-- create table `tokopedia-970.zoom.ct\_user\_performance\_widget\_discovery` partition by partition\_column cluster by tribe\_name, metric\_name, metric\_dimension\_name, device\_name as

WITH date\_dict as (

select

DATE('{{ tomorrow\_ds }}' /\*backfill\_start\_date\*/) as start\_dt,

DATE('{{ tomorrow\_ds }}' /\*backfill\_end\_date\*/) as end\_dt

-- DATE\_SUB(current\_date,INTERVAL 1 day) AS start\_date,

-- DATE\_SUB(current\_date,INTERVAL 1 day) AS end\_date

),

date\_dict2 as (

select

date\_sub((select start\_dt from date\_dict), interval 3 day) as order\_to\_verified\_dt

),

session as (

select distinct

date\_key,

device\_name,

user\_id,

visitor\_id,

visit\_id,

session\_id

from

`tokopedia-970.voyager\_dwh.bi\_fact\_session\_details\_tokopedia`

where

date\_key between (select start\_dt from date\_dict) and (select end\_dt from date\_dict)

and device\_name in ('mobile','desktop')

and is\_nr is not true

union all

select distinct

date\_key,

device\_name,

user\_id,

visitor\_id,

visit\_id,

session\_id

from

`tokopedia-970.voyager\_dwh.bi\_fact\_session\_details\_tokopedia`

where

date\_key between (select start\_dt from date\_dict) and (select end\_dt from date\_dict)

and device\_name in ('android','ios')

and session\_with\_interaction\_ind = 1

and is\_nr is not true

),

experiment\_widget\_list as (

SELECT DISTINCT

sub\_discovery\_page\_name,

lower(creative\_name) creative\_name,

eppo\_creative\_name,

FROM

-- `tokopedia-970.zoom.gst\_experiment\_widget\_list\_discovery`

`tokopedia-970.voyager\_staging.gst\_experiment\_widget\_list\_discovery`

),

fact\_product\_impression\_click as (

SELECT

date\_key,

user\_id,

device\_name,

session\_id,

visitor\_id,

action\_name,

product\_id,

product\_list\_name,

product\_list\_hits\_timestamp,

sub\_discovery\_page\_name,

component\_type\_name,

creative\_name,

FROM

`tokopedia-970.zoom.ft\_product\_disco\_page\_impression\_click`

WHERE

partition\_column between (select start\_dt from date\_dict) and (select end\_dt from date\_dict)

),

fact\_banner\_impression\_click as (

SELECT

date\_key,

user\_id,

device\_name,

session\_id,

visitor\_id,

action\_name,

promo\_id,

promo\_name,

hits\_timestamp,

sub\_discovery\_page\_name,

component\_type\_name,

promo\_creative\_name as creative\_name,

FROM

`tokopedia-970.zoom.ft\_banner\_home\_disco\_impression\_click`

WHERE

partition\_column between (select start\_dt from date\_dict) and (select end\_dt from date\_dict)

AND page\_name in ('discovery page')

),

impression\_click as (

SELECT

date\_key,

user\_id,

device\_name,

sub\_discovery\_page\_name sub\_discovery\_page,

component\_type\_name component\_type,

creative\_name,

count(distinct case when action\_name = 'impression' then concat(session\_id,'\_',product\_id,'\_',product\_list\_hits\_timestamp) end) impression,

count(distinct case when action\_name = 'impression' then session\_id else null end) session,

count(distinct case when action\_name = 'impression' then visitor\_id else null end) visitor,

count(distinct case when action\_name = 'click' then concat(session\_id,'\_',product\_id,'\_',product\_list\_hits\_timestamp) end) click,

count(distinct case when action\_name = 'click' then session\_id else null end) session\_click,

count(distinct case when action\_name = 'click' then visitor\_id else null end) visitor\_click,

