select distinct spend\_type from ANALYSTS.FACT\_COUPON\_V2\_GROWTH\_MARKETING\_SPEND CP select \* from ANALYSTS.FACT\_COUPON\_V2\_GROWTH\_MARKETING\_SPEND CP limit 1

select year(delivered\_date\_pt) as year, month(delivered\_date\_pt) as month, CATEGORY\_L2,lifestage,category\_attributed, spend\_type,discount\_code, discount\_policy\_id, sum(spend) as spend from ANALYSTS.FACT\_COUPON\_V2\_GROWTH\_MARKETING\_SPEND CP where spend\_type IN ('express\_marketing\_coupon','express\_trial','first\_free','marketing\_coupon','monetary''express\_annual\_discount') AND delivered\_date\_pt between '2021-07-01' and '2021-07-31' group by 1,2,3,4,5,6,7,8 order by 2,1

select year(delivered\_date\_pt) as year, month(delivered\_date\_pt) as month, CATEGORY\_L2,lifestage,category\_attributed, spend\_type,discount\_code, discount\_policy\_id, sum(spend) as spend from ANALYSTS.FACT\_COUPON\_V2\_GROWTH\_MARKETING\_SPEND CP where spend\_type IN ('express\_trial','first\_free') AND delivered\_date\_pt between '2021-06-01' and '2021-06-30' group by 1,2,3,4,5,6,7,8 order by 2,1

select year(delivered\_date\_pt) as year, month(delivered\_date\_pt) as month, CATEGORY\_L2,lifestage,category\_attributed, spend\_type,discount\_code, discount\_policy\_id, sum(spend) as spend from ANALYSTS.FACT\_COUPON\_V2\_GROWTH\_MARKETING\_SPEND CP where delivered\_date\_pt>='2020-01-01' group by 1,2,3,4,5,6,7,8 order by 2,1

SELECT -- DDI.CALENDAR\_YEAR\_MONTH AS ISSUED\_MONTH\_PT, -- DDI.CALENDAR\_YEAR AS ISSUED\_YEAR\_PT, DDR.CALENDAR\_YEAR\_MONTH AS REDEEMED\_MONTH\_PT, DDR.CALENDAR\_YEAR AS REDEEMED\_YEAR\_PT, CATEGORY,COUPON\_CODE, -- DISCOUNT\_DESCRIPTION, VALUE\_CURRENCY, COUNT(DISTINCT COUPON\_ID) AS DISTINCT\_COUNT\_COUPON\_ID, COUNT(CASE WHEN ORDER\_ID IS NOT NULL THEN COUPON\_ID ELSE NULL END) AS USED\_COUPONS\_COUNT, -- SUM(ISSUED\_VALUE) AS ISSUED\_VALUE, -- SUM(ISSUED\_VALUE\_USD) AS ISSUED\_VALUE\_USD, SUM(KNOWN\_USED\_VALUE) AS KNOWN\_USED\_VALUE, SUM(KNOWN\_USED\_VALUE\_USD) AS KNOWN\_USED\_VALUE\_USD from tableau.vw\_finance\_coupons\_categorization -- left join DWH.DIM\_DATE DDI ON DDI.FULL\_DATE = ISSUED\_DATE\_PT left join DWH.DIM\_DATE DDR ON DDR.FULL\_DATE = REDEEMED\_DATE\_PT where [COALESCE(CATEGORY,unknown)=Coupon\_Categories] and [DDR.CALENDAR\_YEAR\_MONTH BETWEEN '2020-06-10' and [DDR.calendar\_year='2021'] and [VALUE\_CURRENCY=("USD", 'CAD')] -- and [DDI.CALENDAR\_YEAR\_MONTH=coupons\_issued\_month] -- and [DDI.calendar\_year=coupons\_issued\_year] GROUP BY 1,2,3,4 ORDER BY 1,2,3,4

select \* from tableau.vw\_finance\_coupons\_categorization limit 1

select year(delivered\_date\_pt) as year, month(delivered\_date\_pt) as month, CATEGORY\_L2,lifestage, spend\_type,discount\_code, sum(spend) as spend from tableau.vw\_finance\_coupons\_categorization where delivered\_date\_pt>='2020-01-01' group by 1,2,3,4,5,6 order by 2,1

---TD bank with subscriptions\_cleanup AS (

SELECT \*, row\_number() over (partition by user\_id,subscription\_id order by SUBSCRIPTION\_START\_DATE\_TIME\_UTC) AS filter\_rank FROM dwh.dim\_subscription

QUALIFY filter\_rank = 1 )

,existing\_users AS (

SELECT distinct user\_id

FROM subscriptions\_cleanup WHERE subscription\_start\_date\_time\_utc::date >= '2021-05-01' AND subscription\_start\_date\_time\_utc::date <= '2021-05-31' AND CHARGE\_ID IS NOT NULL -- Excluding users who may had a trial subscription in May

