
    user_flag_src_code, --用户标记来源代码
    crdt_lmt, --额度 crdt_lmt = crdt_lmt_ceil>actv_amt
    actv_amt, --激活额度 小于crdt_lmt = crdt_lmt_ceil tj_crdt_amt
    coalesce(crdt_lmt_ceil,0)+coalesce(tmp_lmt_ceil,0)+coalesce(cq_crdt_lmt,0) as crdt_lmt, --额度上限 数据已校准
    coalesce(aval_crdt_lmt,0)+coalesce(aval_tmp_lmt,0)+coalesce(cq_aval_crdt_lmt,0) as aval, --当前可用额度 数据已校准
    crdt_lmt_ceil, ---固定额度 crdt_lmt = crdt_lmt_ceil>actv_amt
    tmp_lmt_ceil, ---临时额度
    cq_crdt_lmt, ---付费额度 (加油包)
    --zx_crdt_amt, ---专享额度
    --flash_lmt, ---闪充额度
    fresh_upgrade_succ_time, --尝鲜升级时间
    onl_or_ofl_code, --激活线上线下类型
    actv_chnl_code_lv1, --激活渠道
    actv_chnl_code_lv2,
    plan_rate, --分期费率 (手续费率)
    bill_noplan_pan_rate,
    noplan_pan_rate,
    superbt_crdt_card_ind, --超白信用卡标识(0超白)
    bhk_status_code, --分分卡账户状态
    cash_ratio, --取现比例
    cash_lmt_ceil, --取现上限
    cash_rate, --取现费率
    cash_plan_rate
from idm.idm_f02_cf_xbt_acct_s_d
where dt = '2022-06-15'
    and acct_type_code in ('0','1','5','6') --主账户类型, 唯一性
    and user_flag_src_code in (
        'OPEN_NEW_MOBILE',
        'STD_PRECREDIT',
        'LOAN_STD',
        'STD_PRECREDIT_TY',
        'OPEN_NEW_MOBILE_TY',
        'STD_PRECREDIT_YOUZHI',
        'STD_PRECREDIT_CIYOU',
        'STD_PRECREDIT_TIYAN',
        'PRECREDITSTD'
    ) --9个枚举标白
    and actv_chnl_code_lv1 in ('103002082979','SXY','5','6')
    --或 main_acct_ind=0

--渠道
(select t1.*, t2.chnl_online
from dmc_dev.wty_huoke_kpi_user_221010_1 t1
left join dmc_add.dmcadd_add_cf_xbt_jdbt_chnl_and_src_a_d t2
on t1.actv_chnl_code_lv1=t2.chnl_code) t1

```

▼ 交叉/现金贷

▼ 激活、首活 (首单)、唤醒

```

;

--本金券使用 (排退)
select
    actv_id,
    actv_name,
    count(distinct ord_r_id) use_award, --使用数量
    sum(fact_amt) amt, --交易额, 订单口径排退
    sum(amtbl_camp_amt) total_camp_amt, --总优惠金额
    sum(prin_camp_amt) principal_camp_amt, --本金优惠金额
    sum(int_camp_amt) interest_camp_amt --息费优惠金额
from
    (
        select
            *,
            loan_amt - refund_amt fact_amt,
            amtbl_camp_amt*(loan_amt - refund_amt)/loan_amt amtbl_
            prin_camp_amt*(loan_amt - refund_amt)/loan_amt prin_ca
            int_camp_amt*(loan_amt - refund_amt)/loan_amt int_camp
            row_number() over (
                partition by ord_r_id,
                coupon_code
                order by
                use_update_time desc
            ) as rn
        from
            idm.idm_f05_bt_coupon_ord_r_id
        where
            is_use=1
            and actv_id in ('9220526200436533945') --更改券id
            and loan_amt - refund_amt>=0.01
            and dt >= '2022-05-01' --卡分区, 加快运行效率, 可以删除
    ) t
group by 1,2
;

--息费券领取
select
    actv_name,
    actv_id,
    count(distinct award_inst_id) receive_award --领取数量
from
    (select
        *,
        row_number() over(partition by award_inst_id order by
            from idm.idm_f05_cmp_pay_award_inst_basic_i_d
        where
            dt >= '2022-05-01' --卡分区, 加快运行效率, 可以删除
            and actv_id in ('9220526153942324940') --更改活动id
        ) t
    where rn=1
    group by 1,2
    ) t
;

--息费券使用
select
    actv_id,
    actv_name,
    count(distinct ord_r_id) use_award, --使用数量
    sum(fact_amt) amt, --交易额, 订单口径排退
    sum(amtbl_camp_amt2) total_camp_amt, --总优惠金额
    sum(prin_camp_amt2) principal_camp_amt, --本金优惠金额
    sum(int_camp_amt2) interest_camp_amt, --息费优惠金额
    sum(plan_num)/sum(fact_amt) amtweighted_num --交易额加权分期
from
    (
        select
            *,
            loan_amt - refund_amt fact_amt,
            amtbl_camp_amt*(loan_amt - refund_amt)/loan_amt amtbl_
            prin_camp_amt*(loan_amt - refund_amt)/loan_amt prin_ca
            int_camp_amt*(loan_amt - refund_amt)/loan_amt int_camp
            amtbl_num*(loan_amt - refund_amt) plan_num,
            row_number() over (
                partition by ord_r_id,
                coupon_code
                order by
                use_update_time desc
            ) as rn
    ) t

```

```
--激活&首活
select t1.user_pin jihuo, t1.dt dt,
       t2.user_pin shouhuo
  from
    (select user_pin,dt,chnl_code_lv1,chnl_code_lv2
     from idm.idm_c01_cf_bt_extn_cmp_act_i_d --激活表
     where chnl_code_lv1=6 and (dt between '2022-03-11' and '2022-03-15' )
    )t1
 left join
    (select
      user_pin, to_date(fst_consm_time) dt, fst_ordr_id, actv_chnl_code, fst_loan_amt-refund_amt benjin,plan_type_code
     from idm.idm_f02_cf_xbt_user_fst_ordr_a_d
     where to_date(fst_consm_time) between '2022-03-11' and '2022-03-15') t2
  on t1.user_pin=t2.user_pin and t1.dt=t2.dt

idm_f02_cf_xbt_loan_scene_type_i_d
--唤醒
```

```
from
  idm.idm_f05_bt_coupon_ordr_i_d
where
  is_use =1
  and actv_id in ('261551267000012') --更改券id
  and loan_amt - refund_amt>=0.01
  and dt >= '2022-05-01' --卡分区, 加快运行效率, 可以删除
) t
where
  rn = 1
group by 1,2
```

▼ 高价值

```
select dt
       ,cust_jiazhizhi_range
       ,count(distinct t1.user_pin) peo
  from dmc_oa.dmcoa_cf_cf_xbt_rh_bt_cust_valuegroup_s_d t1
```

▼ 其他

▼ 收货地址

```
select *
  from
    (select acct,addr_prov_id,addr_prov_name,addr_cty_id,addr_cty_name
      ,addr_cnty_id,addr_cnty_name,addr_cty_lvl,acct_mobl_join
      ,create_time
      ,update_time,substr(dt,1,4) yr
      ,row_number() over(partition by acct order by update_time desc) rn0
     from idm.idm_c01_per_addr_info_s_d
     where dt='2022-05-09' ) t
  where rn0=1
```

▼ 商城新口径（注册&首单）

```
select *
       ,to_date(reg_time) new_time
  from odm.odm_jdmall_user_customer_userinfo_chain_sensitive_h_d a
  where dt='4712-12-31'
  and to_date(reg_time) between '2022-08-18' and '2022-08-25'
  or to_date(reg_time) between '2021-08-18' and '2021-08-25'

-- 支付-商城场景新用户明细表
idm.idm_f02_pay_sc_in_new_user_dtl_i_d
```

▼ 交叉获客

```
--超白
idm_f02_cf_xbt_cjbt_card_acct_a_d

--
----白条导流渠道金条首贷
drop table if exists dmc_dev.rh_tmp_bt_jt_actv_chnl1;
create table dmc_dev.rh_tmp_bt_jt_actv_chnl1 as
select distinct a.biz_time,a.user_pin
  from
    (select user_pin
      ,substr(consm_time,1,10) as biz_time
      ,concat(loan_src_code,chnl_code) as sc
```



```

from idm.idm_f02_cf_jt_loan_dtl_s_d --金条
where dt='{TX_DATE}' --and substr(consm_time,1,10) = '{TX_DATE}'
and fst_ordr_ind = 0 --首贷
group by 1,2,3
) a
left join
(select chnl_code --渠道编码
,fst_lvl_chnl_name --一级渠道名称
,sec_lvl_chnl_name --二级渠道名称
,scene_name --场景名称
,res_name --资源名称
,pg_name --页面名称
,bego_chnl_name --归因渠道
from dim.dim_c02_cf_jt_actv_chnl_s_d a
join
(select max(dt) as dt from dim.dim_c02_cf_jt_actv_chnl_s_d)b
on a.dt=b.dt--取最新日期
group by 1,2,3,4,5,6,7
) b on a.sc=b.chnl_code
--where scene_name in ('白条-白条异步','白条-功能场景','白条-营销场景','白条-取现场景','白条-异步场景','白条-功能','白条-营销','白条-取现','白条-异步')
where fst_lvl_chnl_name in ('白条','金融')
;

--金条净首贷
drop table if exists dmc_dev.rh_tmp_bt_jt_actv_chnl2;
create table dmc_dev.rh_tmp_bt_jt_actv_chnl2 as
select a.*
from dmc_dev.rh_tmp_bt_jt_actv_chnl1 a
inner join
(select sec_prod_type_code
,substr(fst_consm_time,1,10) as loan_dt
,user_pin
,is_xjd_fst
from idm.idm_f02_cf_xjd_user_fst_ordr_a_d
where substr(fst_consm_time,1,7) between '2021-07' and '2022-06'
and sec_prod_type_code ='jt'
and is_xjd_fst = 0) b on a.user_pin =b.user_pin
;

