

# Signup Activation Rate [TikTok SQL Interview Question]

New TikTok users sign up with their emails. They confirmed their signup by replying to the text confirmation to activate their accounts. Users may receive multiple text messages for account confirmation until they have confirmed their new account.

A senior analyst is interested to know the activation rate of specified users in the `emails` table. Write a query to find the activation rate. Round the percentage to 2 decimal places.

Definitions:

- `emails` table contain the information of user signup details.
- `texts` table contains the users' activation information.

Assumptions:

- The analyst is interested in the activation rate of specific users in the `emails` table, which may not include all users that could potentially be found in the `texts` table.
- For example, user 123 in the `emails` table may not be in the `texts` table and vice versa.

*Effective April 4th 2023, we added an assumption to the question to provide additional clarity.*

`emails` Table:

Column Name	Type
email_id	integer
user_id	integer
signup_date	datetime

`emails` Example Input:

email_id	user_id	signup_date
125	7771	06/14/2022 00:00:00

email_id	user_id	signup_date
236	6950	07/01/2022 00:00:00
433	1052	07/09/2022 00:00:00

texts Table:

Column Name	Type
text_id	integer
email_id	integer
signup_action	varchar

texts Example Input:

text_id	email_id	signup_action
6878	125	Confirmed
6920	236	Not Confirmed
6994	236	Confirmed

'Confirmed' in `signup_action` means the user has activated their account and successfully completed the signup process.

Example Output:

confirm_rate
0.67

Explanation:

67% of users have successfully completed their signup and activated their accounts. The remaining 33% have not yet replied to the text to confirm their signup.

The dataset you are querying against may have different input & output - **this is just an example!**