**联通系统集成有限公司数据提取组**

**模型常用口径说明文档**

## 公司名称：思柯瑞

**1、但凡涉及到用户数就要用到count(user\_id) cnt**

**2、但凡涉及到业务域得到东西就要在子表中sum(流量、收入)、group by(user\_id)**

**3、CB表是4G和宽带总表--**

**在取4G的时候一定要限定SERVICE\_TYPE = '40AAAAAA'**

**NM表是2、3、4G全量表**

1. **DWA\_V\_M 是月表，DWA\_V\_D 是日表**
2. **在NM用户表要限制RN = 1（求用户数加上，收入类不加）**
3. **在CB表里如果要用号码关联要自己加上**

**ROW\_NUMBER() OVER(PARTITION BY DEVICE\_NUMBER ORDER BY IS\_INNET,INNET\_DATE DESC) RN**

**过滤重复记录 避免1对多**

1. **表全是在33库建立，要看表字段的话在33库上**
2. **在抽数的时候要考虑表中是不是存在多条记录**
3. **流失用户不能按表里是否流失字段 上个月出账本月不出帐的用户才是流失用户**
4. **发展用户、离网用户一般都取 是否本月新XXX 这个字段**
5. **去出账收入的时候 不能限制is\_acct 字段**
6. **短信：取点对点通信**
7. **挂job要在dbms\_jobs里挂 具体挂job语句参考job文档**
8. **2g/3g 转4g的时候user\_id会变，要用中间表list表关联**
9. **净增：本月出账数减去上月出账数**
10. **经分系统指标 可以在**[**可以在ZBA\_DM\_MAN.DMCODE\_COMP\_KPI@DSSMSS\_DA**](mailto:可以在ZBA_DM_MAN.DMCODE_COMP_KPI@DSSMSS_DA)**表中找 COMP\_KPI\_CODE --对应指标id**
11. **虚拟运营商：VOP –单独一块 不属于联通运营 不计入联通的实名认证**
12. **宽带：接入分类比较重要:WLAN：无限局域网、XDSL：数字用户线路、FTTH：：光纤到户、LAN：局域网、HFC：有线电视网**
13. **is\_card 0为手机用户 1为上网卡用户 2为2/3g融合用户**
14. **套内流量：2i产品用：总流量-收费流量=套内流量**

**定向流量也算套内 具体加不加 跟业务部门沟通清楚**

**其他产品基本是**

**SUM(NVL(C.PROD\_IN\_LOCAL\_FLUX, 0) + NVL(C.PROD\_IN\_ROAM\_CONT\_FLUX, 0) +**

**NVL(C.PROD\_IN\_ROAM\_GAT\_FLUX, 0) +**

**NVL(C. PROD\_IN\_ROAM\_INT\_FLUX, 0))**

**如果不清楚 跟业务沟通确认后再取**

1. **过网活跃用户和过网网上用户**

**数据源：1.取自结算系统的3个接口：移动业务语音结算详单、移动业务短信结算详单、移动业务彩信结算详单**

**2.运营商类型用号段进行判断（具体号段见运营商号段）**

**3.携号转网用户根据转网后所属的运营商判断运营商类型**

**4.剔除170、171号段中虚拟运营商占用的用户**

**过网活跃用户：报告期（一个月内）至少发生过一次过网通信行为的用户(多次也属于过网活跃用户)**

**过网网上用户: 报告期（三个月内）至少发生过一次过网通信行为的用户**

**取数规则：过网行为包括：通话、短信、彩信**

1. **存在过网记录，包括语音、短彩信的主被叫行为**
2. **月数据直接从接口取当月数据进行加工**
3. **异网用户过网全国任意本网用户均算做过网用户（如山东移动用户过网北京联通用户，山东移动用户即属于山东移动过网用户）**

