**CREATE** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **as**

**Select**

A.memberid,

C.Bills,C.Sales,C.Visits,

**Case** **when** A.memberid = B.member\_id **then** **'Drop-Out'** **ELSE** **'Non-Drop Out'** **END** **AS** DROP\_OUT\_FLAG

**from**

(

**select** memberid,**Min**(**date**(cal\_date)) **as** Enrolled\_date

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** **date**(cal\_date) **between** **'2023-10-01'** **and** **'2023-10-31'**

**and** item\_void !=**'X'**

**and** sku **in** (**'PRIBLCKENR45004'**,**'PRIBLCKRNW45004'**,**'BLACKRENWAL3000'**,**'BLACKRENWAL2000'**)

**and** tiertag != **'tier0'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**group** **by** 1

)A

**LEFT** **JOIN**

(

**SELECT** member\_id **from** jarvis\_loyalty\_analytics.Customer\_Datamart\_v1\_Export\_to\_Xeno\_1

**where** tier\_Desc **not** **in** (**'silver'**,**'gold'**,**'platinum'**)

**group** **by** 1

)B

**on** A.memberid = B.member\_id

**Left** **Join**

(

**Select**

memberid,

((**count**(**distinct** **case** **when** billtype **in** (**'0001'**,**'01'**,**'0004'**,**'04'**) **and** item\_void != **'X'**

**then** roll\_over\_nbr ||trn\_nbr ||**date**(cal\_date)||plant1 ||wstation **else** **null** **end**)) - (**count**(**distinct** **case** **when** billtype **in** (**'0088'**) **and** item\_void != **'X'**

**then** roll\_over\_nbr||trn\_nbr||**date**(cal\_date)||plant1 ||wstation **else** **null** **end**))) **as** Bills,

**sum**(**COALESCE**(total\_price,0)) **as** sales,

**count**(**distinct** memberid || **date**(cal\_date)) **as** Visits

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**,**'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** **date**(cal\_date) **between** **'2023-10-01'** **and** **'2024-10-31'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**group** **by** 1

)C

**on** A.memberid = C.memberid

**GROUP** **BY** 1,2,3,4,5

---------------- Shopping Latency ---------------

**Drop** **table** jarvis\_loyalty\_analytics.Shopping\_Latency;

**CREATE** **TABLE** jarvis\_loyalty\_analytics.Shopping\_Latency **as**

**SELECT** memberid,

Enrolled\_date,

**Max**(Shop\_date) **AS** Last\_Shop\_date,

**count**(**DISTINCT** memberid || shop\_date) **AS** Visits

**from**

(

**Select** A.memberid,Enrolled\_date,Shop\_date

**from**

(

**select** memberid,**Min**(**date**(cal\_date)) **as** Enrolled\_date

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** **date**(cal\_date) **between** **'2023-10-01'** **and** **'2023-10-31'**

**and** item\_void !=**'X'**

**and** sku **in** (**'PRIBLCKENR45004'**,**'PRIBLCKRNW45004'**,**'BLACKRENWAL3000'**,**'BLACKRENWAL2000'**)

**and** tiertag != **'tier0'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**group** **by** 1

)A

**Left** **Join**

(

**select**

memberid,

**DATE**(CAL\_DATE) **AS** Shop\_date,

**sum**(**coalesce**(total\_price ,0)) **as** sales,

**count**(**DISTINCT** memberid || **date**(cal\_Date)) **AS** Visits

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** **date**(cal\_date) **between** **'2023-10-01'** **and** **'2024-10-31'**

**and** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**, **'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**GROUP** **BY** 1,2

)B

**on** A.memberid = B.memberid

**AND** B.Shop\_date **BETWEEN** A.Enrolled\_date + 1 **and** A.Enrolled\_date + 390

)

**GROUP** **BY** 1,2

**alter** **table** jarvis\_loyalty\_analytics.Shopping\_Latency

**add** **COLUMN** ADGBT **float64**;

**alter** **table** jarvis\_loyalty\_analytics.Shopping\_Latency

**add** **COLUMN** gap **float64**;

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Shopping\_Latency **ADD** **COLUMN** total\_visits **Float64**;

