

Queries

1. --How many users signed up on the app?

```
SELECT
    COUNT(DISTINCT user_id) AS total_signups
FROM signups;
```

2. --How many rides were requested through the app?

```
SELECT COUNT(*) AS total_ride_requests
FROM ride_requests;
```

Output = insert into "public"."mytable" ("total_ride_requests") values ('385477')

3. --How many rides were requested and completed through the app?

```
WITH user_ride_status AS (
    SELECT
        user_id
    FROM ride_requests
    GROUP BY user_id
)
SELECT
    COUNT(*) AS total_users_signed_up,
    COUNT(DISTINCT urs.user_id) AS total_users_ride_requested
FROM signups s
LEFT JOIN user_ride_status urs ON
    s.user_id = urs.user_id;
Output: 17623 || 12406
```

4. --How many rides were requested and how many unique users requested a ride?

```
SELECT
    COUNT(DISTINCT user_id) AS users_requesting_a_ride,
    COUNT(DISTINCT
        CASE
            WHEN dropoff_ts IS NOT NULL
            THEN user_id
        END
    ) AS users_completing_a_ride
FROM ride_requests;
```

Output: 12406 || 6233

5. --How many rides were requested and how many unique users requested a ride?

```
SELECT
    COUNT(*) AS TotalRidesRequested,
    COUNT(DISTINCT user_id) AS UniqueUsersRequestingRides
FROM ride_requests;
```

Output: 385477 || 12406

6. --Funnel CTEs

```
WITH user_ride_status AS (
    SELECT user_id
    FROM ride_requests
    GROUP BY user_id
),
```

```
total_users AS (
```

```
SELECT
    a.platform AS platform,
    s.age_range AS age_range,
```

```

a.download_ts::DATE AS download_date,
COUNT(DISTINCT a.*) AS number_of_users_app_downloaded,
COUNT(DISTINCT s.user_id) AS total_unique_users_signup,
COUNT(DISTINCT urs.user_id) AS total_users_ride_requested,
COUNT(DISTINCT r.ride_id) AS number_of_rides_requested,
COUNT(DISTINCT CASE WHEN r.accept_ts IS NOT NULL THEN r.user_id END) AS
rides_accepted_by_driver_user_wise,
COUNT(DISTINCT CASE WHEN accept_ts IS NOT NULL THEN r.ride_id END) AS
rides_accepted_by_driver,
COUNT(DISTINCT CASE WHEN r.dropoff_ts IS NOT NULL THEN r.user_id END) AS
unique_users_completed_ride,
COUNT(DISTINCT CASE WHEN dropoff_ts IS NOT NULL THEN r.ride_id END) AS
completed_rides,
COUNT(DISTINCT CASE WHEN t.charge_status = 'Approved' THEN r.user_id END) AS
number_of_users_complete_payments,
COUNT(DISTINCT CASE WHEN t.charge_status = 'Approved' THEN r.ride_id END) AS
number_of_rides_complete_payments,
COUNT(DISTINCT re.user_id) AS number_of_users_provide_reviews,
COUNT(DISTINCT re.ride_id) AS number_of_rides_received_reviews
FROM app_downloads AS a
LEFT JOIN signups AS s ON a.app_download_key = s.session_id
LEFT JOIN user_ride_status AS urs ON s.user_id = urs.user_id
LEFT JOIN ride_requests AS r ON s.user_id = r.user_id
LEFT JOIN transactions AS t ON t.ride_id = r.ride_id
LEFT JOIN reviews AS re ON re.user_id = s.user_id
--WHERE s.age_range IS NOT NULL
GROUP BY platform, age_range,download_date
),

```

```

funnel_steps AS (
SELECT
1 AS funnel_step,
'Downloads' AS funnel_name,

```

```
platform,  
age_range,  
download_date,  
CAST(number_of_users_app_downloaded AS BIGINT) AS user_count,  
CAST(NULL AS BIGINT) AS ride_count  
FROM total_users
```

UNION

```
SELECT  
2 AS funnel_step,  
'Sign_UP' AS funnel_name,  
platform,  
age_range,  
download_date,  
CAST(total_unique_users_signup AS BIGINT) AS user_count,  
CAST(NULL AS BIGINT) AS ride_count  
FROM total_users
```

UNION

```
SELECT  
3 AS funnel_step,  
'Ride_Requested' AS funnel_name,  
platform,  
age_range,  
download_date,  
CAST(total_users_ride_requested AS BIGINT) AS user_count,  
CAST(number_of_rides_requested AS BIGINT) AS ride_count  
FROM total_users
```

UNION

SELECT

```
4 AS funnel_step,  
'Ride_Accepted' AS funnel_name,  
platform,  
age_range,  
download_date,  
CAST(rides_accepted_by_driver_user_wise AS BIGINT) AS user_count,  
CAST(rides_accepted_by_driver AS BIGINT) AS ride_count  
FROM total_users
```

UNION

SELECT

```
5 AS funnel_step,  
'Ride_Completed' AS funnel_name,  
platform,  
age_range,  
download_date,  
CAST(unique_users_completed_ride AS BIGINT) AS user_count,  
CAST(completed_rides AS BIGINT) AS ride_count  
FROM total_users
```

UNION

SELECT

```
6 AS funnel_step,  
'Payment' AS funnel_name,  
platform,  
age_range,
```

```
download_date,  
CAST(number_of_users_complete_payments AS BIGINT) AS user_count,  
CAST(number_of_rides_complete_payments AS BIGINT) AS ride_count  
FROM total_users
```

UNION

```
SELECT  
7 AS funnel_step,  
'Review' AS funnel_name,  
platform,  
age_range,  
download_date,  
CAST(number_of_users_provide_reviews AS BIGINT) AS user_count,  
CAST(number_of_rides_received_reviews AS BIGINT) AS ride_count  
FROM total_users  
)
```

```
SELECT *  
FROM funnel_steps  
ORDER BY funnel_steps ASC;
```