## 客户域

主要包括发展客户数、离网客户数、网上用户数、出账用户数、离网用户数、三无用户数、解除用户数、用户出账率、用户离网率等基本指标

### 移动业务

目前有两种方式统计移动业务：按照套餐分类、按照用户使用网络分类

#### 按照套餐分类

按照用户使用的套餐进行分类

##### CBSS套餐

###### 公共部分（手机、上网卡通用）

维度

4G套餐分类

指4G手机用户订购的4G套餐类型。

取ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表)的PRODUCT\_CLASS字段，与[ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE](mailto:ZBG_DIM.DIM_PRODUCT_CLASS@LINK_DSSDWE) （套餐码表）中 PRODUCT\_CLASS 字段进行关联，利用码表中DIM\_1字段对用户进行分类。

利用DIM\_1字段对用户进行分类的SQL如下：

SELECT CASE

WHEN C.DIM\_1 LIKE '01%' THEN

'全国套餐'

WHEN C.DIM\_1 LIKE '02%' THEN

'共享套餐'

WHEN C.DIM\_1 LIKE '0301%' THEN

'全国组合套餐'

WHEN C.DIM\_1 LIKE '0302%' THEN

'本地组合套餐'

WHEN C.DIM\_1 LIKE '0304%' THEN

'共享组合套餐'

WHEN C.DIM\_1 LIKE '03%' THEN

'其他组合套餐'

WHEN C.DIM\_1 LIKE '04%' THEN

'校园套餐'

WHEN C.DIM\_1 LIKE '05%' THEN

'本地套餐'

WHEN C.DIM\_1 LIKE '06%' THEN

'智慧沃家共享'

WHEN C.DIM\_1 LIKE '07%' THEN

'全国数据卡'

WHEN C.DIM\_1 LIKE '08%' THEN

'本地数据卡'

WHEN C.DIM\_1 LIKE '09%' THEN

'本地语音'

WHEN C.DIM\_1 LIKE '10%' THEN

'本地行业'

WHEN C.DIM\_1 LIKE '11%' THEN

'4G本地个性化'

WHEN C.DIM\_1 LIKE '12%' THEN

'4G本地迁转'

ELSE

NVL(C.DIM\_1\_DESC, '其他4G套餐')

END PRODUCT\_CLASS *--套餐分类名称*

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_CBSS = '1'

*--其余分类*

*--4G校园小区套餐*

SELECT \*

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_CBSS = '1'

AND DIM\_1 LIKE '0401%';

*--4G校园非小区套餐*

SELECT \*

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_CBSS = '1'

AND DIM\_1 LIKE '0402%';

4G套餐月费

指4G手机用户订购的套餐每月的包月费(最低消费)

取数SQL如下:

SELECT T1.USER\_ID,

CASE

WHEN T2.DIM\_1 LIKE '0301%' THEN *--全国组合套餐*

(NVL(T3.FLUX\_MON\_FEE, 0) + NVL(T3.VOICE\_MON\_FEE, 0)) \* 0.8 +

NVL(T3.SMS\_MON\_FEE, 0)

WHEN T2.DIM\_1 LIKE '0302%' THEN *--本地组合套餐*

NVL(T3.FLUX\_MON\_FEE, 0) \* 0.8 + NVL(T3.VOICE\_MON\_FEE, 0) +

NVL(T3.SMS\_MON\_FEE, 0)

WHEN T2.DIM\_1 LIKE '03%' THEN *--其他组合套餐*

NVL(T3.FLUX\_MON\_FEE, 0) + NVL(T3.VOICE\_MON\_FEE, 0) +

NVL(T3.SMS\_MON\_FEE, 0)

ELSE *--除了组合套餐外的4G套餐*

T2.PROD\_MON\_FEE

END MON\_FEE

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') T1, --用户资料表中筛选201505账期4G统计用户

(SELECT C.PRODUCT\_CLASS,

C.DIM\_1,

R.CALL\_DURA,

R.FLUX\_M,

C.MON\_FEE PROD\_MON\_FEE,

F.MON\_FEE,

F.CALL\_FTFEE VOICE\_MON\_FEE,

F.FLUX\_FTFEE FLUX\_MON\_FEE

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C,

ZBG\_DIM.DIM\_PRODUCT\_VALUE@LINK\_DSSDWE R,

TEMP\_4G\_PRODUCT\_FTFEE F

WHERE C.SERVICE\_TYPE = '40AAAAAA'