**UPDATE** jarvis\_loyalty\_analytics.Shopping\_Latency

**SET** total\_visits = **COALESCE**(Visits,0) + 1

**WHERE** total\_visits **IS** **NULL**;

**update** jarvis\_loyalty\_analytics.Shopping\_Latency

**set** gap = DATE\_DIFF(**date**(Last\_Shop\_date), **date**(Enrolled\_date), **DAY**)

**WHERE** gap **IS** **NULL**;

**UPDATE** jarvis\_loyalty\_analytics.Shopping\_Latency

**SET** ADGBT =

**CASE** **WHEN** **COALESCE**(total\_visits,0) - 1 = 0 **THEN** 0 **ELSE** **COALESCE**(gap,0)/**COALESCE**(total\_visits,0)-1 **END**

**WHERE** ADGBT **IS** **NULL**;

**alter** **table** jarvis\_loyalty\_analytics.Shopping\_Latency

**ADD** **COLUMN** SHOPPING\_LATENCY **STRING**;

**alter** **table** jarvis\_loyalty\_analytics.Shopping\_Latency

**ADD** **COLUMN** SHOPPING\_LATENCY1 **STRING**;

**UPDATE** jarvis\_loyalty\_analytics.Shopping\_Latency

**set** SHOPPING\_LATENCY1 = **case**

**when** **COALESCE**(total\_visits,0) = 1 **then** **'A.SINGLE TIMER'**

**when** **COALESCE**(ADGBT,0) <=30 **then** **'B.< 30 Days'**

**when** **COALESCE**(ADGBT,0) > 30 **and** **COALESCE**(ADGBT,0) <=60 **then** **'C.30-60 Day'**

**when** **COALESCE**(ADGBT,0) > 60 **and** **COALESCE**(ADGBT,0) <=90 **then** **'D.60-90 Day'**

**when** **COALESCE**(ADGBT,0) > 90 **and** **COALESCE**(ADGBT,0) <=180 **then** **'E.90-180 Day'**

**when** **COALESCE**(ADGBT,0) >180 **then** **'F.180 Day+'** **END**

**WHERE** SHOPPING\_LATENCY1 **IS** **NULL**

**Select** \* **from** jarvis\_loyalty\_analytics.Shopping\_Latency **limit** 100;

**SELECT** SHOPPING\_LATENCY1,**COUNT**(**DISTINCT** MEMBERID) **AS** Members,**sum**(**COALESCE**(total\_visits,0)) **AS** Total\_Visits

**FROM** jarvis\_loyalty\_analytics.Shopping\_Latency

**GROUP** **BY** 1

**Select** \* **from** jarvis\_loyalty\_analytics.Shopping\_Latency **limit** 100;

**SELECT** \* **FROM** jarvis\_loyalty\_analytics.Black\_Model\_Base **LIMIT** 100;

**SELECT** **count**(**DISTINCT** memberid) **FROM** jarvis\_loyalty\_analytics.Black\_Model\_Base

**WHERE** Bills **IS** **NULL**

**DELETE** **FROM** jarvis\_loyalty\_analytics.Black\_Model\_Base **WHERE** Bills **IS** **null**

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **ADD** **COLUMN** Latency\_Slab **string**;

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **ADD** **COLUMN** Last\_Shopped\_date **date**;

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **ADD** **COLUMN** Recency **NUMERIC**(18,2);

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **ADD** **COLUMN** Recency\_slab **string**;

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **ADD** **COLUMN** Frequency\_Slab **string**;