)

SELECT

convert\_timezone('UTC','America/Los\_Angeles', ec.created\_at)::date as coupon\_created\_date, convert\_timezone('UTC','America/Los\_Angeles', ec.used\_at)::date as coupon\_used\_date, ec.user\_id AS user\_id, CASE WHEN eu.user\_id IS NOT NULL THEN 'existing\_member' ELSE 'new\_member' END AS member\_type, sc.subscription\_start\_date\_time\_utc AS subscription\_start\_date\_utc\_tied\_to\_coupon, sc.subscription\_end\_date\_time\_utc AS subscription\_end\_date\_utc\_tied\_to\_coupon, 9.99\*3 AS coupon\_redeemed\_value

FROM rds\_data.express\_coupons ec

JOIN rds\_data.coupon\_codes c ON ec.coupon\_code\_id = c.id

JOIN rds\_data.discount\_policies dp ON c.discount\_policy\_id = dp.id

LEFT JOIN subscriptions\_cleanup sc ON sc.user\_id = ec.user\_id AND sc.subscription\_id = ec.subscription\_id

LEFT JOIN existing\_users eu ON eu.user\_id = ec.user\_id

WHERE ec.subscription\_id is not null AND ec.free\_months is not null AND dp.id = 825354494 -- Discount Policy for TD Bank Promotion AND convert\_timezone('UTC','America/Los\_Angeles',ec.created\_at)::date>='2021-06-21' -- Start Date of Promotion AND sc.SUBSCRIPTION\_CANCELED\_DATE\_TIME\_UTC is null -- Excluding any canceled subscriptions AND coupon\_created\_date < Current\_date -- Making sure subscription data is captured properly

ORDER BY 1 ASC;

SELECT \* FROM DIM\_WAGE W limit 1

SELECT PAYMENT\_METHOD , WAGE\_TYPE , SUM(CASE WHEN PAYMENT\_METHOD = 'payroll' THEN WAGE\_AMOUNT\_USD\*1.12 ELSE WAGE\_AMOUNT\_USD END) TOTAL\_WAGES FROM DIM\_WAGE W WHERE TRUE AND date\_trunc('week', CAST (W.EARNED\_DATE AS DATE )) >= '2020-02-24' AND NVL(W.WORKFLOW\_STATE, 'x') != 'failed' AND DATE\_TRUNC(MONTH,EARNED\_DATE) = '2021-06-01' GROUP BY 1,2

SELECT PAYMENT\_METHOD , WAGE\_TYPE FROM DIM\_WAGE W GROUP BY 1,2

select \* from ANALYSTS.DELIVERY\_LEVEL\_PL DLPL limit 1 select \* from DWH.FACT\_BATCH limit 1 select \* from DWH.FACT\_ORDER\_DELIVERY limit 1

SELECT DATE\_TRUNC('month',DELIVERED\_DATE\_PT) AS CAL\_MONTH , SPEND\_TYPE , ROUND(SUM(COALESCE (SPEND,0)), 2) AS WAIVED\_DELIVERY\_FEE\_AMT , SUM(COALESCE (service\_fee\_trial\_cost,0)) AS service\_fee\_trial\_cost\_amt FROM ANALYSTS.FACT\_COUPON\_V2\_GROWTH\_MARKETING\_SPEND CP WHERE TRUE AND (LOWER(INITIATIVE) NOT IN ('happiness') OR INITIATIVE IS NULL) AND SPEND\_TYPE IN ( 'marketing\_coupon' , 'express\_trial' , 'first\_free' , 'express\_coupon' , 'express\_annual\_discount') AND delivered\_date\_pt >='2020-01-01' GROUP BY 1, 2 ORDER BY 1, 2 DESC

SELECT ISSUED\_MONTH, COUPON\_ID, COUPON\_CODE, KNOWN\_USED\_VALUE\_USD from tableau.vw\_finance\_coupons\_categorization where ISSUED\_MONTH BETWEEN '2021-06-01'AND '2021-06-30' GROUP BY 1,2,3,4 order by 2,1

SELECT From tableau.vw\_finance\_coupons\_categorization

select year(delivered\_date\_pt) as year, month(delivered\_date\_pt) as month, CATEGORY\_L2,lifestage,category\_attributed, spend\_type,discount\_code, discount\_policy\_id, sum(spend) as spend from ANALYSTS.FACT\_COUPON\_V2\_GROWTH\_MARKETING\_SPEND CP where discount\_policy\_id IN ('825355558', '825355559','825355214','825355215','825355216','825355217') group by 1,2,3,4,5,6,7,8 order by 2,1

Select \* from tableau.vw\_finance\_coupons\_categorization limit 10