AND C.IS\_CBSS = '1'

AND C.PRODUCT\_CLASSIFY\_VALUE = R.PRODUCT\_CLASS(+)

AND C.PRODUCT\_CLASS = F.PRODUCT\_CLASS(+)) T2,

(SELECT C.USER\_ID,

R1.MON\_FEE FLUX\_MON\_FEE,

R1.PKG\_VALUE FLUX\_M,

R2.MON\_FEE VOICE\_MON\_FEE,

R2.PKG\_VALUE CALL\_DURA,

R3.MON\_FEE SMS\_MON\_FEE,

R3.PKG\_VALUE SMS\_M

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_DIY\_PACKAGE\_011@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') C,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R1,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R2,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R3

WHERE C.FLUX\_PKG = R1.DISCNT\_CODE(+)

AND C.VOICE\_PKG = R2.DISCNT\_CODE(+)

AND C.SMS\_MMS\_PKG = R3.DISCNT\_CODE(+)) T3 *--DIY*

WHERE T1.PRODUCT\_CLASS = T2.PRODUCT\_CLASS(+)

AND T1.USER\_ID = T3.USER\_ID(+)

入网时间

新办理入网，开始使用联通业务的时间。

取ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户基本衍生信息表) 的INNET\_DATE字段。

发展渠道类型

指用户的入网渠道，该用户是通过什么渠道被发展为联通用户的。

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表)的CHANNEL\_ID字段，与[ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S（渠道信息汇总表）](mailto:码表ZBG_DIM.DIM_PRODUCT_CLASS@LINK_DSSDWE) 中 CHNL\_ID 字段进行关联，

取渠道信息汇总表中CHNL\_KIND\_ID 对渠道进行分类。

CHNL\_KIND\_ID所代表的渠道类型，可通过与ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM（渠道归类信息码表）中LEVEL\_3字段关联取出。

归集标签

取用户资料表中的USER\_ID字段，与 [ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV（集客标签表）](mailto:码表ZBG_DIM.DIM_PRODUCT_CLASS@LINK_DSSDWE) 中 USER\_ID 进行关联，取集客标签表中BELONG\_FLAG字段，无需限定其他条件，取值为0集团，1和空为公众。

注意：

集客标签表ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV数据从201308账期开始具备

用户群标签

取ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG表的USER\_GROUP\_FLAG，0为集团客户，空和1为公众用户，与用户资料表的关联方法详见归集标签部分。

中小企业（只针对集客用户）

首先限定集客用户（集客用户取法详见归集标签部分），

再通过USER\_ID与ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_GC\_RELATION模型关联，利用该模型中CUST\_SIZE来区分用户的企业类型。

利用CUST\_SIZE区分用户企业类型的方法如下：

DECODE(CUST\_SIZE,'1','小微','2','中小企业','3','大客户','其他')

是否实名制

判断联通用户是否进行了实名登记。

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表)的USER\_ID，

与表ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RNS\_WIDE@LINK\_DSSDWE的SUBS\_INSTANCE\_ID相关联，

取该表IS\_VALID\_FLAG字段，无需限定其他条件，取值为“1”表示“是实名制” 。

用户使用的卡类型

卡类型分为SIM卡和USIM卡。

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表)的USER\_ID，

与表ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_URES\_PROV@LINK\_DSSDWE的USER\_ID相关联，

取该表CARD\_TYPE字段即可。

客户信息

指办理使用联通业务的客户的信息。

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表）的CUST\_ID（客户ID）字段，关联如下表CUST\_ID字段，获取姓名、证件类型、证件号码：