--取现借钱净首贷
drop table if exists dmc_dev.rh_tmp_bt_qx_jq_actv_chnl1;
create table dmc_dev.rh_tmp_bt_qx_jq_actv_chnl1 as
select sec_prod_type_code
,substr(fst_consm_time,1,10) as loan_dt
,user_pin
,is_xjd_fst
from idm.idm_f02_cf_xjd_user_fst_ordr_a_d
where substr(fst_consm_time,1,7) between '2021-07' and '2022-06' and sec_prod_type_code in ('btqx','jq')
and is_xjd_fst = 0
;

--合并为现金贷首贷
drop table if exists dmc_dev.rh_tmp_bt_xjd_actvuser;
create table dmc_dev.rh_tmp_bt_xjd_actvuser as
select 'jt' as prd,user_pin
from dmc_dev.rh_tmp_bt_jt_actv_chnl2
union all
select sec_prod_type_code as prd,user_pin
from dmc_dev.rh_tmp_bt_qx_jq_actv_chnl1
;

```

▼ 小白守约

```

--8、小白守约分分数分析
select count(distinct t1.user_pin) uv1--plus表人数
,count(distinct t2.pin) uv2--其中有小白信用分人数
,count(distinct if(t2.nbai_score<200,t2.pin,null)) as uv3 --小白信用分小于200的人数
from dmc_dev.pjl_plus_20210607 t1
left join
(
select nbai_score, pin
from odm.odm_cf_xbsy_xb_task_score_000_a_m
) t2 on t2.pin=t1.user_pin

--小白守约
idm_c01_cf_xbxy_sy_task_score_a_m

```

账单和还款

▼ 还款 idm

```
idm_f02_cf_xbt_repay_dtl_i_d
```

积分相关

▼ 积分还白条兑换

```
select
    dt
    ,user_pin
    ,tx_jf_cnt
    ,evt_ordr_id
from idm.idm_f05_cmp_jf_acct_flow_dtl_i_d --用户积分账/
where
    dt='2022-08-10'
    and to_date(create_time)=dt
    and is_del = 1
    and invsb_type = 1
    and opr_type_code =2
    and acty_id in ( 29 )--白条收银台抵扣
group by 1,2,3,4

--首兑 77
```

▼ 领取

```
select dt
    ,user_pin
    ,'ljf' as activity
from idm.idm_f05_cmp_jf_acct_flow_dtl_i_d
where dt= '{TX_DATE}'
    and is_del = 1
    and invsb_type = 1
    and acty_id in (2,21,37,42,60,61,68)--60&61 76162 2
    and opr_type_code IN (11,1) --预领取
group by 1,2;

2)统计当天发放了多少积分(确认发放)
select sum(tx_jf_cnt)from idm.IDM_F05_CMP_JF_ACCT_FLOW_DTL_I_D

3)统计当天发放了多少积分(含预发放)
select sum(tx_jf_cnt)from idm.IDM_F05_CMP_JF_ACCT_FLOW_DTL_I_D
```

▼ 积分分摊

```
--积分分摊
select
    dt dt,
    user_pin,
    '积分' as way_type,
    '白条积分消耗' as activity ,bdgt_code,jf_bdgt_code
from
    idm.IDM_F05_CMP_PAY_YX_SETT_DTL_I_D
where
    (substr(create_time,1,10)= '{TX_DATE}' )
    and (dt = '{TX_DATE}' )
    and jf_award_flag = 1 --标识积分奖品
    and jf_div_flag = 1 --分摊后正向的积分的数据
    and opr_type_code = 'US' --正向的数据
) a
join
    (select sc from dmc_add.dmcadd_add_bt_jf_sc_i_d ) b --
on (a.bdgt_code=sc or jf_bdgt_code=sc
```

▼ 积分白条券

```
select
    dt
    ,user_pin
    ,'jfbtq' activity --积分白条券
from idm.idm_f02_cmp_jf_mall_exchg_ordr_dtl_i_d --积分商
where
dt='{TX_DATE}'and to_date(create_time)=dt
and act_id='8'--积分兑换优惠券
and item_name like '%白条%' --白条相关优惠券
group by 1,2,3
```

▼ 损益计算相关

▼ 场景看板 dmc_oa.dmcoa_cf_xbt_sence_tx_prft_loss_i_m

```
select *
from dmc_oa.dmcoa_cf_xbt_sence_tx_prft_loss_i_d

SELECT
    data_lvl ,
    fst_lvl_code ,
    fst_lvl_name ,
    sec_lvl_code ,
    sec_lvl_name ,
    thr_lvl_code ,
    thr_lvl_name ,
    loan_amt ,
    loan_exc_rate ,
    order_cnt ,
    actv_user_cnt ,
    per_user_price ,
    refund_amt_rate ,
    income_sum ,
    chnl_income ,
    tob_interest_income ,
    toc_interest_income ,
    non_ins_to_ins_income ,
    cost_sum ,
    chnl_cost ,
    risk_cost ,
    fund_cost ,
    gross_profit ,
    gross_profit_rate ,
    coupon_prin_amt ,
    coupon_rate ,
    net_income ,
    net_rate ,
    loan_bal ,
    dt
FROM dmcoa_cf_xbt_sence_tx_prft_loss_i_d
```

```
--profit
select fst_lvl_name,
sec_lvl_name,
thr_lvl_name
from dmc_oa.dmcoa_cf_xbt_sence_tx_prft_loss_i_m
where fst_lvl_name='外场'
group by fst_lvl_name,
sec_lvl_name,
thr_lvl_name

SELECT
    mth_dt ,
    data_lvl ,
    fst_lvl_code ,
    fst_lvl_name ,
    sec_lvl_code ,
    sec_lvl_name ,
    thr_lvl_code ,
```

```

thr_lvl_name ,
loan_amt ,
loan_amt_mtd_rate ,
loan_exc_rate ,
order_cnt ,
order_cnt_mtd_rate ,
actv_user_cnt ,
actv_user_cnt_mtd_rate ,
per_user_price ,
per_user_price_mtd_rate ,
refund_amt_rate ,
refund_amt_rate_mtd_rate ,
income_sum ,
income_sum_mtd_rate ,
chnl_income ,
tob_interest_income ,
toc_interest_income ,
non_ins_to_ins_income ,
cost_sum ,
cost_sum_mtd_rate ,
chnl_cost ,
risk_cost ,
fund_cost ,
gross_profit ,
gross_profit_mtd_rate ,
gross_profit_rate ,
coupon_prin_amt ,
coupon_prin_amt_mtd_rate ,
coupon_rate ,
net_income ,
net_rate ,
loan_bal_avg ,
loan_bal_avg_mtd_rate ,
return_on_assets ,
return_on_assets_mtd_rate ,
inventory_turnover ,
risk_fdp7 ,
coupon_prin_amt_90 ,
coupon_prin_amt_mtd_90_rate ,
dt
FROM dmcoa_cf_xbt_sence_tx_prft_loss_i_m

```

流量

▼ 商城

```

---前端

--京东app浏览基础日志表: idm_m14_jdmall_app_online_log_i_d

--全渠道浏览日志视图 idm_m14_jdmall_online_log_item_d_i_d

-----商城

--曝光
select dt,user_log_acct from odm.odm_brs_jd_m14_wireless_exposure_log_i_d --流量-APP端曝光日志
where lower(event_id)=lower('JDCashierNew_Home_PaymentMethodExpo')
and regexp_extract(event_param_json, '"code":'("[\\u4E00-\\u9FFF|0-9|\\w]+)"', 1)='BAITIAOQUICK'
and dt = '2021-03-01'

--点击
select dt,user_log_acct
from odm.odm_brs_jd_m14_wireless_click_log_i_d --流量-APP点击日志
where lower(event_id)=lower('JDCashierNew_Home_PaymentMethod')
and regexp_extract(event_param_json, '"code":'("[\\u4E00-\\u9FFF|0-9|\\w]+)"', 1)='BAITIAOQUICK'
and dt = '2021-03-01'
;

--浏览:判断用户是否登录京东app
select dt,user_log_acct,sku_id
from idm.idm_m14_jdmall_app_online_log_i_d --京东APP浏览基础日志表
--odm.odm_brs_jd_m14_m_online_log_i_d
where dt in ('2021-05-20')
and lower(pg_id) in ('home_main','myjd_main','productdetail_mainpage','jdcashiernew_home')

```

```

--浏览：用户品类浏览记录
select
a.*,b.item_sku_id,sku_name,
    item_name,
    item_desc,
    item_first_cate_cd,
    item_first_cate_name,
    item_second_cate_cd,
    item_second_cate_name,
    item_third_cate_cd,
    item_third_cate_name,
from
    idm.idm_m14_jdmall_app_online_log_i_d a
left join idm.idm_m03_jdmall_item_sku_da_s_d b on a.sku_id=b.item_sku_id and b.dt=default.sysdate(-1) --and item_second_cate_cd in (1
where
    a.dt between '2022-01-01' and '2022-01-25'
    and lower(pg_id) in ('productdetail_mainpage')

--组合
select
a.dt,user_log_acct,sku_id,
b.item_sku_id,sku_name,
    item_name,
    item_desc,
    item_first_cate_cd,
    item_first_cate_name,
    item_second_cate_cd,
    item_second_cate_name,
    item_third_cate_cd,
    item_third_cate_name,
from
    idm.idm_m14_jdmall_app_online_log_i_d a
left join idm.idm_m03_jdmall_item_sku_da_s_d b on a.sku_id=b.item_sku_id and b.dt=default.sysdate(-1) --and item_second_cate_cd in (1
where
    a.dt between '2022-01-01' and '2022-01-25'
    and lower(pg_id) in ('productdetail_mainpage')

```

▼ 金融-中心场

- -金融流量：可以卡白条宣导页流量

```

select dt,client_tm,user_pin
,ct_url --当前页url
,regexp_extract(ct_url, 'channelName=([\u4E00-\u9FFF|0-9|\\w|+)', 1) channelName --来源渠道
from idm.idm_f03_web_online_i_d
where dt between '2022-01-01' and '2022-01-12'
and (ct_url like '%mbt.jd.com/process/flowercard/guide.html%'
or
ct_url like '%mbt.jd.com/process/flowercard/activation.html%'
) --白条宣导页
;

select dt,user_pin,pg_par,t1_value,t2_value,ext_columns
from idm.idm_f03_web_imp_i_d --idm_f03_web_click_i_d
where dt>='2021-12-31'
and t1_value='btYearBillRecord'
and t2_value in ('root')
;

```

- -2020年金融APP我的页面UV