**UPDATE** jarvis\_loyalty\_analytics.Black\_Model\_Base A

**SET** Latency\_Slab = SHOPPING\_LATENCY1,

Last\_Shopped\_date = B.Last\_Shop\_date

**FROM**

(**SELECT** MEMBERID,SHOPPING\_LATENCY1 ,Last\_Shop\_date

**FROM** jarvis\_loyalty\_analytics.Shopping\_Latency

**GROUP** **BY** 1,2,3

)B

**WHERE** A.memberid = B.memberid;

**UPDATE** jarvis\_loyalty\_analytics.Black\_Model\_Base A

**SET**

Last\_Shopped\_date = B.Enrolled\_date

**FROM**

(**SELECT** MEMBERID,Enrolled\_date

**FROM** jarvis\_loyalty\_analytics.Shopping\_Latency

**GROUP** **BY** 1,2

)B

**WHERE** A.memberid = B.memberid

**and** Last\_Shopped\_date **IS** **null**

**SELECT** \* **FROM** jarvis\_loyalty\_analytics.Black\_Model\_Base **LIMIT** 100;

**SELECT** \* **FROM** jarvis\_loyalty\_analytics.Shopping\_Latency **LIMIT** 100;

**SELECT** Recency\_slab ,**COUNT**(**DISTINCT** memberid) **FROM** jarvis\_loyalty\_analytics.Black\_Model\_Base **group** **by** 1

**UPDATE** jarvis\_loyalty\_analytics.Black\_Model\_Base

**SET** Recency = DATE\_DIFF(**DATE** **'2024-10-31'** , **DATE**(Last\_Shopped\_date) , **DAY**)

**WHERE** Recency **IS** **NULL**

**UPDATE** jarvis\_loyalty\_analytics.Black\_Model\_Base

**SET** Recency\_slab =

**CASE** **WHEN** Recency < 30 **then** **'A.30 Days'**

**WHEN** Recency > 30 **and** Recency <= 90 **then** **'B.30-90 Days'**

**WHEN** Recency > 90 **and** Recency <= 180 **then** **'C.90-180 Days'**

**WHEN** Recency > 180 **and** Recency <= 270 **then** **'D.180-270 Days'**

**WHEN** Recency > 270 **THEN** **'E.270+'END**

**where** Recency\_slab **is** **null**

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **ADD** **Column** Frequency\_slab;

**UPDATE** jarvis\_loyalty\_analytics.Black\_Model\_Base

**SET** Frequency\_slab =

**CASE** **WHEN** Visits < 3 **then** **'A.< 3 Visits'**

**WHEN** Visits >= 3 **and** Visits <=5 **then** **'B.3-5 Visits'**

**WHEN** Visits > 5 **and** Visits <= 7 **then** **'C.6-7 Visits'**

**WHEN** Visits > 7 **and** Visits <=10 **then** **'D.8-10 Visits'**

**WHEN** Visits > 10 **and** Visits <=15 **then** **'E.10-15 Visits'**

**WHEN** Visits > 15 **and** Visits <=20 **then** **'F.15-20 Visits'**

**WHEN** Visits > 20 **THEN** **'G.20+ Visits'** **END**

**where** Frequency\_slab **is** **null**;

**Select** Frequency\_slab,**count**(**distinct** memberid) **from** jarvis\_loyalty\_analytics.Black\_Model\_Base

**group** **by** 1;

**Select** \* **from** jarvis\_loyalty\_analytics.Black\_Model\_Base **limit** 100;

**Select** **count**(**distinct** memberid), **sum**(sales) **from** jarvis\_loyalty\_analytics.Black\_Model\_Base

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **ADD** **COLUMN** Sales\_Slab **string**;