SELECT CUST\_ID,

CUST\_NAME, *--客户名称*

PSPT\_TYPE CERT\_TYPE, *--证件类型*

PSPT\_ID CERT\_NO*--证件号码,可以自己解析用户年龄，身份证*

FROM ZBG\_DWD.DWD\_M\_CUS\_CB\_CUSTOMER\_079@LINK\_DSSDWE

WHERE MONTH\_ID = '201603';

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表）的CUST\_ID（客户ID）字段，关联如下表CUST\_ID字段，获取客户性别、年龄：

SELECT T.CUST\_ID,

T.CERT\_TYPE,

T.CUST\_SEX,*--1,男;2,女*

T.CERT\_AGE*--年龄*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RNS\_079@LINK\_DSSDWE T*--客户实名衍生信息(月)，除了客户姓名、年龄外，该表中还有证件号码，但是加密的，不可用*

WHERE MONTH\_ID='201603'

AND CERT\_TYPE IN ('0101', '0102', '0108')

AND CERT\_NO\_IS\_VALID='1'

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表）的USER\_ID（用户ID）字段，关联如下表USER\_ID字段，获取客户性别、年龄：

SELECT SUBS\_INSTANCE\_ID USER\_ID,

CUST\_SEX, *--1,男;2,女*

CERT\_AGE

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RNS\_WIDE@LINK\_DSSDWE

WHERE PROV\_ID = '&PROV\_ID'

AND MONTH\_ID = '&MONTH\_ID'

AND IS\_VALID\_FLAG = '1'

VIP级别

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表)的USER\_ID，与如下表USER\_ID相关联，取VIP\_LEVEL字段即可。

VIP\_LEVEL取值代表的含义为：02：钻石卡 03：金卡 04：银卡，这三类均归为VIP用户。

SELECT */\*+parallel(T9,2)\*/*

USER\_ID, VIP\_LEVEL

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_VIP\_INFO\_011@LINK\_DSSDWE T9

WHERE IS\_VIP\_VALID = '1'

AND VIP\_LEVEL IN ('02', '03', '04')

AND SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505'

红黑名单

判断联通用户是否红黑名单。

通过ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_PROV（cBSS用户资料表)的USER\_ID，

与表ZBG\_DWD.DWD\_D\_CUS\_CB\_CUST\_SPECLIST\_011@LINK\_DSSDWE的CUST\_ID相关联

SELECT CUST\_ID

FROM ZBG\_DWD.DWD\_D\_CUS\_CB\_CUST\_SPECLIST\_011@LINK\_DSSDWE A

WHERE A.MONTH\_ID = '201606'

AND A.DAY\_ID = SUBSTR(TO\_CHAR(ADD\_MONTHS(TO\_DATE('201606', 'YYYYMM'), 1) - 1, 'YYYYMMDD'), 7, 2) *--取日最后一天*

AND LIST\_TYPE IN ('01', '02')*--01红名单02黑名单*

GROUP BY CUST\_ID

;

终端类型

注意：三无用户不应该区分终端类型，所以在判断终端类型时判断是否是三无用户

Select

CASE WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '02' AND T\_3WU.USER\_ID IS NULL

THEN '2G'

WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '03' AND T\_3WU.USER\_ID IS NULL

THEN '3G'

WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '04' AND T\_3WU.USER\_ID IS NULL

THEN '4G'

ELSE '无法识别' END ZD\_TYPE *--终端类型*

From

(SELECT t.user\_id,'A'||t.user\_id user\_id\_new, t.CHANNEL\_ID,t.IS\_THIS\_BREAK,t.IS\_ACCT IS\_THIS\_ACCT,t.is\_innet,

substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'4G' yw,is\_card,device\_number

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_'010'@LINK\_DSSDWE T *--4G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

AND t.IS\_INNET='1'

AND IS\_CARD='0'*--手机用户*

AND T.service\_type='40AAAAAA'

AND SUBSTR(DEVICE\_NUMBER,1,4) NOT IN ('1454','1457')*--去除物联网*

) T1,*--4G用户资料表*

(SELECT USER\_ID, *--带着A的*

ONEIN1MON\_NET\_TYPE\_REV*-- 00=无法区分，04=4G、03=3G、02=2G*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_ALL\_ZCTMF2\_'010'@LINK\_DSSDWE

