**新老用户设计文档**

**2016-01-11**

1. **意义及目标**
2. **指标口径**

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| **序号** | **指标名称** | **计算规则** | **维度** |
| 1 | 新用户成单数 | 表: dm\_pag\_portrait a dwd\_ord\_result b  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 新用户  计算：count(distinct order\_id) | 1.活动类型voucher.source  2.城市：pag\_info.ctiy\_id |
| 2 | 新用户成单人数 | 表: dm\_pag\_portrait a dwd\_ord\_result b  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 新用户  计算：count(distinct pag\_id) |  |
| 3 | 老用户成单人数 | 表: dm\_pag\_portrait a dwd\_ord\_result b  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 老用户  计算：count(distinct order\_id) |  |
| 3 | 老用户成单数 | 表: dm\_pag\_portrait a dwd\_ord\_result b  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 老用户  计算：count(distinct pag\_id) |  |
| 4 | 新用户支付完成订单数 | 表: dm\_pag\_portrait a dwd\_ord\_result b dwd\_ord\_pay\_finish c  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 新用户 and b.ord\_id = c.ord\_id  计算：count(distinct order\_id) |  |
| 5 | 老用户支付完成订单数 | 表: dm\_pag\_portrait a dwd\_ord\_result b dwd\_ord\_pay\_finish c  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 新用户 and b.ord\_id = c.ord\_id  计算：count(distinct order\_id) |  |
| 6 | 新用户单均补贴 | 表: dm\_pag\_portrait a dwd\_ord\_result b dwd\_ord\_pay\_finish c  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 新用户 and b.ord\_id = c.ord\_id  分子：计算：sum(voucher\_amt)  分母 计算：count(distinct ord\_id) |  |
| 7 | 老用户单均补贴 | 表: dm\_pag\_portrait a dwd\_ord\_result b dwd\_ord\_pay\_finish c  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and 老用户 and b.ord\_id = c.ord\_id  计算：count(distinct order\_id) |  |
| 8 | 总单均补贴 | 表: dwd\_ord\_result b dwd\_ord\_pay\_finish c  条件：a.pag\_id = b.pag\_id b.end\_charge\_time is not null and b.ord\_id = c.ord\_id  计算：count(distinct order\_id) |  |

1. **表设计**

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| **表名** | st\_mkt\_new\_old\_ord\_stat | | |
| **序号** | **列名** | **类型** | **备注** |
| 1 | Stat\_date | String | 统计日期 |
| 2 | dim\_type | String | Cube字段 |
| 3 | order\_source | string | 下单来源 |
| 4 | order\_source\_name | string | 下单来源名称 |
| 5 | City\_id | string | 城市id |
| 6 | City\_name | string | 城市名称 |
| 7 | Old\_suc\_ord\_cnt | string | 新用户成单数 |
| 8 | Old\_suc\_ord\_user\_cnt | string | 新用户成单人数 |
| 9 | Old\_suc\_ord\_user\_cnt | string | 老用户成单人数 |
| 10 | Old\_suc\_ord\_cnt | string | 老用户成单数 |
| 11 | new\_suc\_pay\_ord\_cnt | string | 新用户支付完成订单数 |
| 12 | Old\_suc\_pay\_ord\_cnt | string | 老用户支付完成订单数 |
| 13 | new\_Subsidy\_per\_order | string | 新用户单均补贴 |
| 14 | Old\_Subsidy\_per\_order | string | 老用户单均补贴 |
| 15 | Subsidy\_per\_order | String | 总单均补贴 |
| 17 | Pt | String | 数据分区 |

1. **项目计划**
2. **前台合作约定**
3. **风险点**

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