```

select
dt,
count(1) as pv,
count(distinct user_pin) as uv
from idm.idm_f03_app_online_i_d
where
((dt between date_add('{TX_DATE}',-7) and date_add('{TX_DATE}',-1))or

```

```

(dt between date_add('{TX_DATE}',-372) and date_add('{TX_DATE}',-366)))
and app_name = 'jrapp'
and ct_page in( 'MainActivity.MainMeTabFragment','MainActivity.MainMeTabFragment'
)
group by dt;

```

- 映彤参考code 金融app活跃

```

use dmc_dev;
drop table if exists dmc_dev.wty_quanyi_classification_0228_t0;
create table dmc_dev.wty_quanyi_classification_0228_t0 as
select user_pin as user_pin
from idm.idm_f03_app_jrapp_user_actv_dtl_i_d
where dt>=date_sub('2022-02-27',90)
group by user_pin
;

```
- 白条激活流程

```

use dmc_dev;
drop table if exists dmc_dev.wty_hongbao_scvt_0207_t5;
create table dmc_dev.wty_hongbao_scvt_0207_t5 as
select t1.dt xdy_uv_time, t1.user_pin pin, t2.user_pin apply_pin
from
(select dt, user_pin,ct_url, new_chnl_name--, parse_url(ct_url, 'QUERY', 'channelName')
from idm.idm_f03_web_online_i_d --金融web端浏览日志，只要跳转到宣导页都能看
where dt between '2022-01-31' and '2022-02-06' --近8天,需要时间段，更改前面数字即可
and
(ct_url like '%//mbt.jd.com/external/taste-fresh/actGuide.html?channelName=%'--尝鲜激活引导页
or ct_url like '%mbt.jd.com/process/std_active/actGuideB.html%'
or ct_url like '%mbt.jd.com/external/taste-fresh/actGuide.html%'
or ct_url like '%bt.jd.com/v3/mobile/rGuide_initGuideMobile%'
or ct_url like '%mbt.jd.com/process/act_guide/actGuideF.html%' --'SXY'
or ct_url like '%mbt.jd.com/process/act_routing/index.html%' --'103002082979'
)--实验宣导页
and new_chnl_name='京东app'
-- and parse_url(ct_url, 'QUERY', 'channelName') in ('103002082979','SXY') --卡商详情页一级channel_id 渠道
group by 1,2,3,4) t1
left join
(SELECT
to_date(create_time) as create_time,
chnl_nm as channel_id,
user_pin as user_pin
FROM idm.idm_f02_cf_user_new_actv_log_i_d
where new_actv_chnl in
('STD_ACT_PC_STD_ACT','STD_ACT_H5_STD_ACT','STD_ACT_PC_ROUTING','STD_ACT_H5_ROUTING')
and new_actv_stp in ('SAS_GUIDE_CLICK','SAS_DO_ACCESS')
and new_actv_code in('CHA_NAME_USER','STD_ACT_ENTER_CHANNEL')--该口径和高超版申请量一致--标准流程申请量
and dt between '2022-01-31' and '2022-02-06' --活动上线日期
and chnl_nm is not null
group by 1,2,3
)t2--2、宣导页激活按钮点击量
on t1.dt=t2.create_time and t1.user_pin=t2.user_pin

```

▼ 白条宣导页

```

select substring(dt,1,7) as year_mon,dt as view_dt,user_pin ,get_json_object(url_para,'$.channelName') as ch_nm,brsr_type as app_name
from idm.idm_f03_web_online_i_d

```

```

where (dt between '2022-08-01' and '2022-08-25'
      or dt between '2021-08-01' and '2021-08-25' )
and ( ct_url like '%/mcr.jd.com/credit_home/pages/index.html%'
    or ct_url like '%/mcr.jd.com/credit_home/pages/index2.html%' )
group by 1,2,3,4,5
union all
select substring(dt,1,7) as year_mon,dt as view_dt,user_pin ,get_json_object(para_json,'$.channelName') as ch_nm,app_name
from idm.IDM_F03_APP_ONLINE_I_D
where (dt between '2022-08-01' and '2022-08-25'
      or dt between '2021-08-01' and '2021-08-25' )
and ct_page='jrTransUI_baitiao_home2'
group by 1,2,3,4,5

```

监控

▼ 我更新日监控

```

--交易&用户 数据源1
select t1.*
      ,t2.huoyue--活跃人数
      ,tb_huoyue--活跃同比
      ,mtd_huoyue--mtd活跃进度
      ,old_huoyue
      ,tb_old_huoyue
      ,mtd_old_huoyue
      ,shoudai_huoyue
      ,tb_shoudai_huoyue
      ,mtd_shoudai_huoyue
      ,awake_huoyue
      ,tb_awake_huoyue
      ,mtd_awake_huoyue
from (select dt
      --指标1
      ,amt--总交易额
      ,dc_amt--总交易额达成
      ,tb_amt--总交易额同比
      --指标2
      ,zn_amt--站内交易额
      ,dc_zn_amt--站内交易额达成
      ,tb_zn_amt--站内交易额同比
      --指标3
      ,zw_amt--站外交易额
      ,dc_zw_amt--站外交易额达成
      ,tb_zw_amt--站外同比
      --指标4
      ,hfq_amt--后分期交易额
      ,dc_hfq_amt --后分期达成率
      ,tb_hfq_amt--后分期同比
      --指标5
      ,amt_rate--站内交易额渗透
      ,tb_amt_rate --站内交易渗透同比
      --指标6
      ,ordr_rate--站内订单渗透
      ,tb_ordr_rate --站内订单渗透同比
      --指标7
      ,fq_amt--分期交易额
      ,fq_rate--分期占比
      ,dc_fq_rate--分期占比达成率
      ,tb_fq_rate --分期同比
      --指标8
      ,fffq_rate--付费占比
      ,dc_fffq_rate--付费占比达成率
      ,tb_fffq_rate --付费占比同比
      --指标9
      ,mxfq_rate--免息占比
      ,dc_mxfq_rate--免息占比达成率
      ,tb_mxfq_rate--免息占比同比
      --指标10 月活相关
      ,user_all --全量月活
      ,tb_user_all --全量月活同比
      ,user_pb --普白月活
      ,tb_user_pb --普白月活同比
from dmc_oa.dmcoa_cf_cf_xbt_tx_inds_s_d
where dt between substr('2022-11-16',1,8) ||'01' and '2022-11-16' ) t1
left join (select dt

```

脚本&工具表

https://s3-us-west-2.amazonaws.com/secure.notion-static.com/6d264afa-bbf7-4237-8fae-7e13ef0a1ab3/220713_dmcoa_cf_cf_quanyi_monitor_period_lv_id.py

```

,huoyue--活跃人数
,tb_huoyue--活跃同比
,mtd_huoyue--mtd活跃进度
,old_huoyue
,tb_old_huoyue
,mtd_old_huoyue
,shoudai_huoyue
,tb_shoudai_huoyue
,mtd_shoudai_huoyue
,awake_huoyue
,tb_awake_huoyue
,mtd_awake_huoyue
from dmc_oa.dmcoa_cf_cf_xbt_jdbt_huoyuekpi_s_d
where dt between substr('2022-11-16',1,8) ||'01' and '2022-11-16'
) t2
on t1.dt=t2.dt
order by dt asc

---数据源2

select t1.dt
,fqff_ratio
,fqmx_ratio
,fq_ratio
,tb_fqff_ratio
,tb_fqmx_ratio
,tb_fq_ratio
,fqff_amt
,fqmx_amt
,bfq_amt
,user_ratio
,btuser_ratio
,tb_user_ratio
,tb_btuser_ratio
,zn_refund_rate
,tb_zn_refund_rate
from (select '2022-11-16' dt
,now_fqff/(now_fqmx+ now_bfq+ now_fqff) fqff_ratio
,now_fqmx/(now_fqmx+ now_bfq+ now_fqff) fqmx_ratio
,(now_fqmx+ now_fqff)/(now_fqmx+ now_bfq+ now_fqff) fq_ratio
,now_fqff/(now_fqmx+ now_bfq+ now_fqff)- pre_fqff/(pre_fqmx+ pre_bfq+ pre_fqff) tb_fqff_ratio
,now_fqmx/(now_fqmx+ now_bfq+ now_fqff) - pre_fqmx/(pre_fqmx+ pre_bfq+ pre_fqff) tb_fqmx_ratio
,(now_fqmx+ now_fqff)/(now_fqmx+ now_bfq+ now_fqff) -(pre_fqmx+ pre_fqff)/(pre_fqmx+ pre_bfq+ pre_fqff) tb_fq_ratio
,now_fqff fqff_amt
,now_fqmx fqmx_amt
,now_bfq bfq_amt
from (select sum(case when substr(loan_time,1,4)= substr('2022-11-16',1,4) then fqff else 0 end ) now_fqff
,sum(case when substr(loan_time,1,4)= substr('2022-11-16',1,4) then fqmx else 0 end ) now_fqmx
,sum(case when substr(loan_time,1,4)= substr('2022-11-16',1,4) then bfq else 0 end ) now_bfq
,sum(case when substr(loan_time,1,4)= substr('2022-11-16',1,4) then fqff_fee_rate*fqff else 0 end)/ sum(case when sub
,sum(case when substr(loan_time,1,4)= substr(add_months('2022-11-16',-12),1,4) then fqff else 0 end ) pre_fqff
,sum(case when substr(loan_time,1,4)= substr(add_months('2022-11-16',-12),1,4) then fqmx else 0 end ) pre_fqmx
,sum(case when substr(loan_time,1,4)= substr(add_months('2022-11-16',-12),1,4) then bfq else 0 end ) pre_bfq
,sum(case when substr(loan_time,1,4)= substr(add_months('2022-11-16',-12),1,4) then fqff_fee_rate*fqff else 0 end)/ s
from dmc_oa.dmcoa_cf_cf_xbt_jdbt_tx_stru_s_d
where dt='2022-11-16'
and (loan_time between substr('2022-11-16',1,8) ||'01' and '2022-11-16'
or loan_time between add_months(substr('2022-11-16',1,8) ||'01',-12) and add_months('2022-11-16',-12) )
) t
) t1 --用户渗透
left join (select '2022-11-16' dt
,now_bt_bt/now_sc_sc user_ratio
,now_bt_bt/now_bt_sc btuser_ratio
,now_bt_bt/now_sc_sc -pre_bt_bt/pre_sc_sc tb_user_ratio
,now_bt_bt/now_bt_sc -pre_bt_bt/pre_bt_sc tb_btuser_ratio
from (select '2022-11-16' dt
,count(distinct case when substr(dt,1,4)= substr('2022-11-16',1,4) then t1.user_pin else null end) now_sc_sc
,count(distinct case when t2.user_pin is not null and substr(dt,1,4)= substr('2022-11-16',1,4) then t1.user_pin
,count(distinct case when t2.user_pin is not null
and pay_tool_lv2='bt'
and substr(dt,1,4)= substr('2022-11-16',1,4)
then t1.user_pin else null end ) now_bt_bt
,count(distinct case when substr(dt,1,4)= substr(add_months('2022-11-16',-12),1,4) then t1.user_pin else null end
,count(distinct case when t2.user_pin is not null and substr(dt,1,4)= substr(add_months('2022-11-16',-12),1,4)
,count(distinct case when t2.user_pin is not null
and pay_tool_lv2='bt'
and substr(dt,1,4)= substr(add_months('2022-11-16',-12),1,4)
then t1.user_pin else null end ) pre_bt_bt
from

```