WHERE MONTH\_ID = '201708'

AND SERVICE\_TYPE like '40%' *--套餐类型 2G套餐：LIKE '20%'；3G套餐：LIKE '30%'；4G套餐：LIKE '40%'；*

)T3*--关联使用终端类型表*

where T1.user\_id\_new=T3.user\_id(+)*--关联使用终端类型表*

2I2C产品

注意:2I2C包括2I和冰激凌。只有4G有2I2C。

Product\_class 或product\_id都可以，因为2I产品都是4G用户，这两个选项是一样的。

集成的码表是

SELECT \* FROM TEMP\_JC\_2I\_PRODUCT\_CLASS

国信的码表是

SELECT \* FROM ZBG\_DM.DIM\_2I\_PRO@LINK\_DSSDWE

其中如果限制FLAG = '1' 就是冰激凌套餐，其余的是2I产品。

也可以直接从码表中直接取冰激凌套餐

承诺低消送流量

select

CASE WHEN t5.USER\_ID IS NOT NULL THEN '1' ELSE '0' end IS\_CNDX *--是否办理承诺低消送流量*

from

(SELECT t.user\_id,'A'||t.user\_id user\_id\_new, t.CHANNEL\_ID,t.IS\_THIS\_BREAK,t.IS\_ACCT IS\_THIS\_ACCT,t.is\_innet,

substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'4G' yw,is\_card,device\_number

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T *--4G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

AND T.service\_type='40AAAAAA'

) T1,*--4G用户资料表*

(SELECT \*

FROM (SELECT USER\_ID,

AREA\_ID,

SERVICE\_TYPE,

IS\_THIS\_DEV,

IS\_INNET,

IS\_ACCT,

CASE

WHEN PRODUCT\_CLASS LIKE '%流量王A%' THEN

'01'

WHEN PRODUCT\_CLASS LIKE '%日租卡%' THEN

'03'

WHEN PRODUCT\_CLASS LIKE '%4G+4K%' THEN

'04'

WHEN PRODUCT\_CLASS LIKE '%包%' THEN

'05'

ELSE

'02'

END PRODUCT\_CLASS,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY PRODUCT\_CLASS, EFFECT\_DATE DESC) RN

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_139\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201708')

WHERE RN = 1

AND PRODUCT\_CLASS = '02') T5*--4G是否办理承诺低消送流量*

WHERE T1.USER\_ID = T5.USER\_ID(+)

用户星级

注意预评级也需要算在内，需要判断转往前是否被评过星级。三星及以上星级用户属于高价值用户。

*------4G*

select

case when T6.user\_id is not null then t6.USER\_LEVEL

when t7.user\_id is not null then '0'||t7.USER\_LEVEL

else null end USER\_LEVEL*--用户星级*

from

(SELECT t.user\_id,'A'||t.user\_id user\_id\_new, t.CHANNEL\_ID,t.IS\_THIS\_BREAK,t.IS\_ACCT IS\_THIS\_ACCT,t.is\_innet,

substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'4G' yw,is\_card,device\_number

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T *--4G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

AND T.service\_type='40AAAAAA'

) T1,*--4G用户资料表*

(SELECT USER\_ID, USER\_LEVEL

FROM (SELECT USER\_ID,USER\_LEVEL,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY MONTH\_ID DESC NULLS LAST) RN

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CBM\_VALUE\_LIST\_011@LINK\_DSSDWE *--CBSS用户价值评级模型*

WHERE MONTH\_ID >= '201505' *--固定值*

AND MONTH\_ID <= '201708')