FROM

fact\_product\_impression\_click

GROUP BY

1,2,3,4,5,6

UNION ALL

SELECT

date\_key,

user\_id,

device\_name,

sub\_discovery\_page\_name sub\_discovery\_page,

'widget\_agg' component\_type,

eppo\_creative\_name as creative\_name,

count(distinct case when action\_name = 'impression' then concat(session\_id,'\_',product\_id,'\_',product\_list\_hits\_timestamp) end) impression,

count(distinct case when action\_name = 'impression' then session\_id else null end) session,

count(distinct case when action\_name = 'impression' then visitor\_id else null end) visitor,

count(distinct case when action\_name = 'click' then concat(session\_id,'\_',product\_id,'\_',product\_list\_hits\_timestamp) end) click,

count(distinct case when action\_name = 'click' then session\_id else null end) session\_click,

count(distinct case when action\_name = 'click' then visitor\_id else null end) visitor\_click,

FROM

fact\_product\_impression\_click

JOIN

experiment\_widget\_list

USING (sub\_discovery\_page\_name,creative\_name)

GROUP BY

1,2,3,4,5,6

UNION ALL

SELECT

date\_key,

user\_id,

device\_name,

sub\_discovery\_page\_name sub\_discovery\_page,

component\_type\_name component\_type,

creative\_name as creative\_name,

COUNT(distinct case when action\_name = 'impression' then CONCAT(session\_id, '\_', hits\_timestamp, '\_', coalesce(promo\_name, ''), '\_', coalesce(creative\_name, ''), '\_', coalesce(promo\_id, '')) end) as impression,

COUNT(distinct case when action\_name = 'impression' then session\_id end) as session,

COUNT(distinct case when action\_name = 'impression' then visitor\_id end) as visitor,

COUNT(distinct case when action\_name = 'click' then CONCAT(session\_id, '\_', hits\_timestamp, '\_', coalesce(promo\_name, ''), '\_', coalesce(creative\_name, ''), '\_', coalesce(promo\_id, '')) end) as click,

COUNT(distinct case when action\_name = 'click' then session\_id end) as session\_click,

COUNT(distinct case when action\_name = 'click' then visitor\_id end) as visitor\_click,

FROM

fact\_banner\_impression\_click

GROUP BY

1,2,3,4,5,6

UNION ALL

SELECT

date\_key,

user\_id,

device\_name,

sub\_discovery\_page\_name sub\_discovery\_page,

'widget\_agg' component\_type,

eppo\_creative\_name as creative\_name,

COUNT(distinct case when action\_name = 'impression' then CONCAT(session\_id, '\_', hits\_timestamp, '\_', coalesce(promo\_name, ''), '\_', coalesce(creative\_name, ''), '\_', coalesce(promo\_id, '')) end) as impression,

COUNT(distinct case when action\_name = 'impression' then session\_id end) as session,

COUNT(distinct case when action\_name = 'impression' then visitor\_id end) as visitor,

COUNT(distinct case when action\_name = 'click' then CONCAT(session\_id, '\_', hits\_timestamp, '\_', coalesce(promo\_name, ''), '\_', coalesce(creative\_name, ''), '\_', coalesce(promo\_id, '')) end) as click,

COUNT(distinct case when action\_name = 'click' then session\_id end) as session\_click,

COUNT(distinct case when action\_name = 'click' then visitor\_id end) as visitor\_click,

FROM

fact\_banner\_impression\_click

JOIN

experiment\_widget\_list

USING (sub\_discovery\_page\_name,creative\_name)

GROUP BY

1,2,3,4,5,6

),

atc\_fact as (

select

fact\_product\_journey.date\_key,

device\_name,

session.user\_id,

first\_product\_list\_name as product\_list\_name,

coalesce(lower(regexp\_replace(regexp\_extract(product\_list\_name, r'discovery\/(.+?)\s\-.\*'), "-", " ")), '-') sub\_discovery\_page\_name,

coalesce(lower(regexp\_extract(product\_list\_name, r'^(?:(?:.\*?)-\s){4}(.\*?)\s-')), '-') component\_type,