```

(SELECT *
  from idm.idm_f02_pay_in_tx_dtl_i_d
 where
  pay_tool_lv1 in ('applepay','jdzf','wx','other')
  and (pay_tool_lv2!='sys' or pay_tool_lv2 is null) --排除扫一扫订单 -- pay_tool_lv2<>
  and pay_chnl in ('app','h5','pc') --主站
  and bus_lv3='sc'
  and ( dt between substr('2022-11-16',1,8) ||'01' and '2022-11-16'
        or dt between add_months(substr('2022-11-16',1,8) ||'01',-12) and add_months('2022-11-16',-12))
)t1
left join (select
  user_pin,
  substr(create_time,1,10) create_time ,--白条激活时间
  acct_stat_code,--账户当前状态 : 1 - '正常' ; 2 - '注销(可开通)' ; 3 - '冻结' ; 4 - '止付' ; 5 - '注销(暂不支持开通)'
  fresh_bt_acct_flag,--尝鲜标记
  actv_src_code, --激活来源代码 : 'STD_NORMAL','LOAN_STD', '
  user_flag_src_code, --用户标记来源代码
  crdt_lmt,--额度 crdt_lmt = crdt_lmt_ceil>actv_amt
  actv_amt,--激活额度 小于crdt_lmt = crdt_lmt_ceil tj_crdt_amt
  coalesce(crdt_lmt_ceil,0)+coalesce(tmp_lmt_ceil,0)+coalesce(cq_crdt_lmt,0) tj_crdt_amt, --额度上限 数据已校准
  coalesce(aval_crdt_lmt,0)+coalesce(aval_tmp_lmt,0)+coalesce(cq_aval_crdt_lmt,0) aval_tj_crdt_amt, --当前可用额
  crdt_lmt_ceil, --固定额度 crdt_lmt = crdt_lmt_ceil>actv_amt
  tmp_lmt_ceil, --临时额度
  cq_crdt_lmt, --付费额度(加油包)
  --zx_crdt_amt, --专享额度
  --flash_lmt, --闪充额度
  fresh_upgrade_succ_time,--尝鲜升级时间
  onl_or_ofl_code,--激活线上线下类型
  actv_chnl_code_lv1,--激活渠道
  actv_chnl_code_lv2,
  plan_rate,--分期费率(手续费率)
  bill_noplan_pan_rate,
  noplan_pan_rate,
  superbtc_crdt_card_ind,--超白信用卡标识(0超白)
  bhk_status_code,--分卡卡账户状态
  cash_ratio,--取现比例
  cash_lmt_ceil,--取现上限
  cash_rate,--取现费率
  cash_plan_rate
  from idm.idm_f02_cf_xbt_acct_s_d
  where dt= '2022-11-16'
        and acct_type_code in ('0','1','5','6')
  ) t2
on t1.user_pin=t2.user_pin
and to_date(t1.pay_succ_time)>= t2.create_time
) t
) t2
on t1.dt=t2.dt
left join (select '2022-11-16' dt
  ,sum(case when t1.yr=substr('2022-11-16',1,4) then refund_amt/loan_amt else 0 end ) zn_refund_rate
  ,sum(case when t1.yr=substr('2022-11-16',1,4) then refund_amt/loan_amt else 0 end ) - sum(case when t1.yr=substr(a
from (select year(consm_time) yr
  ,sum(loan_amt) loan_amt
  from dmc.tmp.wty_value_yeji_revise_inds_loan_all_20221116
  where fst_lvl_scene_type_name='内场'
        and ( to_date(consm_time) between substr('2022-11-16',1,8)||'01' and '2022-11-16'
              or to_date(consm_time) between substr(add_months('2022-11-16',-12),1,8)||'01' and add_months('2022-11
        group by 1
  ) t1
left join (select refund_yr yr
  ,sum(refund_amt) refund_amt
  from dmc.tmp.wty_value_yeji_revise_inds_refund_all_20221116
  where fst_lvl_scene_type_name='内场'
        group by 1 ) t2
on t1.yr=t2.yr) t3
on t1.dt=t3.dt

```

▼ 周监控

```

---资产收益率

select '2022-11-30' dt
  ,sum(case when rn=1 then roa_all else 0 end) roa_all
  ,sum(case when rn=1 then roa_all else 0 end)- sum(case when rn=2 then roa_all else 0 end) hb_roa_all
  ,sum(case when rn=1 then roa_all else 0 end)- sum(case when rn=3 then roa_all else 0 end) tb_roa_all
  ,sum(case when rn=1 then roa_nochnl else 0 end) roa_nochnl
  ,sum(case when rn=1 then roa_nochnl else 0 end)-sum(case when rn=2 then roa_nochnl else 0 end) hb_roa_nochnl
  ,sum(case when rn=1 then roa_nochnl else 0 end)-sum(case when rn=3 then roa_nochnl else 0 end) tb_roa_nochnl

```

```

from (select t.*
      ,row_number()over ( order by dt desc) rn
from (select dt
      ,all_mtd_income/bal_amt*(day(last_day('2022-11-30'))/day('2022-11-30'))*12 roa_all
      ,nochnl_mtd_income/bal_amt*(day(last_day('2022-11-30'))/day('2022-11-30'))*12 roa_nochnl
from (select dt
      ,sum(mtd_income)*10000 all_mtd_income
      ,sum(case when income_type != '通道费' then mtd_income else 0 end)*10000 nochnl_mtd_income
from dmc_oa.DMCOA_CF_XBT_2022_INCOME_REACH_I_D
where dt in ('2022-11-30',add_months('2022-11-30',-1),add_months('2022-11-30',-12))
group by 1) t1
left join (select substr(dt,1,7) mth
      ,sum(bal_amt)/day('2022-11-30') bal_amt
from dmc_oa.DMCOA_CF_CF_XBT_BAL_WRTOFF_CRDT_I_D
where (dt between substr('2022-11-30',1,8)||'01' and '2022-11-30'
      or dt between substr(add_months('2022-11-30',-1),1,8)||'01' and add_months('2022-11-30',-1)
      or dt between substr(add_months('2022-11-30',-12),1,8)||'01' and add_months('2022-11-30',-12))
and type_1='总余额'
group by substr(dt,1,7) ) t2
on substr(t1.dt,1,7) = mth ) t
) t

--日均余额环比
select '2022-12-01' dt
      ,avg_bal_amt
      ,hb_avg_bal_amt
      ,tb_avg_bal_amt
      ,bal_amt
      ,tb_bal_amt
      ,xd_bal_amt
      ,tb_xd_bal_amt
      ,sx_bal_amt
      ,tb_sx_bal_amt
      ,bal_user_cnt
      ,tb_bal_user_cnt
from (select '2022-12-01' dt
      ,sum(case when rn=1 then avg_bal_amt else 0 end) avg_bal_amt
      ,sum(case when rn=1 then avg_bal_amt else 0 end)/sum(case when rn=2 then avg_bal_amt else 0 end)-1 hb_avg_bal_amt
      ,sum(case when rn=1 then avg_bal_amt else 0 end)/sum(case when rn=3 then avg_bal_amt else 0 end)-1 tb_avg_bal_amt
from (select t.*
      ,row_number()over ( order by mth desc) rn
from (select substr(dt,1,7) mth
      ,sum(bal_amt)/day('2022-12-01') avg_bal_amt
from dmc_oa.DMCOA_CF_CF_XBT_BAL_WRTOFF_CRDT_I_D
where (dt between substr('2022-12-01',1,8)||'01' and '2022-12-01'
      or dt between substr(add_months('2022-12-01',-1),1,8)||'01' and add_months('2022-12-01',-1)
      or dt between substr(add_months('2022-12-01',-12),1,8)||'01' and add_months('2022-12-01',-12))
and type_1='总余额'
group by substr(dt,1,7) ) t
) t1
left join (select '2022-12-01' dt
      ,sum(case when rn=1 then bal_amt else 0 end ) bal_amt
      ,sum(case when rn=1 then bal_user_cnt else 0 end ) bal_user_cnt
      ,sum(case when rn=1 then xd_bal_amt else 0 end ) xd_bal_amt
      ,sum(case when rn=1 then sx_bal_amt else 0 end ) sx_bal_amt
      ,sum(case when rn=1 then bal_user_cnt else 0 end )/sum(case when rn=3 then bal_user_cnt else 0 end )-1 tb_bal_user_cn
      ,sum(case when rn=1 then bal_amt else 0 end )/ sum(case when rn=3 then bal_amt else 0 end )-1 tb_bal_amt
      ,sum(case when rn=1 then xd_bal_amt else 0 end )/ sum(case when rn=3 then xd_bal_amt else 0 end )-1 tb_xd_bal_amt
      ,sum(case when rn=1 then sx_bal_amt else 0 end )/ sum(case when rn=3 then sx_bal_amt else 0 end )-1 tb_sx_bal_amt
from (select a.*
      ,row_number() over(order by dt desc) rn
from (select dt
      ,sum( bal_amt) bal_amt
      ,sum( bal_user_cnt) bal_user_cnt
      ,sum( case when type_sx_or_xd='信贷' then bal_amt else 0 end) xd_bal_amt
      ,sum( case when type_sx_or_xd='赊销' then bal_amt else 0 end) sx_bal_amt
from dmc_oa.dmcoa_cf_cf_xbt_bal_wrtoff_crdt_i_d
where (dt = '2022-12-01'
      or dt = add_months('2022-12-01',-1)
      or dt = add_months('2022-12-01',-12))
and type_1='总余额'
group by 1
) a
) a
) t2
on t1.dt=t2.dt

```

