**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 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;

**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