

WITH

rides_requested AS (

SELECT

'ride requested' AS funnel,

COUNT(DISTINCT rr.ride_id) AS rides,

ad.platform,

COALESCE(su.age_range, 'Not specified') AS age_group, CAST(rr.request_ts AS
TIME) AS request_time, CAST(rr.request_ts AS DATE) AS request_date,
0 AS revenue

FROM

ride_requests AS rr

INNER JOIN signups AS su ON rr.user_id = su.user_id INNER JOIN
app_downloads AS ad ON su.session_id =

ad.app_download_key

GROUP BY

ad.platform,

su.age_range,

request_date, request_time),

rides_accepted AS (

SELECT

'ride accepted' AS funnel,

COUNT(DISTINCT rr.ride_id) AS rides,

ad.platform,

COALESCE(su.age_range, 'Not specified') AS age_group, CAST(rr.request_ts AS
TIME) AS request_time, CAST(rr.request_ts AS DATE) AS request_date,
0 AS revenue

FROM

ride_requests AS rr

INNER JOIN signups AS su ON rr.user_id = su.user_id

INNER JOIN app_downloads AS ad ON su.session_id = ad.app_download_key

WHERE rr.accept_ts IS NOT NULL GROUP BY

ad.platform,

su.age_range,
request_date, request_time),

rides_completed AS (

SELECT

'ride completed' AS funnel,

COUNT(DISTINCT rr.ride_id) AS rides,

ad.platform,

COALESCE(su.age_range, 'Not specified') AS age_group, CAST(rr.request_ts AS
TIME) AS request_time, CAST(rr.request_ts AS DATE) AS request_date,
0 AS revenue

FROM

ride_requests AS rr

INNER JOIN signups AS su ON rr.user_id = su.user_id

INNER JOIN app_downloads AS ad ON su.session_id = ad.app_download_key

WHERE rr.accept_ts IS NOT NULL AND rr.dropoff_ts IS NOT NULL GROUP
BY

ad.platform,
su.age_range,
request_date, request_time),

rides_paid AS (

SELECT

```
'ride paid' AS funnel,  
COUNT(DISTINCT rr.ride_id) AS rides,  
ad.platform,  
COALESCE(su.age_range, 'Not specified') AS age_group, CAST(rr.request_ts AS  
TIME) AS request_time, CAST(rr.request_ts AS DATE) AS request_date,  
SUM(ts.purchase_amount_usd) AS revenue
```

FROM

```
ride_requests AS rr
```

```
INNER JOIN signups AS su ON rr.user_id = su.user_id
```

```
INNER JOIN app_downloads AS ad ON su.session_id = ad.app_download_key
```

```
INNER JOIN transactions AS ts ON rr.ride_id = ts.ride_id
```

```
WHERE rr.accept_ts IS NOT NULL AND rr.dropoff_ts IS NOT NULL AND
```

```
ts.charge_status = 'Approved'
```

GROUP BY

```
ad.platform,  
su.age_range,  
request_date, request_time),
```

```
rides_reviewed AS (
```

SELECT

```
'ride reviewed' AS funnel, COUNT(DISTINCT rr.ride_id) AS rides, ad.platform,
```

```
COALESCE(su.age_range, 'Not specified') AS age_group, CAST(rr.request_ts AS  
TIME) AS request_time, CAST(rr.request_ts AS DATE) AS request_date,  
SUM(ts.purchase_amount_usd) AS revenue
```

FROM

```
ride_requests AS rr
```

```
INNER JOIN signups AS su ON rr.user_id = su.user_id
```

INNER JOIN app_downloads AS ad ON su.session_id = ad.app_download_key

INNER JOIN transactions AS ts ON rr.ride_id = ts.ride_id

INNER JOIN reviews AS rv ON ts.ride_id = rv.ride_id

WHERE rr.accept_ts IS NOT NULL AND rr.dropoff_ts IS NOT NULL AND

ts.charge_status = 'Approved'

GROUP BY

ad.platform,
su.age_range, request_date, request_time)

SELECT *

FROM rides_requested UNION ALL

SELECT *

FROM rides_accepted UNION ALL

SELECT *

FROM rides_completed UNION ALL

SELECT *

FROM rides_paid UNION ALL

SELECT *

FROM rides_reviewed