```

--周报交易
select *
from (select
      t2.dt as dt,
      t2.mth_dt as mth_dt,
      t2.index as index,
      t2.data_lvl as data_lvl,
      t2.fst_lvl as fst_lvl,
      t2.sec_lvl as sec_lvl,
      t1.kpi_amt as kpi_amt,
      t2.jy as jy,
      t2.jy / t1.kpi_amt as mtd_ratio,
      t2.tb_jy as tb_jy,
      t2.jy/day('2022-12-01')- kpi_amt/day(last_day('2022-12-01')) avg_gap
    from
      (
        select
          '01' as index,
          kpi_date,
          kpi_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '02' as index,
          kpi_date,
          kpi_zn_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '03' as index,
          kpi_date,
          0 kpi_znpb_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '04' as index,
          kpi_date,
          0 kpi_zncb_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '05' as index,
          kpi_date,
          kpi_zw_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '06' as index,
          kpi_date,
          kpi_xs_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '07' as index,
          kpi_date,
          kpi_xx_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '08' as index,
          kpi_date,
          kpi_ffk_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
        union
        select
          '09' as index,
          kpi_date,
          0 kpi_zwcb_amt
        from
          dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
      )
    )

```

```

        '10' as index,
        kpi_date,
        0 kpi_jdw_cb_amt
    from
        dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
    union
    select
        '11' as index,
        kpi_date,
        kpi_hfq_amt
    from
        dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d
) t1
left join (
    select
        *,
        (
            case
                when data_lvl = 0 then '01'
                when data_lvl = 1
                    and fst_lvl = '京东体系外超白'
                    and sec_lvl = '汇总' then '10'
                when data_lvl = 1
                    and fst_lvl = '后分期'
                    and sec_lvl = '汇总' then '11'
                when data_lvl = 1
                    and fst_lvl = '内场'
                    and sec_lvl = '汇总' then '02'
                when data_lvl = 1
                    and fst_lvl = '外场'
                    and sec_lvl = '汇总' then '05'
                when data_lvl = 2
                    and fst_lvl = '内场'
                    and sec_lvl = '内场普白' then '03'
                when data_lvl = 2
                    and fst_lvl = '内场'
                    and sec_lvl = '内场超白' then '04'
                when data_lvl = 2
                    and fst_lvl = '外场'
                    and sec_lvl = '线上' then '06'
                when data_lvl = 2
                    and fst_lvl = '外场'
                    and sec_lvl = '线下' then '07'
                when data_lvl = 2
                    and fst_lvl = '外场'
                    and sec_lvl = '分分卡' then '08'
                when data_lvl = 2
                    and fst_lvl = '外场'
                    and sec_lvl = '外场超白' then '09'
                else null
            end
        ) index
    from
        dmc_oa.DMC0A_CF_CF_XBT_JDBT_WEEK_JY_KPI_I_D
        where dt='2022-12-01'
) t2 on t1.kpi_date = t2.mth_dt
and t1.index = t2.index
where
    t2.index is not null
) t
where substr( mth_dt,1,4)='2022'

--Mau
use dmc_dev;
DROP TABLE IF EXISTS dmc_dev.wty_value_monitor_0827_liuliang;
CREATE TABLE IF NOT EXISTS dmc_dev.wty_value_monitor_0827_liuliang as
select substring(dt,1,7) as year_mon,dt as view_dt,user_pin ,get_json_object(url_para,'$.channelName') as ch_nm,brsr_type as app_name
from idm.idm_f03_web_online_i_d
where (dt between substr('2022-11-30',1,8)||'01' and '2022-11-30'
      or dt between substr(add_months('2022-11-30',-12),1,8)||'01' and add_months('2022-11-30',-12) )
and ( ct_url like '%//mcr.jd.com/credit_home/pages/index.html%'
      or ct_url like '%//mcr.jd.com/credit_home/pages/index2.html%' )
group by 1,2,3,4,5
union all
select substring(dt,1,7) as year_mon,dt as view_dt,user_pin ,get_json_object(para_json,'$.channelName') as ch_nm,app_name
from idm.IDM_F03_APP_ONLINE_I_D
where (dt between substr('2022-11-30',1,8)||'01' and '2022-11-30'
      or dt between substr(add_months('2022-11-30',-12),1,8)||'01' and add_months('2022-11-30',-12) )

```

```

and ct_page='jrTransUI_baitiao_home2'
group by 1,2,3,4,5

select '2022-11-30' dt
, sum(case when rn=1 then mau else 0 end) mau
, sum(case when rn=1 then jr_mau else 0 end) jr_mau
, sum(case when rn=1 then jd_mau else 0 end) jd_mau
, sum(case when rn=1 then jr_day_mau else 0 end) jr_day_mau
, sum(case when rn=1 then jd_day_mau else 0 end) jd_day_mau
, sum(case when rn=1 then mau else 0 end)/sum(case when rn=2 then mau else 0 end)-1 tb_mau
, sum(case when rn=1 then jr_mau else 0 end)/sum(case when rn=2 then jr_mau else 0 end)-1 tb_jr_mau
, sum(case when rn=1 then jd_mau else 0 end)/sum(case when rn=2 then jd_mau else 0 end)-1 tb_jd_mau
, sum(case when rn=1 then jr_day_mau else 0 end)/sum(case when rn=2 then jr_day_mau else 0 end)-1 tb_jr_day_mau
, sum(case when rn=1 then jd_day_mau else 0 end)/sum(case when rn=2 then jd_day_mau else 0 end)-1 tb_jd_day_mau
from (select a.*
, row_number() over (order by year_mon asc) rn
from (select t1.year_mon
, mau
, jr_mau
, jd_mau
, jr_day_mau
, jd_day_mau
from (select year_mon
, count(distinct user_pin) mau
from dmc_dev.wty_value_monitor_0827_liuliang
group by year_mon) t1
--APP Mtd 去重
left join (select year_mon
, sum(case when app_name = 'jrapp' then mau else 0 end) jr_mau
, sum(case when app_name = 'jdapp' then mau else 0 end) jd_mau
from (select year_mon
, app_name
, count(distinct user_pin) mau
from dmc_dev.wty_value_monitor_0827_liuliang
where app_name in ('jrapp', 'jdapp')
group by 1,2) a
group by 1
) t2
--日均
on t1.year_mon=t2.year_mon
left join (select year_mon
, sum(case when app_name = 'jrapp' then mau else 0 end) jr_day_mau
, sum(case when app_name = 'jdapp' then mau else 0 end) jd_day_mau
from (select year_mon
, app_name
, avg(mau) mau
from
(select year_mon
, view_dt
, app_name
, count(distinct user_pin) mau
from dmc_dev.wty_value_monitor_0827_liuliang
where app_name in ('jrapp', 'jdapp')
group by 1,2,3) t
group by 1,2) t
) t3
on t1.year_mon=t3.year_mon) a
) t

---渗透相关
select sum(case when rn=1 then bt_ratio else 0 end) bt_ratio
, sum(case when rn=1 then jdzf_ratio else 0 end) jdzf_ratio
, sum(case when rn=1 then ord_ratio else 0 end) ord_ratio
, sum(case when rn=1 then bt_ratio else 0 end)-sum(case when rn=2 then bt_ratio else 0 end) tb_bt_ratio
, sum(case when rn=1 then jdzf_ratio else 0 end) -sum(case when rn=2 then jdzf_ratio else 0 end) tb_jdzf_ratio
, sum(case when rn=1 then ord_ratio else 0 end)-sum(case when rn=2 then ord_ratio else 0 end) tb_ord_ratio
from (select
t.*
, row_number() over (order by mth desc) rn
from (select substr(dt,1,7) mth
, sum(case when pay_tool_lv1='jdzf' and pay_tool_lv2='bt' then pay_succ_amt else 0 end)/sum(pay_succ_amt) bt_ratio --白条交
, sum(case when pay_tool_lv1='jdzf' then pay_succ_amt else 0 end)/sum(pay_succ_amt) jdzf_ratio --京东支付交易渗透
, count(distinct case when pay_tool_lv1='jdzf' and pay_tool_lv2='bt' then ord_id else null end)/count(distinct ord_id) or
from

```

```

        idm.idm_f02_pay_in_tx_dtl_i_d
    where
        (dt between substr('2022-11-30',1,8)||'01' and '2022-11-30'
         or dt between substr(add_months('2022-11-30',-12),1,8)||'01' and add_months('2022-11-30',-12))
        and pay_tool_lv1 in('applepay','jdzf','wx','other') --只计算applepay、京东支付、微信和未识别类订单
        and pay_tool_lv2<>'sys' --排除扫一扫订单
        and pay_chnl in ('app','h5','pc')
        and bus_lv3='sc'
        and pay_tool_lv1<>'cod'
    group by substr(dt,1,7) ) t
) t1
;

