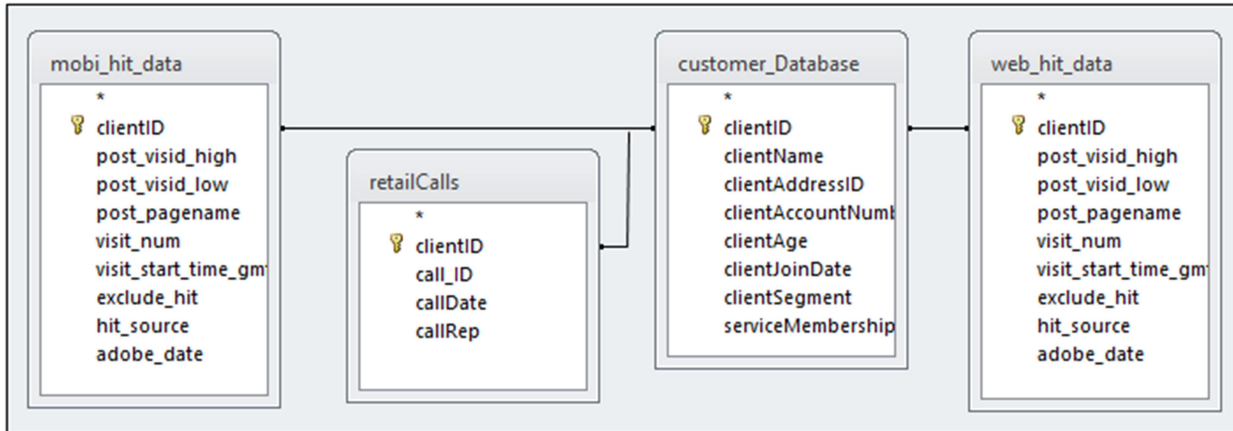


Aggregating cross-channel client data with SQL

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""This code combines number of web and mobile login's, number of web and mobile transactions, and number of calls""
""Refer to Adobe documentation for hit level metric calculation""
""Data comes from Adobe, Verint, and Enterprise DB2""

```
DROP TABLE if exists awsworkspace.cheng_client_master_table;  
CREATE TABLE awsworkspace.cheng_client_master_table AS
```

```
WITH WEB_TRANS_VISIT as (  
SELECT clientID,  
COUNT(DISTINCT CONCAT(post_visid_high, post_visid_low, visit_num, visit_start_time_gmt)) as web_visit_count,  
SUM(IF(LOWER(post_pagename) IN (  
"us:en:stock:transact:purchase:confirmation",  
"us:en:stock:transact:redemption:confirmation",  
"us:en:stock:transact:exchange:confirmation"), 1,0)) as web_transact_count  
FROM adobe.web_hit_data  
WHERE exclude_hit = 0  
AND hit_source NOT IN (5, 7, 8, 9)  
AND adobe_date >= "2018-01-01"  
GROUP BY clientID),
```

```
WITH MOBI_TRANS_VISIT as (  
SELECT clientID, COUNT(DISTINCT CONCAT(post_visid_high, post_visid_low, visit_num, visit_start_time_gmt)) as mobi_visit_count,  
SUM(IF(LOWER(post_pagename) IN (  
"us:en:stock:transact:purchase:confirmation",  
"us:en:stock:transact:redemption:confirmation",  
"us:en:stock:transact:exchange:confirmation"), 1,0)) as mobi_transact_count  
FROM adobe.mobi_hit_data  
WHERE exclude_hit = 0  
AND hit_source NOT IN (5, 7, 8, 9)  
AND adobe_date >= "2018-01-01"  
GROUP BY clientID),
```

```
CALL_COUNT as (  
SELECT clientID, COUNT(DISTINCT call_ID) as calls  
FROM callcenter.retailcalls  
WHERE data_date >= "2018-01-01"  
GROUP BY clientID)
```

```
SELECT CDB.clientID, CDB.clientSegment, CDB.clientAge, CDB.clientAccountNumber, CDB.serviceMembership,  
COALESCE(WEB.web_visit_count, 0) as web_visit_count, COALESCE(WEB.web_transact_count, 0) as web_transact_count,  
COALESCE(MOB.mobi_visit_count, 0) as mobi_visit_count, COALESCE(MOB.mobi_transact_count, 0) as mobi_transact_count  
COALESCE(C.calls, 0) as total_calls  
FROM enttables.customer_database CDB  
LEFT JOIN WEB_TRANS_VISIT WEB ON CDB.clientID = WEB.clientID  
LEFT JOIN MOBI_TRANS_VISIT MOB ON CDB.clientID = MOB.clientID  
LEFT JOIN CALL_COUNT C ON CDB.clientID = C.clientID
```