WHERE RN = 1) T6, *--CBSS用户价值评级模型*

(SELECT A.USER\_ID,A.USER\_LEVEL,B.USER\_ID\_CBSS

FROM (SELECT USER\_ID, USER\_LEVEL

FROM (SELECT USER\_ID,USER\_LEVEL,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY MONTH\_ID DESC NULLS LAST) RN

FROM ZBG\_DWA.MID1\_V\_M\_CUS\_MB\_VALUE\_LIST\_011@LINK\_DSSDWE

WHERE MONTH\_ID >= '201505' *--固定值*

AND MONTH\_ID <= '201708')

WHERE RN = 1) A, *--BSS用户价值评级模型*

(SELECT USER\_ID\_CBSS,USER\_ID\_PROV

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_LIST\_011@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201708'

AND T.CYCLE\_ID <= '201708') B

WHERE A.USER\_ID = B.USER\_ID\_PROV) T\_67, *--23G转换表 BSS用户价值评级模型*

(SELECT USER\_ID,USER\_LEVEL

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CBM\_VALUE\_011@LINK\_DSSDWE *--CBSS用户价值评级模型*

WHERE MONTH\_ID = '201708' *--固定值*

) T7 *--预评级*

WHERE T1.USER\_ID = T6.USER\_ID(+)

AND T1.USER\_ID = T7.USER\_ID(+)

疑似养卡

一般是判定6个月内是否养卡，新增用户当月是否养卡。

疑似养卡表 从201601才开始有数据，如果账期-5话，数据会不全。2016-201604月的数据量少，不全。

*------4G*

select

CASE when T\_10.user\_id is not null then '1' ELSE '0' END IS\_RAIS,*--是否疑似养卡*

from

(SELECT t.user\_id,'A'||t.user\_id user\_id\_new, t.CHANNEL\_ID,t.IS\_THIS\_BREAK,t.IS\_ACCT IS\_THIS\_ACCT,t.is\_innet,

substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'4G' yw,is\_card,device\_number

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T *--4G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

AND T.service\_type='40AAAAAA'

) T1,*--4G用户资料表*

(SELECT SUBS\_INSTANCE\_ID user\_id FROM

(SELECT T.\*,

ROW\_NUMBER() OVER(PARTITION BY T.SUBS\_INSTANCE\_ID ORDER BY MONTH\_ID desc,INNET\_DATE DESC, SERVICE\_TYPE DESC NULLS LAST) RN

FROM ZB\_CSM.DWA\_DEV\_RAISED T

WHERE MONTH\_ID BETWEEN '201703' AND '201708'

AND PROV\_ID ='011'

AND SERVICE\_TYPE NOT LIKE ''40%''*--不是4G*

AND user\_type <> ''真实''

) WHERE RN=1) t\_10*--6个月内是否疑似养卡*

WHERE T1.USER\_ID = T10.USER\_ID(+)

指标

4G剔除降欠用户

**剔除降欠口径：**降欠挂账出帐费用为0，且正常出帐费用大于0的4G出账用户。

OWE\_BILL\_FLAG 0：*--正常账单*

1：*--降欠挂账账单*

2: *--降欠回收账单*

SELECT T2.USER\_ID, '4G' NET\_TYPE, T3.NOMAL\_TOTAL\_FEE

FROM (SELECT USER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_STAT = '1'

AND IS\_ACCT = '1'

AND MONTH\_ID = '201506') T2,

(SELECT USER\_ID,

SUM(CASE

WHEN OWE\_BILL\_FLAG = 0 THEN

ACCT\_FEE

ELSE

0

END) NOMAL\_TOTAL\_FEE, *--正常出帐费用（0）*

SUM(CASE

WHEN OWE\_BILL\_FLAG = 1 THEN

ACCT\_FEE

ELSE

0

END) JQ\_FEE *--降欠挂账出帐费用(1)*

FROM ZBG\_DWA.DWA\_S\_M\_ACC\_CB\_CHARGE\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201506'

GROUP BY USER\_ID) T3

WHERE T2.USER\_ID = T3.USER\_ID(+)

