SQL Code

```sql
WITH downloads AS
  (SELECT COUNT(DISTINCT app_download_key) AS download_count,
      platform,
      age_range,
      TO_CHAR(download_ts, 'YYYY-MM-DD') AS download_dt,
      0 AS ride_count
  FROM metrocar
  GROUP BY platform,
      age_range,
      download_dt),
   sign_ups AS
  (SELECT COUNT(DISTINCT s.user_id) AS signup_count,
      ad.platform,
      ad.age_range,
      TO_CHAR(ad.download_ts, 'YYYY-MM-DD') AS download_dt,
      0 AS ride_count
  FROM signups s
  JOIN metrocar ad ON s.session_id = ad.app_download_key
  GROUP BY ad.platform,
      ad.age_range,
      download_dt),
   first_ride_request AS
  (SELECT COUNT(DISTINCT r.user_id) AS request_count,
      ad.platform,
      28 ad.age_range,
      TO_CHAR(ad.download_ts, 'YYYY-MM-DD') AS download_dt,
      COUNT(DISTINCT r.ride_id) AS ride_count
  FROM ride_requests r
  JOIN metrocar ad ON r.user_id = ad.user_id
  WHERE r.request_ts IS NOT NULL
  GROUP BY ad.platform,
      ad.age_range,
      download_dt),
   first_accepted_request AS
  (SELECT COUNT(DISTINCT r.user_id) AS accept_count,
      ad.platform,
      ad.age_range,
      TO_CHAR(ad.download_ts, 'YYYY-MM-DD') AS download_dt,
      COUNT(DISTINCT r.ride_id) AS ride_count
  FROM ride_requests r
  JOIN metrocar ad ON r.user_id = ad.user_id
  WHERE r.accept_ts IS NOT NULL
  GROUP BY ad.platform,
      ad.age_range,
      download_dt),
   first_ride AS
  (SELECT COUNT(DISTINCT r.user_id) AS first_ride_user_count,
      ad.platform,
      ad.age_range,
```

```sql
      TO_CHAR(ad.download_ts, 'YYYY-MM-DD') AS download_dt,
      COUNT(DISTINCT r.ride_id) AS ride_count
 FROM ride_requests r
 JOIN metrocar ad ON r.user_id = ad.user_id
 WHERE r.pickup_ts IS NOT NULL 29
 GROUP BY ad.platform,
      ad.age_range,
      download_dt),
   first_payment AS
(SELECT COUNT(DISTINCT ad.user_id) AS payment_count,
      ad.platform,
      ad.age_range,
      TO_CHAR(ad.download_ts, 'YYYY-MM-DD') AS download_dt,
      COUNT(DISTINCT ad.ride_id) AS ride_count
 FROM transactions t
 JOIN metrocar ad ON t.ride_id = ad.ride_id
 WHERE t.charge_status = 'Approved'
 GROUP BY ad.platform,
      ad.age_range,
      download_dt),
   first_review AS
(SELECT COUNT(DISTINCT ad.user_id) AS review_count,
      ad.platform,
      ad.age_range,
      TO_CHAR(ad.download_ts, 'YYYY-MM-DD') AS download_dt,
      COUNT(DISTINCT ad.ride_id) AS ride_count
 FROM reviews rev
 JOIN metrocar ad ON rev.ride_id = ad.ride_id
 GROUP BY ad.platform,
      ad.age_range,
      download_dt),
   steps AS
(SELECT 'Downloads' AS step,
      download_count AS COUNT,
      30 platform,
      age_range,
      download_dt,
      ride_count
 FROM downloads
 UNION SELECT 'Sign Up',
         signup_count,
         platform,
         age_range,
         download_dt,
         ride_count
 FROM sign_ups
 UNION SELECT 'Ride Request',
         request_count,
         platform,
         age_range,
         download_dt,
```

```sql
        ride_count
    FROM first_ride_request
    UNION SELECT 'Acceptance',
            accept_count,
            platform,
            age_range,
            download_dt,
            ride_count
    FROM first_accepted_request 31
    UNION SELECT 'Ride Completion',
            first_ride_user_count AS COUNT,
            platform,
            age_range,
            download_dt,
            ride_count
    FROM first_ride
    UNION SELECT 'Payment',
            payment_count,
            platform,
            age_range,
            download_dt,
            ride_count
    FROM first_payment
    UNION SELECT 'Review',
            review_count,
            platform,
            age_range,
            download_dt,
            ride_count
    FROM first_review)
SELECT step,
        COUNT,
        32 platform,
        age_range,
        download_dt,
        ride_count
FROM steps
ORDER BY download_dt,
        step;
```