Step 1:

Saved the result in a table called prism\_test.Indigo-SC-W1-Basis

WITH temp AS

(SELECT user\_crm\_id

FROM `Prism\_Main.users`

WHERE opt\_in\_status = TRUE

AND user\_crm\_id IN

(

SELECT user\_crm\_id

FROM `Prism\_Main.sessions`

WHERE traffic\_source = 'email'

)

),

temp2 AS

(

SELECT date, user\_crm\_id, SUM(transaction\_revenue) AS total\_revenue, COUNT(transaction\_revenue) AS no\_transactions

FROM `Prism\_Main.transactions`

WHERE user\_crm\_id IN

(

SELECT user\_crm\_id

FROM temp

)

GROUP BY date, user\_crm\_id

),

temp3 AS

(

SELECT date, user\_crm\_id, COUNT(DISTINCT session\_id) AS total\_visits

FROM `Prism\_Main.funnelevents`

WHERE user\_crm\_id IN

(

SELECT user\_crm\_id

FROM temp

)

GROUP BY date, user\_crm\_id

),

temp4 AS

(

SELECT date, user\_crm\_id, COUNT(DISTINCT session\_id) AS total\_purchase

FROM `Prism\_Main.funnelevents`

WHERE user\_crm\_id IN

(

SELECT user\_crm\_id

FROM temp

) AND event\_name = 'purchase'

GROUP BY date, user\_crm\_id

)

SELECT temp2.date, temp2.user\_crm\_id, temp2.total\_revenue, temp2.no\_transactions, temp3.total\_visits, temp4.total\_purchase

FROM temp2

LEFT JOIN temp3

ON temp2.user\_crm\_id = temp3.user\_crm\_id AND temp2.date = temp3.date

LEFT JOIN temp4

ON temp3.user\_crm\_id = temp4.user\_crm\_id AND temp3.date = temp4.date;

Step 2:

Saved the result in a table called prism\_test.Indigo-SC-W1-Seg

WITH temp AS (SELECT format\_date('%Y', date) AS year, user\_crm\_id, SUM(total\_revenue) as total\_revenue, SUM(no\_transactions) AS no\_transactions, SUM(total\_visits) AS total\_visits, SUM(total\_purchase) AS total\_purchases

FROM `prism\_test.Indigo-SC-W1-Basis`

GROUP BY year, user\_crm\_id),

temp2 AS

(SELECT user\_crm\_id, date,MAX(date) OVER (PARTITION BY user\_crm\_id, format\_date('%Y', date)) AS last\_purchase\_of\_year

FROM `prism\_test.Indigo-SC-W1-Basis`

GROUP BY user\_crm\_id, date),

temp3 AS

(SELECT user\_crm\_id, format\_date('%Y', date) AS year, last\_purchase\_of\_year

FROM temp2

GROUP BY year, user\_crm\_id, last\_purchase\_of\_year

ORDER BY user\_crm\_id

)

SELECT temp.\*, temp3. last\_purchase\_of\_year

FROM temp

JOIN temp3

ON temp.user\_crm\_id = temp3.user\_crm\_id AND temp.year = temp3.year

ORDER BY user\_crm\_id

Step 3:

Saved the result in a table called prism\_test.Indigo\_Final\_Seg

WITH t1 AS

(

SELECT \*,

SUM(no\_transactions) OVER (PARTITION BY user\_crm\_id ORDER BY last\_purchase\_of\_year) AS running\_transactions,

SUM(total\_revenue) OVER (PARTITION BY user\_crm\_id ORDER BY last\_purchase\_of\_year) AS running\_revenue,

FROM `prism\_test.Indigo-SC—W1-Seg`

),

t2 AS

(

SELECT \*,

NTILE(5) OVER (PARTITION BY year ORDER BY last\_purchase\_of\_year) AS R,

NTILE(100) OVER (PARTITION BY year ORDER BY running\_transactions) AS f\_percentile,

NTILE(100) OVER (PARTITION BY year ORDER BY total\_revenue) AS m\_percentile

FROM t1

),

t3 AS

(

SELECT \*,

CASE

WHEN f\_percentile >= 95 THEN 5

WHEN f\_percentile >= 80 THEN 4

WHEN f\_percentile >= 70 THEN 3

WHEN f\_percentile >= 40 THEN 2

ELSE 1

END AS F,

CASE

WHEN m\_percentile >= 95 THEN 5

WHEN m\_percentile >= 80 THEN 4

WHEN m\_percentile >= 70 THEN 3

WHEN m\_percentile >= 40 THEN 2

ELSE 1

END AS M

FROM t2

),

t4 AS

(

SELECT \*,

CASE

WHEN R BETWEEN 4 AND 5 AND F BETWEEN 4 AND 5 AND M BETWEEN 4 AND 5 THEN “Champions”

WHEN R BETWEEN 2 AND 4 AND F BETWEEN 3 AND 4 AND M BETWEEN 4 AND 5 THEN “Loyal Customer”

WHEN R BETWEEN 3 AND 5 AND F BETWEEN 1 AND 5 AND M BETWEEN 1 AND 3 THEN “Potential Loyalist”

WHEN R BETWEEN 4 AND 5 AND F <= 2 AND M <= 2 THEN “New Customer”

WHEN R BETWEEN 3 AND 4 AND F <= 2 AND M <= 2 THEN “Promising”

WHEN R BETWEEN 3 AND 4 AND F BETWEEN 3 AND 4 AND M BETWEEN 3 AND 4 THEN “Need Attention”

WHEN R BETWEEN 2 AND 3 AND F < 3 AND M < 3 THEN “About To Sleep”

WHEN R < 3 AND F BETWEEN 2 AND 5 AND M BETWEEN 2 AND 5 THEN “At Risk”

WHEN R < 2 AND F BETWEEN 4 AND 5 AND M BETWEEN 4 AND 5 THEN “cCn’t Lose Them”

WHEN R BETWEEN 1 AND 3 AND F BETWEEN 1 AND 3 AND M BETWEEN 2 AND 5 THEN “Hibernating”

WHEN R <= 2 AND F <= 2 AND M <= 2 THEN “Lost”

END AS segment

FROM t3

)

SELECT \*

FROM t4

ORDER BY user\_crm\_id, year