**ALTER** **TABLE** jarvis\_loyalty\_analytics.Black\_Model\_Base **DROP** **COLUMN** Sales\_Slab

**UPDATE** jarvis\_loyalty\_analytics.Black\_Model\_Base

**SET** ***Sales\_Slab*** =

**CASE** **WHEN** Sales < 10000 **then** **'A.<10K'**

**WHEN** Sales > 10000 **and** sales =< 25000 **then** **'B.10-25K'**

**WHEN** Sales > 25000 **and** sales =< 50000 **then** **'C.25-50K'**

**WHEN** Sales > 50000 **and** sales =< 75000 **then** **'D.50-75K'**

**WHEN** Sales > 75000 **and** sales =< 100000 **then** **'E.75-1Lac'**

**WHEN** Sales > 100000 **then** **'F.1 Lac+'** **END** ;

**create** **table** jarvis\_loyalty\_analytics.Black\_Model\_Base\_Final\_Data **as**

**Select** A.\*,

catg\_metric\_sales\_apparel\_men,

catg\_metric\_sales\_apparel\_women\_western,

catg\_metric\_sales\_beauty,

catg\_metric\_sales\_beauty\_fragrance,

catg\_metric\_sales\_beauty\_non\_fragrance,

catg\_metric\_sales\_apparel\_women\_indian,

catg\_metric\_sales\_kids,

catg\_metric\_sales\_footwear,

catg\_metric\_sales\_home,

catg\_share\_sales\_apparel\_men,

catg\_share\_sales\_apparel\_women\_western,

catg\_share\_sales\_beauty,

catg\_share\_sales\_beauty\_fragrance,

catg\_share\_sales\_non\_fragrance,

catg\_share\_sales\_apparel\_women\_indian,

catg\_share\_sales\_kids,

catg\_share\_sales\_footwear,

catg\_share\_sales\_home

**from**

(**Select** \* **from** jarvis\_loyalty\_analytics.Black\_Model\_Base) A

**Left** **Join**

(

**Select**

memberid,

**sum**(**CASE**

**WHEN** category **IN**(

**'APPAREL MEN'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_apparel\_men,

**sum**(**CASE**

**WHEN** category **IN**(

**'APPAREL WOMEN WESTERN WEAR'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_apparel\_women\_western,

**sum**(**CASE**

**WHEN** category **IN**(

**'BEAUTY'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_beauty,

**sum**(**CASE**

**WHEN** category **IN**(

**'BEAUTY'**

)

**AND** department **IN**(

**'FRAGRANCE'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_beauty\_fragrance,

**sum**(**CASE**

**WHEN** category **IN**(

**'BEAUTY'**

)

**AND** department **NOT** **IN**(

**'FRAGRANCE'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_beauty\_non\_fragrance,

**sum**(**CASE**

**WHEN** category **IN**(

**'WATCHES'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_watches,

**sum**(**CASE**

**WHEN** category **IN**(

**'APPAREL WOMEN INDIAN WEAR'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_apparel\_women\_indian,

**sum**(**CASE**

**WHEN** category **IN**(

**'KIDS'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_kids,

**sum**(**CASE**

**WHEN** category **IN**(

**'FOOTWEAR'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_footwear,

**sum**(**CASE**

**WHEN** category **IN**(

**'HOME'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_home,

**sum**(**CASE**

**WHEN** category **IN**(

**'BAGS & ACCESSORIES'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_bags\_accessories,

**sum**(**CASE**

**WHEN** category **IN**(

**'TRAVEL & LUGGAGE'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_travel\_luggage,

**sum**(**CASE**

**WHEN** category **IN**(

**'EYEWEAR'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_eyewear,

**sum**(**CASE**

**WHEN** category **IN**(

**'JEWELLERY'**

) **THEN** total\_price

**ELSE** 0

**END**) **AS** catg\_metric\_sales\_jewellery,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'APPAREL MEN'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_apparel\_men,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'APPAREL WOMEN WESTERN WEAR'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_apparel\_women\_western,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'BEAUTY'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_beauty,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'BEAUTY'**

)

**AND** department **IN**(

**'FRAGRANCE'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_beauty\_fragrance,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'BEAUTY'**

)

**AND** department **NOT** **IN**(

**'FRAGRANCE'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_non\_fragrance,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'WATCHES'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_watches,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'APPAREL WOMEN INDIAN WEAR'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_apparel\_women\_indian,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'KIDS'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_kids,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'FOOTWEAR'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_footwear,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'HOME'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_home,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'BAGS & ACCESSORIES'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_bags\_accessories,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'TRAVEL & LUGGAGE'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_travel\_luggage,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'EYEWEAR'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_eyewear,

