WITH

-- Step 1: Mobile Uncovered Base

mobile\_uncovered\_base AS (

SELECT \*

FROM `bt-bvp-dataprod-dp-prod.cons\_bvp\_dp\_hhvm\_ro.vw\_hhv\_ibro\_subscription\_base`

WHERE snapshot\_date = DATE '2024-10-01'

AND household\_segment LIKE '%Unconverged%'

AND service = 'Mobile'

),

-- Step 2: Converged Base

converged\_base AS (

SELECT

mub.\*,

CASE

WHEN cb.single\_id IS NULL THEN 0

ELSE 1

END AS converged\_flag

FROM mobile\_uncovered\_base mub

LEFT JOIN `bt-bvp-dataprod-dp-prod.cons\_bvp\_dp\_hhvm\_ro.vw\_hhv\_ibro\_subscription\_base` cb

ON mub.single\_id = cb.single\_id

AND cb.snapshot\_date = DATE '2024-10-08'

AND cb.household\_segment LIKE '%Converged%'

AND cb.service = 'Broadband'

),

-- Step 3: Full Join Between Converged Base, Performance, and 026 Tables

joined\_data AS (

SELECT

cb.\*,

dp026.\*,

perf.\*

FROM converged\_base AS cb

FULL JOIN `bt.con.digital\_dp\_data.digital\_touchpoints\_rw.dp\_026\_adobe\_nba\_interaction` AS dp026

ON cb.single\_id = dp026.subscriber\_number

OR cb.acx\_household\_key = dp026.account\_number

FULL JOIN `bt-bvp-ml-plat-ai-pipe-exp.nba\_prod\_models\_eval.cnba\_model\_performance` AS perf

ON dp026.interaction\_id = perf.decisionid

OR dp026.hit\_date\_time = perf.action\_start\_date

WHERE cb.converged\_flag = 1

AND (dp026.hit\_date\_time BETWEEN '2024-10-01' AND '2024-10-08'

OR perf.action\_start\_date BETWEEN '2024-10-01' AND '2024-10-08')

)

-- Step 4: Final Selection

SELECT \*

FROM joined\_data;

WITH

-- Step 1: Mobile Uncovered Base

mobile\_uncovered\_base AS (

SELECT \*

FROM `bt-bvp-dataprod-dp-prod.cons\_bvp\_dp\_hhvm\_ro.vw\_hhv\_ibro\_subscription\_base`

WHERE snapshot\_date = DATE '2024-10-01'

AND household\_segment LIKE '%Unconverged%'

AND service = 'Mobile'

),

-- Step 2: Converged Base

converged\_base AS (

SELECT

mub.\*,

CASE

WHEN cb.single\_id IS NULL THEN 0

ELSE 1

END AS converged\_flag

FROM mobile\_uncovered\_base mub

LEFT JOIN `bt-bvp-dataprod-dp-prod.cons\_bvp\_dp\_hhvm\_ro.vw\_hhv\_ibro\_subscription\_base` cb

ON mub.single\_id = cb.single\_id

AND cb.snapshot\_date = DATE '2024-10-08'

AND cb.household\_segment LIKE '%Converged%'

AND cb.service = 'Broadband'

),

-- Step 3: Full Join Between Converged Base, Performance, and 026 Tables

joined\_data AS (

SELECT

cb.\*,

dp026.\*,

perf.\*

FROM converged\_base AS cb

FULL JOIN `bt.con.digital\_dp\_data.digital\_touchpoints\_rw.dp\_026\_adobe\_nba\_interaction` AS dp026

ON cb.single\_id = dp026.single\_id

OR cb.account\_num = dp026.account\_number

OR cb.service\_id = dp026.subscriber\_number

FULL JOIN `bt-bvp-ml-plat-ai-pipe-exp.nba\_prod\_models\_eval.cnba\_model\_performance` AS perf

ON dp026.interaction\_id = perf.decisionid

OR dp026.hit\_date\_time = perf.action\_start\_date

WHERE cb.converged\_flag = 1

AND (dp026.hit\_date\_time BETWEEN '2024-10-01' AND '2024-10-08'

OR perf.action\_start\_date BETWEEN '2024-10-01' AND '2024-10-08')

)

-- Step 4: Final Selection

SELECT \*

FROM joined\_data;