1. **How many times was the app downloaded?**

SELECT COUNT(\*)

FROM app\_downloads

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

SELECT COUNT(user\_id)

FROM signups

1. **How many rides were requested through the app?**

SELECT COUNT(ride\_id)

FROM ride\_requests

1. **How many rides were requested and completed through the app?**

SELECT COUNT(request\_ts) as request, COUNT(dropoff\_ts) as completed

FROM ride\_requests

1. **How many rides were requested and how many unique users requested a ride?**

SELECT COUNT(\*) as total, COUNT(DISTINCT user\_id) as unique\_users

FROM ride\_requests

1. **What is the average time of a ride from pick up to drop off?**

SELECT AVG(dropoff\_ts - pickup\_ts)

FROM ride\_requests

1. **How many rides were accepted by a driver?**

SELECT COUNT(accept\_ts)

FROM ride\_requests

1. **How many rides did we successfully collect payments and how much was**

**collected?**

SELECT COUNT(charge\_status) as rides\_num, SUM(purchase\_amount\_usd) as USD

FROM transactions

WHERE charge\_status = 'Approved'

1. **How many ride requests happened on each platform?**

SELECT a.platform, COUNT(r.ride\_id)

FROM ride\_requests r

JOIN signups s

    ON s.user\_id = r.user\_id

JOIN app\_downloads a

  ON a.app\_download\_key = s.session\_id

GROUP BY 1

1. **What is the drop-off from users signing up to users requesting a ride?**

SELECT (CAST(COUNT(DISTINCT r.user\_id) as FLOAT)/CAST(COUNT(DISTINCT s.user\_id) as FLOAT))\*100 as drop

FROM ride\_requests as r

FULL JOIN signups s

ON s.user\_id = r.user\_id

**How many unique users completed a ride through the Metrocar app?**

SELECT COUNT(\*) as total, COUNT(DISTINCT user\_id) as unique\_users, COUNT(dropoff\_ts)

FROM ride\_requests

WHERE dropoff\_ts IS NOT NULL

**Of the users that signed up on the app, what percentage these users requested a ride?**

SELECT (CAST(COUNT(DISTINCT r.user\_id) AS float)/CAST(COUNT(DISTINCT s.user\_id) AS float))\*100 as per

FROM ride\_requests r

FULL JOIN signups s

ON s.user\_id = r.user\_id

**Of the users that signed up on the app, what percentage these users completed a ride?**

WITH user\_dropoff AS (

SELECT user\_id, MAX(CASE WHEN dropoff\_ts IS NOT NULL THEN 1 ELSE 0 END) AS dropoff

FROM ride\_requests

GROUP BY 1)

SELECT (SUM(u.dropoff)::float/COUNT(DISTINCT s.user\_id)::float)\*100 as per

FROM signups s

FULL JOIN user\_dropoff u

ON u.user\_id = s.user\_id

**Using the percent of previous approach, what are the user-level conversion rates for the first 3 stages of the funnel?**

1. **SELECT (COUNT(DISTINCT s.user\_id)::float/COUNT(a.app\_download\_key)::float)\*100 as per**

**FROM app\_downloads a**

**FULL JOIN signups s**

**ON a.app\_download\_key = s.session\_id**

1. **SELECT (COUNT(DISTINCT r.user\_id)::float/COUNT(DISTINCT s.user\_id)::float)\*100 as per**

**FROM signups s**

**FULL JOIN ride\_requests r**

**ON s.user\_id = r.user\_id**