Funnel with Ride_Count & User_Count

```
with total as (
 select
        ad.platform ,
        s.age_range,
        date(download_ts ) AS download_date,
  count(distinct ad.app_download_key) as total_users_dowanloded_app,
        count(distinct s.user_id) as total_users_signed_up,
        count(distinct r.user_id) as total_users_ride_requested,
  count(distinct r.ride_id) as total_ride_requested
        from
        app_downloads ad
        left join
        signups s
                on ad.app_download_key = s.session_id
        left join
        ride_requests r
                using(user_id)
 group by
        platform, age_range, download_date
),


driver_acceptance as (
        select
```

```
        platform,
  age_range,
        date(download_ts ) as download_date,
        count(distinct user_id) as total_users_driver_accepted,
        count(distinct ride_id) as total_ride_driver_accepted
        from
        ride_requests
        left join
        signups s
                        using(user_id)
        left join
        app_downloads a
                on s.session_id = a.app_download_key
where
        driver_id is not NULL
group by
        platform, age_range,download_date

),

user_ride_status as (
        select
        platform,
  age_range,
        date(download_ts ) as download_date,
                COUNT(DISTINCT r.user_id) AS  user_completed,
        COUNT(DISTINCT r.ride_id) AS  ride_completed
        from
        ride_requests r
```

```
        left join
        signups s
                using(user_id)
        left join
        app_downloads a
                 on s.session_id = a.app_download_key
WHERE
        r.dropoff_ts IS NOT NULL
group by
        platform, age_range,download_date
),



payment as (
 select
        platform,
   age_range,
        date(download_ts ) as download_date,
        count(distinct s.user_id) as payment_approved,
        count(distinct r.ride_id) as payment_approved_ride
        from
        ride_requests r
        join
        transactions t
                        using(ride_id)
        left join
        signups s
                using(user_id)
        left join
```

```
        app_downloads a
                on s.session_id = a.app_download_key
where
 charge_status = 'Approved'
group by platform, age_range,download_date
),

review as (
 select
        platform,
  age_range ,
        date(download_ts ) as download_date,
        count(distinct user_id) as total_user_review,
        count(distinct ride_id) as total_ride_review
        from
        reviews
        join
        transactions
                using(ride_id)
        left join
        signups s
                using(user_id)
        left join
        app_downloads a
                on s.session_id = a.app_download_key
        where
        review is not null
        group by
        platform, age_range,download_date
```

```
),

funnel_stage as (
 select
        platform,
  age_range,
        download_date,
        1 as funnel_step,
                'downloaded_app' as funnel_name,
                total_users_dowanloded_app as value,
        0 as ride_count
 from
        total

 union

 select
        platform,
  age_range,
        download_date,
        2 as funnel_step,
        'signups' as funnel_name,
        total_users_signed_up as value,
        0 as ride_count
 from
        total

 union
```

```
select
        platform,
 age_range,
        download_date,
        3 as funnel_step,
        'ride_requested' as funnel_name,
        total_users_ride_requested as value,
        total_ride_requested as ride_count
from
        total

union

select
        platform,
 age_range,
        download_date,
        4 as funnel_step,
        'driver_accepted' as funnel_name,
        total_users_driver_accepted as value,
        total_ride_driver_accepted as ride_count
from
        driver_acceptance

union

select
        platform,
 age_range,
```

```
        download_date,
        5 as funnel_step,
        'user_completed' as funnel_name,
        sum(user_completed) as value,
        ride_completed as ride_count
from
        user_ride_status
group by
        platform,age_range,download_date, ride_completed

union

        select
        platform,
 age_range,
        download_date,
        6 as funnel_step,
        'payment_approved' as funnel_name,
        payment_approved as value,
        payment_approved_ride as ride_count
from
        payment

union

select
        platform,
 age_range,
        download_date,
```

```
        7 as funnel_step,
        'user_review' as funnel_name,
        total_user_review as value,
        total_ride_review as ride_count
 from
        review
 )

select
        funnel_step,
 funnel_name,
 platform,
 age_range,
 download_date,
 value as user_count,
        ride_count
from
        funnel_stage
order by
        funnel_step
```