---商城其他合集

select '2022-11-30'
, sum(case when rn=1 then sc_uv else 0 end ) sc_uv
, sum(case when rn=1 then sc_new else 0 end ) sc_new
, sum(case when rn=1 then sc_active else 0 end ) sc_active
, sum(case when rn=1 then sc_uv else 0 end )/sum(case when rn=2 then sc_uv else 0 end )-1 tb_sc_uv
, sum(case when rn=1 then sc_new else 0 end )/sum(case when rn=2 then sc_new else 0 end )-1 tb_sc_new
, sum(case when rn=1 then sc_active else 0 end )/sum(case when rn=2 then sc_active else 0 end )-1 tb_sc_active
from (

    select b.*
    , row_number() over(order by dt ASC) rn
    from (select t1.dt
          , sc_uv
          , sc_new
          , sc_active
        from (select substr(dt,1,7) dt
              , count(distinct user_log_acct) sc_uv
            from (select dt, user_log_acct
                  from idm.idm_m14_jdmall_app_online_log_i_d --京东APP浏览基础日志表
                  --odm.odm_brs_jd_m14_m_online_log_i_d
                  where (dt between date_sub('2022-11-30',7) and '2022-11-30'
                        or dt between add_months(date_sub('2022-11-30',7),-12) and add_months('2022-11-30',-12) )
                        and lower(pg_id) in ('home_main','myjd_main','productdetail_mainpage','jdcashiernew_home')
                      ) a
             group by 1) t1

        left join (select substr(new_time,1,7) dt --商城新注册
                  , count(distinct pin) sc_new
                  from (select *
                        , to_date(reg_time) new_time
                        from odm.odm_jdmall_user_customer_userinfo_chain_sensitive_h_d a
                        where dt='4712-12-31'
                        and to_date(reg_time) between date_sub('2022-11-30',7) and '2022-11-30'
                        or to_date(reg_time) between add_months(date_sub('2022-11-30',7),-12) and add_months('2022-11-30',-12)
                      ) a
                  group by 1) t2
        on t1.dt=t2.dt
        left join (select substr(pay_succ_time,1,7) dt
                  , count(distinct user_pin) sc_active --商城活跃
                  from (select * from
                        idm.idm_f02_pay_in_tx_dtl_i_d
                        where
                            (dt between date_sub('2022-11-30',7) and '2022-11-30'
                             or dt between add_months(date_sub('2022-11-30',7),-12) and add_months('2022-11-30',-12))
                             and pay_tool_lv1 in('applepay','jdzf','wx','other') --只计算applepay、京东支付、微信和未识别类订单
                             and pay_tool_lv2<>'sys' --排除扫一扫订单
                             and pay_chnl in ('app','h5','pc')
                             and bus_lv3='sc'
                             and pay_tool_lv1<>'cod'
                          ) a
                  group by 1 ) t3
        on t1.dt=t3.dt) b
    ) t

```

▼ 珂敏

```

--交易
select dt
,amt--总交易额
,dc_amt--总交易额达成
,tb_amt--总交易额同比
,zn_amt--站内交易额
,dc_zn_amt--站内交易额达成
,tb_zn_amt--站内交易额同比
,amt_rate--站内交易额渗透
,ordr_rate--站内订单渗透
,fq_amt--分期交易额
,fq_rate--分期占比
,dc_fq_rate--分期占比达成率
,dc_fq_amt--分期交易额达成率
,fffq_rate--付费占比
,dc_fffq_rate--付费占比达成率
,mxfq_rate--免息占比
,dc_mxfq_rate--免息占比达成率
,hfq_amt--后分期交易额
,tb_hfq_amt--后分期同比
,tb_fq_rate--分期占比同比
,tb_mxfq_rate--免息占比同比
,tb_fffq_rate--付费占比同比
,zw_amt--站外交易额
,dc_zw_amt--站外交易额达成
,tb_zw_amt--站外同比
from dmc_oa.dmcoa_cf_cf_xbt_tx_inde_s_d
where dt between '2022-08-19' and '{TX_DATE}'
order by dt asc

--场景
select dt,fst_lvl_name,sec_lvl_name,sum(loan_amt) as loan_amt,sum(order_cnt) as order_cnt
from dmc_oa.dmcoa_cf_xbt_sence_tx_prft_loss_i_d
where dt>='{TX_DATE}'--'{TX_PRE_3_DATE}'--'{TX_DATE}'
and (sec_lvl_name in ('内场-小时购','内场-POP商户','外场线上-线上白条外单','外场-分分卡') or sec_lvl_name is null) and thr_lvl_name is null
group by 1,2,3
;

--用户
select dt
,huoyue--活跃人数
,tb_huoyue--活跃同比
,mtd_huoyue--mtd活跃进度
,old_huoyue
,tb_old_huoyue
,mtd_old_huoyue
,shoudai_huoyue
,tb_shoudai_huoyue
,mtd_shoudai_huoyue
,awake_huoyue
,tb_awake_huoyue
,mtd_awake_huoyue
from dmc_oa.dmcoa_cf_cf_xbt_jdbt_huoyuekpi_s_d
where dt between '2022-09-01' and '{TX_DATE}' --'{TX_DATE}'--'{TX_PRE_3_DATE}'--'{TX_DATE}'
order by dt asc
;

--品类
select day,new_relation,zy_pop_tag,sum(sc_amt) as sc_amt,sum(bt_amt) as bt_amt
from dmc_oa.dmcoa_cf_plfw_f02_m04_biz_flag_collect_pl_sum_i_d
where day in ('{TX_DATE}',date_sub('{TX_DATE}',365)) --(day >='2021-07-28' and day <='2021-08-07') or (day >='2022-07-28' and day <='2022-08-07')
group by 1,2,3
;

```

▼ 周更新

▼ 中心场流量部分

```

use dmc_dev;
DROP TABLE IF EXISTS dmc_dev.wty_value_monitor_0827_liuliang;
CREATE TABLE IF NOT EXISTS dmc_dev.wty_value_monitor_0827_liuliang as
select substring(dt,1,7) as year_mon,dt as view_dt,user_pin ,get_json_object(url_para,'$.channelName') as ch_nm,brsr_type as app_nm

```

```

from idm.idm_f03_web_online_i_d
where (dt between '2022-08-01' and '2022-08-25'
      or dt between '2021-08-01' and '2021-08-25' )
and ( ct_url like '%//mcr.jd.com/credit_home/pages/index.html%'
    or ct_url like '%//mcr.jd.com/credit_home/pages/index2.html%' )
group by 1,2,3,4,5
union all
select substr(dt,1,7) as year_mon,dt as view_dt,user_pin ,get_json_object(para_json,'$.channelName') as ch_nm,app_name
from idm.IDM_F03_APP_ONLINE_I_D
where (dt between '2022-08-01' and '2022-08-25'
      or dt between '2021-08-01' and '2021-08-25' )
and ct_page='jrTransUI_baitiao_home2'
group by 1,2,3,4,5

--Mtd 去重
select year_mon
      ,count(distinct user_pin) mau
from dmc_dev.wty_value_monitor_0827_liuliang
group by year_mon

--APP Mtd 去重
select year_mon
      ,app_name
      ,count(distinct user_pin) mau
from dmc_dev.wty_value_monitor_0827_liuliang
where app_name in ('jrapp','jdapp')
group by 1,2

--日均
select year_mon
      ,app_name
      ,avg(mau) mau
from
(select year_mon
      ,view_dt
      ,app_name
      ,count(distinct user_pin) mau
from dmc_dev.wty_value_monitor_0827_liuliang
where app_name in ('jrapp','jdapp')
group by 1,2,3) t
group by 1,2

--商城大盘流量
use dmc_dev;
DROP TABLE IF EXISTS dmc_dev.wty_value_monitor_0827_liuliang_sc;
CREATE TABLE IF NOT EXISTS dmc_dev.wty_value_monitor_0827_liuliang_sc as
select dt,user_log_acct
from idm.idm_m14_jdmall_app_online_log_i_d --京东APP浏览基础日志表
--odm.odm_brs_jd_m14_m_online_log_i_d
where dt between '2022-08-18' and '2022-08-25'
and lower(pg_id) in ('home_main','myjd_main','productdetail_mainpage','jdcashiernew_home')
group by 1,2

select count(distinct user_log_acct) uv from dmc_dev.wty_value_monitor_0827_liuliang_sc

--新增用户
use dmc_dev;
drop table if exists dmc_dev.wty_value_monitor_0827_liuliang_scnew;
create table dmc_dev.wty_value_monitor_0827_liuliang_scnew as
select *
      ,to_date(reg_time) new_time
from odm.odm_jdmall_user_customer_userinfo_chain_sensitive_h_d a
where dt='4712-12-31'
and to_date(reg_time) between '2022-08-18' and '2022-08-25'
   or to_date(reg_time) between '2021-08-18' and '2021-08-25'

select substr(cast(new_time as string),1,7) yr_month
      ,count(distinct pin ) peo
from dmc_dev.wty_value_monitor_0827_liuliang_scnew
group by 1

select substr(dt,1,7) mth

```



```

, count(distinct user_pin) peo
from
    idm.idm_f02_pay_in_tx_dtl_i_d
where
    (dt between '2022-08-18' and '2022-08-25'
     or dt between '2021-08-18' and '2021-08-25')
    and pay_tool_lv1 in ('applepay', 'jdzf', 'wx', 'other') -- 只计算applepay、京东支付、微信和未识别类订单
    and pay_tool_lv2 <> 'sys' -- 排除扫一扫订单
    and pay_chnl in ('app', 'h5', 'pc')
    and bus_lv3 = 'sc'
    and pay_tool_lv1 <> 'cod'
group by substr(dt, 1, 7)

```

▼ 交易渗透部分

```

select substr(dt, 1, 7) mth
    , sum(case when pay_tool_lv1 = 'jdzf' and pay_tool_lv2 = 'bt' then pay_succ_amt else 0 end) / sum(pay_succ_amt) bt_ratio -- 白条交易渗透
    , sum(case when pay_tool_lv1 = 'jdzf' then pay_succ_amt else 0 end) / sum(pay_succ_amt) jdzf_ratio -- 京东支付交易渗透
    , count(distinct case when pay_tool_lv1 = 'jdzf' and pay_tool_lv2 = 'bt' then order_id else null end) / count(distinct order_id) order_id_ratio
from
    idm.idm_f02_pay_in_tx_dtl_i_d
where
    (dt between '2022-08-01' and '2022-08-25'
     or dt between '2021-08-01' and '2021-08-25')
    and pay_tool_lv1 in ('applepay', 'jdzf', 'wx', 'other') -- 只计算applepay、京东支付、微信和未识别类订单
    and pay_tool_lv2 <> 'sys' -- 排除扫一扫订单
    and pay_chnl in ('app', 'h5', 'pc')
    and bus_lv3 = 'sc'
    and pay_tool_lv1 <> 'cod'
group by substr(dt, 1, 7)
;

```

▼ 资产收益率

