### ****Base Dataset Query****

sql

Copy code

-- Create a Base Dataset for All Analyses

WITH base\_data AS (

SELECT

-- Common Fields

DATE(request\_time) AS request\_date,

request\_time,

experiment\_limb\_id,

request\_section,

request\_channel,

request\_location,

add\_to\_cart\_flag,

product\_name,

-- Pricing Policy Fields

pricing\_tier,

pricing\_floor,

pricing\_ceiling,

target\_price,

-- Household and User Segmentation

household\_region,

household\_social\_grade,

household\_adults\_count,

household\_mrc\_avg,

-- Experimental Data

experiment\_id,

action\_id,

-- Conversion Metrics

SUM(CASE WHEN add\_to\_cart\_flag = 1 THEN 1 ELSE 0 END) OVER(PARTITION BY experiment\_limb\_id, request\_section) AS section\_add\_to\_cart\_count,

COUNT(\*) OVER(PARTITION BY experiment\_limb\_id, request\_section) AS section\_request\_count,

SAFE\_DIVIDE(

SUM(CASE WHEN add\_to\_cart\_flag = 1 THEN 1 ELSE 0 END) OVER(PARTITION BY experiment\_limb\_id, request\_section),

COUNT(\*) OVER(PARTITION BY experiment\_limb\_id, request\_section)

) \* 100 AS section\_conversion\_rate

FROM

`your\_project.your\_dataset.your\_table`

WHERE

request\_time BETWEEN '2024-01-01' AND '2024-01-31' -- Time Range Filter

AND experiment\_limb\_id IS NOT NULL

AND request\_section IS NOT NULL

AND pricing\_tier IS NOT NULL

)

SELECT

\*,

-- Derived Metrics for Cross-Sell Analysis

SAFE\_DIVIDE(

section\_add\_to\_cart\_count,

section\_request\_count

) AS overall\_conversion\_rate

FROM base\_data;

### ****Explanation of the Query****

1. base\_data **CTE**:
   * Combines all relevant fields from the raw table.
   * Precomputes essential metrics:
     + section\_add\_to\_cart\_count: Total number of add-to-cart actions per experiment limb and section.
     + section\_request\_count: Total number of requests per experiment limb and section.
     + section\_conversion\_rate: Conversion rate per section.
2. **Filters**:
   * **Time Range**: Filters data for a specific analysis window (2024-01-01 to 2024-01-31).
   * Ensures key columns (experiment\_limb\_id, request\_section, and pricing\_tier) are not null.
3. **Household and Segmentation**:
   * Includes fields like household\_region, household\_social\_grade, and household\_mrc\_avg to analyze confounding variables.
4. **Pricing Data**:
   * Includes pricing\_tier, pricing\_floor, pricing\_ceiling, and target\_price for pricing policy analysis.
5. **Derived Metrics**:
   * Adds pre-computed metrics (overall\_conversion\_rate, section\_conversion\_rate) to reduce the need for repetitive calculations in subsequent queries.

### ****Using the Base Dataset for Analysis****

This base dataset can now be used as the input for all subsequent tasks.

#### ****Task 1: Analyze Card Exposure****

sql

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SELECT

experiment\_limb\_id,

request\_section,

COUNT(\*) AS total\_requests

FROM base\_data

GROUP BY experiment\_limb\_id, request\_section

ORDER BY total\_requests DESC;

#### ****Task 2: Assess Limbs Assigned and Traceability****

sql

Copy code

SELECT

experiment\_limb\_id,

request\_section,

SUM(add\_to\_cart\_flag) AS add\_to\_cart\_count,

SAFE\_DIVIDE(SUM(add\_to\_cart\_flag), COUNT(\*)) \* 100 AS conversion\_rate

FROM base\_data

GROUP BY experiment\_limb\_id, request\_section;

#### ****Task 3: Evaluate Confounding Variables****

sql

Copy code

SELECT

household\_region,

household\_social\_grade,

experiment\_limb\_id,

SUM(add\_to\_cart\_flag) AS add\_to\_cart\_count,

COUNT(\*) AS total\_requests,

SAFE\_DIVIDE(SUM(add\_to\_cart\_flag), COUNT(\*)) \* 100 AS conversion\_rate

FROM base\_data

GROUP BY household\_region, household\_social\_grade, experiment\_limb\_id;

#### ****Task 4: Analyze Pricing Policy Effects****

sql

Copy code

SELECT

pricing\_tier,

experiment\_limb\_id,

AVG(pricing\_floor) AS avg\_pricing\_floor,

AVG(pricing\_ceiling) AS avg\_pricing\_ceiling,

SAFE\_DIVIDE(SUM(add\_to\_cart\_flag), COUNT(\*)) \* 100 AS conversion\_rate

FROM base\_data

GROUP BY pricing\_tier, experiment\_limb\_id;

#### ****Task 5: Link Digital Touchpoints****

sql

Copy code

SELECT

request\_channel,

request\_location,

experiment\_limb\_id,

SUM(add\_to\_cart\_flag) AS add\_to\_cart\_count,

SAFE\_DIVIDE(SUM(add\_to\_cart\_flag), COUNT(\*)) \* 100 AS conversion\_rate

FROM base\_data

GROUP BY request\_channel, request\_location, experiment\_limb\_id;

### ****Advantages of Using a Base Dataset****