Funnel By Platform & Age_range & Download_date

```
WITH total AS (
  SELECT
    ad.platform,
    s.age_range,
    date_trunc('day', ad.download_ts) as download_date,
    COUNT(DISTINCT ad.app_download_key) AS total_users_downloaded_app,
    COUNT(DISTINCT s.user_id) AS total_users_signed_up,
    COUNT(DISTINCT r.user_id) AS total_users_ride_requested
  FROM
    app_downloads ad
  LEFT JOIN
    signups s ON ad.app_download_key = s.session_id
  LEFT JOIN
    ride_requests r USING(user_id)
  GROUP BY
    ad.platform, s.age_range, download_date
),

driver_acceptance AS (
  SELECT
    s.age_range,
```

```
    ad.platform,
    date_trunc('day', ad.download_ts) as download_date,
    COUNT(DISTINCT r.user_id) AS total_users_driver_accepted
  FROM
    ride_requests r
  JOIN
    signups s USING(user_id)
  JOIN
    app_downloads ad ON s.session_id = ad.app_download_key
  WHERE
    r.driver_id IS NOT NULL
  GROUP BY
    s.age_range, ad.platform, download_date
),

user_ride_status AS (
  SELECT
    s.age_range,
    ad.platform,
    date_trunc('day', ad.download_ts) as download_date,
    COUNT(DISTINCT r.user_id) AS total_users_completed
  FROM
    ride_requests r
  JOIN
    signups s USING(user_id)
  JOIN
    app_downloads ad ON s.session_id = ad.app_download_key
  WHERE
    r.dropoff_ts IS NOT NULL
```

```
  GROUP BY
    s.age_range, ad.platform, download_date
),

payment AS (
  SELECT
    s.age_range,
    ad.platform,
    date_trunc('day', ad.download_ts) as download_date,
    COUNT(DISTINCT s.user_id) AS total_users_paid  -- Changed from t.ride_id
  FROM
    transactions t
  JOIN
    ride_requests r USING(ride_id)
  JOIN
    signups s USING(user_id)
  JOIN
    app_downloads ad ON s.session_id = ad.app_download_key
  WHERE
    t.charge_status = 'Approved'
  GROUP BY
    s.age_range, ad.platform, download_date
),

review AS (
  SELECT
    s.age_range,
    ad.platform,
    date_trunc('day', ad.download_ts) as download_date,
```

```
    COUNT(DISTINCT r.user_id) AS total_users_reviewed
  FROM
    reviews r
  JOIN
    signups s USING(user_id)
  JOIN
    app_downloads ad ON s.session_id = ad.app_download_key
  GROUP BY
    s.age_range, ad.platform, download_date
)

-- Aggregating the data from all stages
-- [Your CTEs here: total, driver_acceptance, user_ride_status, payment, review]

-- Aggregating the data from all stages
SELECT
  funnel_name,
  platform,
  age_range,
  download_date,
  SUM(value) OVER(PARTITION BY funnel_name, platform, age_range, download_date) AS value
FROM (
  SELECT 1 as funnel_step, 'downloaded_app' as funnel_name, age_range, platform,
download_date, total_users_downloaded_app as value FROM total
  UNION ALL
  SELECT 2, 'signups', age_range, platform, download_date, total_users_signed_up FROM total
  UNION ALL
  SELECT 3, 'ride_requested', age_range, platform, download_date, total_users_ride_requested
FROM total
```

```
    UNION ALL
    SELECT 4, 'driver_accepted', age_range, platform, download_date, total_users_driver_accepted FROM driver_acceptance
    UNION ALL
    SELECT 5, 'user_completed', age_range, platform, download_date, total_users_completed FROM user_ride_status
    UNION ALL
    SELECT 6, 'payment_approved', age_range, platform, download_date, total_users_paid FROM payment
    UNION ALL
    SELECT 7, 'user_review', age_range, platform, download_date, total_users_reviewed FROM review
) AS funnel
ORDER BY
    funnel_step, platform, age_range, download_date;
```

Request Count on hours of day

```
WITH hourly_distribution AS (
    SELECT
        EXTRACT(HOUR FROM request_ts) AS hour_of_day,
        COUNT(*) AS request_count
    FROM
        ride_requests
    GROUP BY
        hour_of_day
)
```

```
SELECT
   hour_of_day,
   request_count
FROM
   hourly_distribution
ORDER BY
   hour_of_day;
```

Funnel of User_count

```
with total as (
 select count(distinct app_download_key) as total_users_dowanloded_app,
 count(distinct s.user_id) as total_users_signed_up,
          count(distinct r.user_id) as total_users_ride_requested
from app_downloads ad
left join signups s
          on ad.app_download_key = s.session_id
left join ride_requests r
 using(user_id)
),


driver_acceptance as (
select count(distinct user_id) as total_users_driver_accepted
from ride_requests
where driver_id is not NULL
```

```
),

user_ride_status as (
select user_id,
        max (case when dropoff_ts is not null
    then 1
    else 0
    end) as user_completed
from ride_requests
group by user_id
 ),


payment as (
  select count(distinct user_id) as payment_approved
from ride_requests
join transactions
        using(ride_id)
where charge_status = 'Approved'
),

review as (
  select count(distinct user_id) as total_user_review
from reviews
join transactions
        using(ride_id)
where charge_status = 'Approved'
  ),
```

```
funnel_stage as (
 select
        1 as funnel_step,
        'downloaded_app' as funnel_name,
        total_users_dowanloded_app as value
 from total

 union



 select
        2 as funnel_step,
        'signups' as funnel_name,
        total_users_signed_up as value
 from total

 union

 select
        3 as funnel_step,
        'ride_requested' as funnel_name,
        total_users_ride_requested as value
 from total

 union

 select
        4 as funnel_step,
        'driver_accepted' as funnel_name,
```

```
        total_users_driver_accepted as value
from driver_acceptance

union

select
        5 as funnel_step,
        'user_completed' as funnel_name,
        sum(user_completed) as value
from user_ride_status

union

        select
        6 as funnel_step,
        'payment_approved' as funnel_name,
        payment_approved as value
from payment

union

select
        7 as funnel_step,
        'user_review' as funnel_name,
        total_user_review as value
from review
)

select *,
```

```
        round(coalesce((value :: float/lag(value) over(order by funnel_step))*100, 100)::numeric, 1)
as percentage_previous_value,

  round(coalesce((value :: float/first_value(value) over(order by funnel_step))*100, 100)::numeric, 1)
as percentage_first_value

from funnel_stage

order by funnel_step
```