AND T3.JQ\_FEE = 0

AND T3.NOMAL\_TOTAL\_FEE > 0

4G计费收入日表

*----- --4G日表计费收入*

SELECT

'''||V\_MONTH\_ID||''',

'''||V\_DAY\_ID||''',

'''||V\_PROV\_ID||''' ,

T\_USER.IS\_INNET,--是否在网

T\_USER.IS\_THIS\_DEV,--是否新发展

T\_USER.IS\_ADD, --新增

T\_USER.IS\_CARD,--手机上网卡

T\_USER.SERVICE\_TYPE, --业务类型,4G

T\_CHANNEL.CHNL\_KIND\_ID,--渠道

T\_USER.PRODUCT\_ID,--产品ID

T\_USER.PRODUCT\_CLASS,

SUM(NVL(T\_FEE.TOTAL\_FEE,0)),--计费收入

COUNT(1) USER\_NUM --用户数

FROM

(SELECT \* FROM ZBG\_DWA.DWA\_V\_D\_CUS\_CB\_USER\_INFO\_'||V\_PROV\_ID||'@LINK\_DSSDWE T

WHERE T.IS\_STAT = ''1''

AND T.MONTH\_ID='''||V\_MONTH\_ID||'''

AND T.DAY\_ID='''||V\_DAY\_ID||'''--日期

AND T.SERVICE\_TYPE LIKE ''40%'' )T\_USER,--4G日用户资料表

(SELECT USER\_ID,NVL(T.TOTAL\_FEE,0) TOTAL\_FEE

FROM ZBG\_DWA.DWA\_V\_D\_CUS\_CB\_CHARGE\_'||V\_PROV\_ID||'@LINK\_DSSDWE T

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

)T\_FEE, --计费收入日表

(SELECT CHNL\_KIND\_ID, CHNL\_ID

FROM ZB\_DWD.DWD\_D\_MRT\_AL\_BSDM\_CHANNEL\_S T10

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND PROV\_ID = '''||V\_PROV\_ID||'''

AND DAY\_ID='''||V\_DAY\_ID||''') T\_CHANNEL --4G集中渠道渠道类型

WHERE T\_USER.USER\_ID=T\_FEE.USER\_ID(+) --计费收入

AND T\_USER.CHANNEL\_ID = T\_CHANNEL.CHNL\_ID(+)--渠道

GROUP by T\_USER.IS\_INNET,--是否在网

T\_USER.IS\_THIS\_DEV,--是否新发展 可以与页面对起来

T\_USER.IS\_ADD, --新增

T\_USER.IS\_CARD,--手机上网卡

T\_USER.SERVICE\_TYPE, --业务类型,4G

T\_CHANNEL.CHNL\_KIND\_ID,--渠道

T\_USER.PRODUCT\_ID ,--产品ID

T\_USER.PRODUCT\_CLASS

###### 手机

维度

4G分合约

指4G手机用户与联通公司签订的合约类型。

注意：取当期新增和离网用户的合约时都不能限制合约表里的合约有效，因为当期新增的用户合约可能没有生效，当期离网的用户合约可能在当期已经无效了。新增用户分合约时合约表取当期新增的合约，离网用户分合约时合约表取当期离网的合约。

合约表中ACTIVITY\_TYPE字段对应的合约分类如下：

其中，需注意ACTIVITY\_TYPE = '05' 表示“总部其他活动”，应和'04'一起归为单卡

CASE

WHEN ACTIVITY\_TYPE = '01' THEN

'存费送机'

WHEN ACTIVITY\_TYPE = '02' THEN

'购机送费'

WHEN ACTIVITY\_TYPE = '03' THEN

'存费送费'

WHEN ACTIVITY\_TYPE IN ('06', '07', '08', '09') THEN

'存费送业务'

WHEN ACTIVITY\_TYPE = '12' THEN

'合约惠机'

ELSE

'单卡'

END

分合约取数SQL如下：

出账用户和网上用户

SELECT NVL(B.ACTIVITY\_TYPE, '04') ACTIVITY\_TYPE,

SUM(A.IS\_ACCT) ACCT\_NUM,

SUM(A.IS\_INNET) INNET\_NUM

FROM (SELECT */\*+parallel(T,2)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_STAT = '1'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_CARD = '0') A,