coalesce(lower(regexp\_extract(product\_list\_name, r'^(?:(?:.\*?)-\s){7}(.\*?)\s-')), '-') creative\_name,

concat(fact\_product\_journey.session\_id,'\_',hits\_time) as atc,

fact\_product\_journey.session\_id,

fact\_product\_journey.visitor\_id

from

`tokopedia-970.voyager\_dwh.fact\_product\_journey` fact\_product\_journey

join

session

on

fact\_product\_journey.date\_key = session.date\_key

and fact\_product\_journey.device = session.device\_name

and fact\_product\_journey.session\_id = session.session\_id

where

fact\_product\_journey.date\_key between (select start\_dt from date\_dict) and (select end\_dt from date\_dict)

and event = 'Add to Cart'

and first\_product\_list\_name is not null

and regexp\_contains(first\_product\_list\_name, r'^(?i)(\/)?discovery')

and not regexp\_contains(first\_product\_list\_name, r'^(\/)?(?i)discovery\/prev ')

),

atc as (

select

date\_key,

device\_name,

user\_id,

sub\_discovery\_page\_name as sub\_discovery\_page,

component\_type,

creative\_name,

count(distinct atc) as atc,

count(distinct session\_id) as session\_atc,

count(distinct visitor\_id) as visitor\_atc

from

atc\_fact

group by

1,2,3,4,5,6

union all

select

date\_key,

device\_name,

user\_id,

sub\_discovery\_page\_name as sub\_discovery\_page,

'widget\_agg' component\_type,

eppo\_creative\_name as creative\_name,

count(distinct atc) as atc,

count(distinct session\_id) as session\_atc,

count(distinct visitor\_id) as visitor\_atc

from

atc\_fact

JOIN

experiment\_widget\_list

USING (sub\_discovery\_page\_name,creative\_name)

group by

1,2,3,4,5,6

),

order\_verified\_attribution as (

SELECT distinct

date\_key,

device\_name,

user\_id,

session\_id,

hits\_timestamp,

attr\_type\_name,

sub\_discovery\_page\_name,

component\_type\_name,

creative\_name,

campaign\_code,

order\_id,

subtotal\_price,

quantity

from

`tokopedia-970.zoom.ft\_disco\_page\_order\_verified`

where

partition\_column between (select start\_dt from date\_dict) and (select end\_dt from date\_dict)

and attr\_type\_name in ('first attribution','SWAT Direct','SWAT Indirect')

),

order\_verified\_widget as (

SELECT DISTINCT

date\_key,

device\_name,

user\_id,

sub\_discovery\_page\_name as sub\_discovery\_page,

component\_type\_name as component\_type,

creative\_name,

attr\_type\_name,

order\_id,

session\_id,

subtotal\_price,

quantity,

FROM

order\_verified\_attribution

UNION ALL

SELECT DISTINCT

date\_key,

device\_name,

user\_id,

sub\_discovery\_page\_name as sub\_discovery\_page,

'widget\_agg' as component\_type,

creative\_name,

attr\_type\_name,

order\_id,

session\_id,

subtotal\_price,

quantity,

FROM

order\_verified\_attribution

JOIN

experiment\_widget\_list

USING(sub\_discovery\_page\_name, creative\_name)

),

order\_verified\_agg as (

SELECT

date\_key,

device\_name,

user\_id,

sub\_discovery\_page,

component\_type,

creative\_name,

count(distinct case when attr\_type\_name in ('first attribution') then order\_id end) as total\_order\_verified\_first,

sum(case when attr\_type\_name in ('first attribution') then subtotal\_price end) as tiv\_first,

sum(case when attr\_type\_name in ('first attribution') then quantity end) as quantity\_first,

count(distinct case when attr\_type\_name in ('first attribution') then session\_id end) as session\_order\_first,

count(distinct case when attr\_type\_name in ('first attribution','SWAT Direct','SWAT Indirect') then order\_id end) as total\_order\_verified\_first\_swat\_overall,

sum(case when attr\_type\_name in ('first attribution','SWAT Direct','SWAT Indirect') then subtotal\_price end) as tiv\_first\_swat\_overall,

count(distinct case when attr\_type\_name in ('first attribution','SWAT Direct','SWAT Indirect') then session\_id end) as session\_order\_first\_swat\_overall,

sum(case when attr\_type\_name in ('first attribution','SWAT Direct','SWAT Indirect') then quantity end) as quantity\_first\_swat\_overall,