**coalesce**((**sum**(**CASE**

**WHEN** category **IN**(

**'JEWELLERY'**

) **THEN** total\_price

**ELSE** 0

**END**)/**nullif**(**sum**(total\_price), 0)), 0) **AS** catg\_share\_sales\_jewellery,

**sum**(**COALESCE**(total\_price,0)) **as** sales

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**,**'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** **date**(cal\_date) **between** **'2023-10-01'** **and** **'2024-10-31'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**group** **by** 1

)B

**on** A.memberid = B.memberid

------

**select**

**count**(**DISTINCT** memberid)

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** **date**(cal\_date) **between** **'2023-01-01'** **and** **'2023-12-31'**

**and** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**, **'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**AND** memberid **IN**

(

**select**

memberid

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** **date**(cal\_date) **between** **'2022-01-01'** **and** **'2022-12-31'**

**and** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**, **'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**GROUP** **BY** 1

)

**select**

**count**(**DISTINCT** memberid)

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** **date**(cal\_date) **between** **'2022-01-01'** **and** **'2022-12-31'**

**and** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**, **'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**GROUP** **BY** 1

**select**

plant ,plant1 ,**`zone`**

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** **date**(cal\_date) **between** **'2022-01-01'** **and** **'2025-03-31'**

**and** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**, **'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**GROUP** **BY** 1,2,3

**Select**

plant ,plant1 ,**`zone`** ,

((**count**(**distinct** **case** **when** billtype **in** (**'0001'**,**'01'**,**'0004'**,**'04'**) **and** item\_void != **'X'**

**then** roll\_over\_nbr ||trn\_nbr ||**date**(cal\_date)||plant1 ||wstation **else** **null** **end**)) - (**count**(**distinct** **case** **when** billtype **in** (**'0088'**) **and** item\_void != **'X'**

**then** roll\_over\_nbr||trn\_nbr||**date**(cal\_date)||plant1 ||wstation **else** **null** **end**))) **as** Bills,

**sum**(**COALESCE**(total\_price,0)) **as** sales,

**count**(**distinct** memberid || **date**(cal\_date)) **as** Visits

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**,**'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** **date**(cal\_date) **between** **'2024-04-01'** **and** **'2025-03-31'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**and** is\_new\_member\_shopped = **'1'**

**and** is\_first\_citizen\_enrolled = **'0'**

**group** **by** 1,2,3;

**Select**

plant ,plant1 ,**`zone`** ,

((**count**(**distinct** **case** **when** billtype **in** (**'0001'**,**'01'**,**'0004'**,**'04'**) **and** item\_void != **'X'**

**then** roll\_over\_nbr ||trn\_nbr ||**date**(cal\_date)||plant1 ||wstation **else** **null** **end**)) - (**count**(**distinct** **case** **when** billtype **in** (**'0088'**) **and** item\_void != **'X'**

**then** roll\_over\_nbr||trn\_nbr||**date**(cal\_date)||plant1 ||wstation **else** **null** **end**))) **as** Bills,

**sum**(**COALESCE**(total\_price,0)) **as** sales,

**count**(**distinct** memberid || **date**(cal\_date)) **as** Visits

**from** jarvis\_reporting.store\_gross\_sales\_denorm s

**where** billtype **in** (**'0001'**,**'0004'**,**'01'**,**'04'**,**'0088'**,**'0011'**,**'0014'**,**'11'**,**'14'**)

**and** item\_void !=**'X'**

**and** l2 **in** (**'NATIONAL BRAND'**,**'EXCLUSIVE BRAND'**)

**and** tiertag != **'tier0'**

**and** **date**(cal\_date) **between** **'2024-04-01'** **and** **'2025-03-31'**

**and** storeformat **in** (**'SS'**,**'HS'**)

**group** **by** 1,2,3