```

-- 资产收益率

-- 实收收入（测算不依赖，可不更新）
use dmc_dev;
drop table if exists dmc_dev.xbt_repay_dtl_s_d_20220727_1;
create table dmc_dev.xbt_repay_dtl_s_d_20220727_1 as
select
    t1.mth
    , t1.paid_prin
    , t1.paid_plan_fee_amt
    , t1.paid_day_fee_amt
    , t1.paid_over_amt
    , t1.paid_fine_amt
from
    (
        select
            substr(pay_time, 1, 7) mth
            , sum(paid_prin) paid_prin
            , sum(paid_plan_fee_amt) paid_plan_fee_amt
            , sum(paid_day_fee_amt) paid_day_fee_amt
            , sum(paid_over_amt) paid_over_amt
            , sum(paid_fine_amt) paid_fine_amt
        from idm.idm_f02_cf_xbt_repay_dtl_s_d
        where dt = '{TX_DATE}'
            and ( substr(pay_time, 1, 10) between '2022-08-01' and '2022-08-31'
                  or substr(pay_time, 1, 10) between '2021-08-01' and '2021-08-31'
                  or substr(pay_time, 1, 10) between '2022-07-01' and '2022-07-31' )
        group by 1
    ) t1;

-- 金算盘父订单
use dmc_dev;
drop table if exists dmc_dev.cmp_bt_fwd_sett_20220727_2;
create table if not exists dmc_dev.cmp_bt_fwd_sett_20220727_2 as
-- 金算盘父订单，剔超额退款

select
    substr(happen_time, 1, 10) as stats_dt,
    parent_order_id as order_id,
    sum(amount) as cmp_income
from dmc_oa.dmc_oa_cf_plfw_jsp_cmp_bt_sett_dtl_s_d

```

```

where dt='{TX_PREDATE}' and investor_code<>'JDJR'
group by 1,2

;

--还款本金对应的采购补贴
use dmc_dev;
drop table dmc_dev.cmp_bt_fwd_sett_20220727_3;
create table dmc_dev.cmp_bt_fwd_sett_20220727_3 as
select mth,sum(cmp_income) cmp_income
from
(
select substr(pay_time,1,7) mth,ordr_id
from idm.idm_f02_cf_xbt_repay_dtl_s_d
where dt='{TX_DATE}'
and( substr(pay_time,1,10) between '2022-08-01' and '2022-08-31'
or substr(pay_time,1,10) between '2021-08-01' and '2021-08-31'
or substr(pay_time,1,10) between '2022-07-01' and '2022-07-31' )
group by 1,2
) a
inner join dmc_dev.cmp_bt_fwd_sett_20220727_2 b
on a.ordr_id=b.ordr_id
group by 1

use dmc_dev;
drop table dmc_dev.xbt_repay_dtl_s_d_20220727_4;
create table dmc_dev.xbt_repay_dtl_s_d_20220727_4 as
select mth
,sum(loan_prin-refund_prin) loan_amt
from
(select ordr_id ,loan_id,substr(pay_time,1,7) mth
from idm.idm_f02_cf_xbt_repay_dtl_s_d
where dt='{TX_DATE}'
and( substr(pay_time,1,10) between '2022-08-01' and '2022-08-31'
or substr(pay_time,1,10) between '2021-08-01' and '2021-08-31'
or substr(pay_time,1,10) between '2022-07-01' and '2022-07-31' )
group by 1,2,3) t1
inner join
(select * from sdm.sdm_f02_cf_xbt_ordr_dtl_s_d
where dt='{TX_DATE}'
and (biz_id not in ('8','9','10','11','12','13','16','23','25','26','32','64','65') or biz_id is null)
)t2
on t1.loan_id=t2.loan_id and t1.ordr_id=t2.ordr_id
group by 1

use dmc_dev;
drop table dmc_dev.xbt_repay_dtl_s_d_20220727_5;
create table dmc_dev.xbt_repay_dtl_s_d_20220727_5 as
select substr(dt,1,7) mth
,avg(shd_pay_prin) avg_shd_pay_prin
from
(select dt
,sum(shd_pay_prin) shd_pay_prin
from dmc_oa.dmc_oa_cf_xbt_loan_bal_s_d
where dt between '2022-08-01' and '2022-08-31'
or dt between '2021-08-01' and '2021-08-31'
or dt between '2022-07-01' and '2022-07-31'
group by 1) t
group by 1

select t1.mth,
paid_prin*0.0063 td_shouru,
paid_plan_fee_amt+paid_day_fee_amt+paid_over_amt+paid_fine_amt c_fee,
cmp_income*paid_prin/loan_amt b_fee
,avg_shd_pay_prin
from dmc_dev.xbt_repay_dtl_s_d_20220727_1 t1
left join dmc_dev.cmp_bt_fwd_sett_20220727_3 t2
on t1.mth=t2.mth
left join dmc_dev.xbt_repay_dtl_s_d_20220727_4 t3
on t1.mth=t3.mth
left join dmc_dev.xbt_repay_dtl_s_d_20220727_5 t4
on t1.mth=t4.mth

```

▼ 权益用户表

```
select activity, max(dt) up_to_date --最新更新日期
      ,count(distinct case when dt='2022-09-21' then user_pin else null end ) peo
from   dmc_oa.DMCOA_CF_CF_QUANYI_USER_DAILY_BEHAVE_DTL_I_D
group by activity

select typ,max(dt) up_to_date --最新更新日期
      ,sum( case when dt='2022-09-21' then dt_peo else 0 end ) peo
from   dmc_oa.DMCOA_CF_CF_QUANYI_KPI_MONITOR_ACTIVITY_I_D
group by typ

--预测code
select *
from   dmc_oa.DMCOA_CF_CF_QUANYI_KPI_MONITOR_ACTIVITY_I_D
where dt between '2022-09-18' and '2022-09-21'
order by dt asc
```

▼ 权益复盘周期性

```
use dmc_dev;
drop table if exists dmc_dev.wty_quanyi_august_0920_actv_user;
create table dmc_dev.wty_quanyi_august_0920_actv_user as
select t1.user_lvl_code
      ,t1.user_pin
      ,case when t2.user_pin is not null then '参与' else '未参与' end cy_labl
from
(select a.user_pin
      ,b.user_lvl_code
from
  (select user_pin
from   dmc_oa.DMCOA_CF_CF_QUANYI_BT_DAILY_ACTIVE_I_D
where dt between '2022-08-08' and '2022-09-07'
and (behave_jy='1' or behave_hfq='1')
group by 1 ) a
inner join
(select user_pin
      ,user_lvl_code
from (select *,
      row_number() over(partition by user_pin order by dt desc) rk
from   idm.idm_c01_cf_xbt_mem_user_lvl_i_d
where data_mth= '202208'
) a
where rk=1) b
on a.user_pin=b.user_pin
) t1
left join
(select user_lvl_code
      ,data_mth
      ,user_pin
from
  dmc_oa.DMCOA_CF_CF_QUANYI_USER_DAILY_BEHAVE_DTL_I_D
where activity not like '%uv%'
and stat_dt between '2022-08-08' and '2022-09-07'
group by 1,2,3) t2
on t1.user_pin=t2.user_pin

-----费用
--券
--1.领取 松杰表和中台表信息一致 注意LV6有一个三张的券包,领取数量需要X3
select actv_id
      ,actv_name
      ,count(distinct draw_pin) user_pin
from   idm.idm_f05_bt_coupon_ordr_loan_s_d
where dt= date_sub(substr(cast(current_timestamp as string),1,10),1)
```

```

        and actv_id in (select cast(actv_id as string) --coupon_name
                        from dmc_add.dmcadd_add_cf_quanyi_coupon_a_d
                        where data_mth='202208'
                        and coupon_type='lsxy' )
        and substr(draw_time,1,10) between '2022-08-08' and '2022-09-07'
group by 1,2

--核销

--券 使用 有效使用 成本
select
    actv_id
    ,actv_name
    ,count(distinct user_pin) use_num--使用数量
    --,count(distinct ordr_id) use_num--使用数量
    ,count(distinct case when loan_amt-refund_amt >0 then ordr_id else null end) effective_use_num--使用数量
    ,if(sum( case when loan_amt-refund_amt >0 then prin_camp_amt else 0 end )=0, sum(case when loan_amt-refund_amt >0 then int_camp_
        ,sum( case when loan_amt-refund_amt >0 then prin_camp_amt else 0 end )) cost
    ,sum( case when loan_amt-refund_amt >0 then prin_camp_amt else 0 end ) prin_camp_amt
    ,sum(case when loan_amt-refund_amt >0 then int_camp_amt else 0 end) int_camp_amt
from
(
    select
        *,
        loan_amt - refund_amt fact_amt,
        amtbl_num*(loan_amt - refund_amt) plan_num,
        row_number() over (
            partition by ordr_id,
            coupon_code
            order by
            use_update_time desc
        ) as rn
    from
        idm.idm_f05_bt_coupon_ordr_i_d
    where
        is_use =1
        and actv_id in
        (select cast(actv_id as bigint) --coupon_name
         from dmc_add.dmcadd_add_cf_quanyi_coupon_a_d
         where data_mth='202208'
         and coupon_type='lsxy' ) --更改活动id
        and dt>='2022-08-01'
    ) t
where rn=1
group by 1,2