FROM

order\_verified\_widget

GROUP BY

1,2,3,4,5,6

),

rpt\_widget\_disco as (

SELECT distinct

impression\_click.date\_key,

impression\_click.device\_name,

impression\_click.user\_id,

impression\_click.sub\_discovery\_page,

impression\_click.component\_type,

impression\_click.creative\_name,

coalesce(round(impression\_click.impression,0),0) as impression\_count,

coalesce(round(impression\_click.click,0),0) as click\_count,

coalesce(round(impression\_click.session,0),0) as session\_count,

coalesce(round(impression\_click.session\_click,0),0) as session\_click\_count,

coalesce(round(atc.atc,0),0) as atc\_count,

coalesce(round(atc.session\_atc,0),0) as session\_atc\_count,

coalesce(round(atc.visitor\_atc,0),0) as visitor\_atc\_count,

coalesce(round(order\_verified\_agg.total\_order\_verified\_first,0),0) as order\_first\_count,

coalesce(round(order\_verified\_agg.tiv\_first,0),0) as tiv\_first\_amount,

coalesce(round(order\_verified\_agg.session\_order\_first,0),0) as session\_order\_first\_count,

coalesce(round(order\_verified\_agg.quantity\_first,0),0) as quantity\_first\_count,

coalesce(round(order\_verified\_agg.total\_order\_verified\_first\_swat\_overall,0),0) as order\_first\_swat\_overall\_count,

coalesce(round(order\_verified\_agg.tiv\_first\_swat\_overall,0),0) as tiv\_first\_swat\_overall\_amount,

coalesce(round(order\_verified\_agg.session\_order\_first\_swat\_overall,0),0) as session\_order\_first\_swat\_overall\_count,

coalesce(round(order\_verified\_agg.quantity\_first\_swat\_overall,0),0) as quantity\_first\_swat\_overall\_count,

timestamp\_add(current\_timestamp(),interval 7 hour) as processed\_dttm

FROM

impression\_click

LEFT JOIN

atc

USING (date\_key,

device\_name,

user\_id,

sub\_discovery\_page,

component\_type,

creative\_name)

LEFT JOIN

order\_verified\_agg

USING (date\_key,

device\_name,

user\_id,

sub\_discovery\_page,

component\_type,

creative\_name)

WHERE

user\_id > 0

),

raw as (

select distinct

date\_key,

device\_name,

user\_id,

'sub discovery page | component type | creative name' as metric\_dimension\_name,

CONCAT(sub\_discovery\_page, ' | ', component\_type, ' | ', creative\_name) as metric\_dimension\_value,

metric\_name,

metric\_values

from

rpt\_widget\_disco

unpivot (metric\_values for metric\_name in (

order\_first\_count,

tiv\_first\_amount,

quantity\_first\_count,

session\_order\_first\_count,

order\_first\_swat\_overall\_count,

tiv\_first\_swat\_overall\_amount,

quantity\_first\_swat\_overall\_count,

session\_order\_first\_swat\_overall\_count,

impression\_count,

click\_count,

session\_count,

session\_click\_count,

atc\_count,

session\_atc\_count

))

)

SELECT

date\_key,

user\_id,

device\_name,

'Discovery' as tribe\_name,

metric\_dimension\_name,

metric\_dimension\_value,

metric\_name,

metric\_values as metric\_amount,

date\_key as partition\_column,

timestamp\_add(current\_timestamp(), interval 7 hour) as processed\_dttm,

FROM

raw

WHERE

metric\_values > 0

and metric\_dimension\_value is not null