---- 积分

use dmc_dev;
drop table if exists dmc_dev.wty_quanyi_august_0920_activity_jf;
create table dmc_dev.wty_quanyi_august_0920_activity_jf as
select t1.user_pin
    ,t2.user_lv1_code
    ,sum(tx_jf_cnt) tx_jf_cnt
from
(select
    user_pin
    ,sum(tx_jf_cnt) tx_jf_cnt
from idm.idm_f05_cmp_jf_acct_flow_dtl_i_d
where dt between '2022-08-08' and '2022-09-07'
and substr(create_time, 1, 10) between '2022-08-08' and '2022-09-07'
and is_del = 1
and invsb_type = 1
and actv_id in (2,21,37,42,60,61,68)--60&61 76162 25号开量, 5-7W/天
and opr_type_code IN (11,1) --预领取
group by 1
union
select
    user_pin
    ,sum(points_num) tx_jf_cnt
from
idm.idm_f05_star_mem_user_points_rec_i_d
where
biz_code = 'bt'
and substr(points_draw_time, 1, 10) between '2022-08-08' and '2022-09-07'
and dt between '2022-08-08' and '2022-09-07'

```

```

and points_rec_status = '1' -- '已领取'
and points_rec_type in ('0', '1', '2') --0 :首次激活 1:升级 2:保级
group by 1) t1
left join
(select user_pin
, user_lvl_code
from (select *,
row_number() over(partition by user_pin order by dt desc) rk
from idm.idm_c01_cf_xbt_mem_user_lvl_i_d
where data_mth= '202208'
) a
where rk=1) t2
on t1.user_pin=t2.user_pin
group by 1,2

select user_lvl_code
, count(distinct user_pin) peo
, sum(tx_jf_cnt) tx_jf_cnt
from dmc_dev.wty_quanyi_august_0920_activity_jf
group by 1

-----y

use dmc_dev;
drop table if exists dmc_dev.wty_quanyi_august_0920_ordr_income;
create table dmc_dev.wty_quanyi_august_0920_ordr_income as
select user_pin
, ordr_id
, sum(cmsn_income) as cmsn_income
, sum(pop_cmp_income) as pop_cmp_income
, sum(jdgys_cmp_income) as jdgyss_cmp_income
, sum(other_cmp_income) as other_cmp_income
, sum(consm_plan_income) as consm_plan_income
, sum(tran_plan_income) as tran_plan_income
, sum(bill_plan_income) as bill_plan_income
, sum(prin_chnl_cost) as prin_chnl_cost
, sum(consm_chnl_cost) as consm_chnl_cost
, sum(tran_chnl_cost) as tran_chnl_cost
, sum(bill_chnl_cost) as bill_chnl_cost
, sum(consm_fund_cost) as consm_fund_cost
, sum(tran_fund_cost) as tran_fund_cost
, sum(bill_fund_cost) as bill_fund_cost
, sum(prin_camp_fee) as prin_camp_fee
, sum(int_camp_fee) as int_camp_fee
from dmc_oa.dmcoa_cf_xbt_ordr_prcll_new_i_d
where stats_dt between '2022-06-01' and '2022-07-31'
group by user_pin, ordr_id

use dmc_dev;
drop table if exists dmc_dev.wty_quanyi_august_0920_ordr_jy;
create table dmc_dev.wty_quanyi_august_0920_ordr_jy as
select user_pin
, loan_id
, ordr_id
, loan_term
, loan_time
, loan_prin
, refund_time
, refund_prin
, recvbl_stag_fee
, stag_fee
, actl_fee_rate
, cnv_time
from sdm.sdm_f02_cf_xbt_ordr_dtl_s_d
where dt = '2022-09-19'
and (substr(loan_time,1,10) between
'2022-05-01' and '2022-07-31')
and (biz_id not in ('8', '9', '10', '11', '12', '13', '16', '23', '25', '26', '32', '64', '65')
or biz_id is null)

```

```

        and biz_id in ('1', '4', '6', '39', '67', '46') --卡站内条件
        and cnv_time is null --排除转分期

---交易
--收入汇总

--3月交易收入

select
t1.user_lvl_code
,cy_labl
, count(distinct t1.user_pin) peo
,count(distinct ordr_id) ordr_num
,sum(loan_prin-refund_prin) benjin
from dmc_dev.wty_quanyi_august_0920_actv_user t1
left join dmc_dev.wty_quanyi_august_0920_ordr_jy t2
on t1.user_pin =t2.user_pin
group by 1,2

--月均交易活跃率

select t1.user_lvl_code
      ,t1.cy_labl
      ,t2.mth
      ,t1.tj_peo
      ,t2.mth_actv
      ,t2.mth_actv/t1.tj_peo ratio
from
(select user_lvl_code
      ,cy_labl
      ,count(distinct user_pin) tj_peo
from dmc_dev.wty_quanyi_august_0920_actv_user
group by 1,2) t1
left join
(select mth
      ,user_lvl_code
      ,cy_labl
      ,count(distinct t1.user_pin) mth_actv
from dmc_dev.wty_quanyi_august_0920_actv_user t1
left join
(select user_pin, substr(loan_time,1,7) mth
from dmc_dev.wty_quanyi_august_0920_ordr_jy
group by 1,2) t2
on t1.user_pin= t2.user_pin
group by 1,2,3) t2
on t1.user_lvl_code=t2.user_lvl_code
and t1.cy_labl=t2.cy_labl

--收入
select
user_lvl_code
,cy_labl
, count(distinct t1.user_pin) peo
,sum(cmsn_income + pop_cmp_income + jdgys_cmp_income +other_cmp_income + consm_plan_income + tran_plan_income + bill_plan_in
from dmc_dev.wty_quanyi_august_0920_actv_user t1
left join (select user_pin, ordr_id
from dmc_dev.wty_quanyi_august_0920_ordr_jy
group by 1,2)t2
on t1.user_pin =t2.user_pin
left join dmc_dev.wty_quanyi_august_0920_ordr_income t3
on t2.ordr_id=t3.ordr_id
group by 1,2

---财务口径收入
use dmc_dev;
drop table if exists dmc_dev.wty_quanyi_august_0920_ordr_jy;
create table if not exists dmc_dev.wty_quanyi_august_0920_ordr_jy as
select t1.user_pin pin
      ,t1.user_lvl_code
      ,t2.*
from (select * from dmc_dev.wty_quanyi_august_0920_actv_user where cy_labl='参与') t1
inner join
(select *
from sdm.sdm_f02_cf_xbt_ordr_dtl_s_d

```

```

where dt = '2022-09-18'
and (substr(loan_time,1,10) between '2022-05-01' and '2022-07-31')
and (biz_id not in ('8','9','10','11','12','13','16','23','25','26','32','64','65')
or biz_id is null)
and biz_id in ('1','4','6','39','67','46') --卡站内条件
and cnv_time is null --排除转分期
) t2
on t1.user_pin=t2.user_pin

select
case when loan_term >1 and actl_fee_rate=0 then 'mx'
when loan_term >1 and actl_fee_rate>0 then 'ff'
when loan_term =1 then 'bfq' else null end jy_typ
,count(distinct user_pin) peo
,sum(loan_prin-refund_prin) jy
,sum((loan_prin-refund_prin)*loan_term)/sum(loan_prin-refund_prin) avg_term
,sum((loan_prin-refund_prin)*loan_term*actl_fee_rate)/sum((loan_prin-refund_prin)*loan_term) avg_fee_rate
from dmc_dev.wty_quanyi_august_0920_ordr_jy

group by 1

```

▼ 维表

```

--白条KPI表

select * from dmc_add.dmcadd_add_cf_xbt_jdbt_kpi_monthly_a_d

--风险维表
select * from dmc_add.dmcadd_add_xbt_risk_para_a_d

--超白数据维表
select * from dmc_add.dmcadd_add_cf_xbt_jdbt_out_cjbt_a_d
order by jytime desc

select * from
dmc_oa.dmcoa_cf_cf_xbt_jdbt_week_jy_yewu_weekly_i_w
where stat_dt='2022-03-10'

--权益体系 coupon表
select * from dmc_add.dmcadd_add_cf_quanyi_coupon_a_d
where coupon_type='jfdh'

-- 工作日表
select * from dmc_dim.dmcdim_dim_workday_a_d

```

工具

▼ 随机哈希

```

select t1.pin,group_name,user_type
,case when user_type in ('付费型','免息型') and group_name in ('新户期','成长期','成熟期') then '高价值-1'
when user_type in ('付费型','免息型') or group_name in ('新户期','成长期','成熟期') then '高价值-2'
else '非高价值'
end as group_tag
,abs(hash(concat(t1.pin,'bt_70_zf',weekofyear('{TX_DATE}'))))%100 as rand_num
from {TMP_DB}.tmp_{TABLE}_t7 t1
left join dmc_add.dmcadd_add_bt_high_vlaue_users_a_d t2--去掉客诉白名单
on t1.pin=t2.pin
left join
(select user_pin as pin from idm.idm_c01_cf_stud_cust_grp_s_d --去掉学生用户
where dt = '{TX_DATE}') t3
on t1.pin = t3.pin
where t2.pin is null and t3.pin is null

```

▼ 百分位

▼ 行列转换

```
select explode(array('A','B','C'))
复制 col
1 A
2 B
3 C

select user_pin
      ,concat_ws(" ",collect_set(activity)) typ
      ,count(distinct activity) activity_num
from
(select user_pin
      ,activity
from dmc_oa.DMCOA_CF_CF_QUANYI_USER_DAILY_BEHAVE_DTL_I_D
where dt between '2022-08-08' and '2022-09-07'
and activity not like '%uv%'
group by 1,2) t
group by 1
```

Hive的UDAF与UDTF函数_深夜书屋的博客-程序员秘密_udaf和udtf - 程序员秘密

1、用户定义函数 UDF （一进一出） 2、用户定义聚合函数 UDAF （多进一出） 3、用户定义表生成函数UDTF （一进多出） UDF函数作用于单个数据行，并且产生一个数据行作为输出，大多数的函数都属于UDF，比如数学函数、日期函数、字符函数等。 UDAF函数作用于多个输入行，并且产生一个输出数据行。比如group by后的count、max就是聚合函数。 UDTF函数 作用于单个输入行，并且产生多个输出行，这个多可能是0个也可能是多个。比如split、explode等函数。 lateral view函数常

 https://www.cxyymm.net/article/qq_47804805/122276204