(SELECT USER\_ID, ACTIVITY\_TYPE, IS\_THIS\_ADD

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACT\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_VALID = '1'

AND ACTIVITY\_TYPE IN

(SELECT ACTIVITY\_TYPE

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1'

AND ACTIVITY\_TYPE <> '04')) B

WHERE A.USER\_ID = B.USER\_ID(+)

GROUP BY NVL(B.ACTIVITY\_TYPE, '04')

新增用户

SELECT NVL(B.ACTIVITY\_TYPE, '04') ACTIVITY\_TYPE,

SUM(A.IS\_ADD) ADD\_NUM

FROM (SELECT */\*+parallel(T,2)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_STAT = '1'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_CARD = '0'

AND IS\_ADD = '1') A,

(SELECT USER\_ID, ACTIVITY\_TYPE, IS\_THIS\_ADD

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACT\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_CARD = '0'

AND IS\_THIS\_ADD = '1'

AND ACTIVITY\_TYPE IN

(SELECT ACTIVITY\_TYPE

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1'

AND ACTIVITY\_TYPE <> '04')) B

WHERE A.USER\_ID = B.USER\_ID(+)

GROUP BY NVL(B.ACTIVITY\_TYPE, '04')

离网用户

SELECT NVL(B.ACTIVITY\_TYPE, '04') ACTIVITY\_TYPE,

SUM(A.IS\_ADD) ADD\_NUM

FROM (SELECT */\*+parallel(T,2)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_STAT = '1'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_CARD = '0'

AND IS\_THIS\_BREAK = '1') A,

(SELECT USER\_ID, ACTIVITY\_TYPE, IS\_THIS\_ADD

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACT\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_CARD = '0'

AND IS\_THIS\_BREAK = '1'

AND ACTIVITY\_TYPE IN

(SELECT ACTIVITY\_TYPE

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1'

AND ACTIVITY\_TYPE <> '04')) B

WHERE A.USER\_ID = B.USER\_ID(+)

GROUP BY NVL(B.ACTIVITY\_TYPE, '04')

指标

出账用户数

指报告期内出账账单金额大于零的用户数

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_ACCT = '1'

新增用户数

指报告期内新开通联通某项业务（比如4G业务）的用户数（新增用户=新发展用户+业务互转用户+其他新增用户）

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_ADD = '1'

新发展用户数

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_THIS\_DEV = '1'

网上用户数

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_INNET = '1'

流失用户

上月出账本月不出账用户，也有个别业务部门希望按照：上月在网本月不在网用户来计算，但一般不这样处理。

一般都是拍照观察，拍照上月出账的用户，观察在本月的出账情况

流失率=上月出账本月不出账用户/上月出账用户数

新入网用户—分渠道口径的，和集中渠道报表保持一致

可参照过程 P\_TEMP\_LJT\_APP\_NEW\_N3

4G

SELECT ''A'' || USER\_ID USER\_ID,

CHANNEL\_ID,

IS\_CARD,

is\_innet,

SUM(CASE

WHEN ADD\_TYPE IN (''101'', ''105'', ''108'') THEN

1

ELSE

0

END) DEV\_NUM

FROM ZB\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_ADD\_'||V\_PROV||'

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND SERVICE\_TYPE = ''40AAAAAA''

GROUP BY ''A'' || USER\_ID, CHANNEL\_ID,IS\_CARD,is\_innet

当期离网用户

SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_'||V\_PROV||'@LINK\_DSSDWE

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND IS\_STAT = ''1''

And is\_this\_break\_old = ''1''

SELECT ''A''||USER\_ID USER\_ID, IS\_ACCT, IS\_INNET

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_'||V\_PROV||'@LINK\_DSSDWE T

WHERE IS\_STAT = ''1''

AND SERVICE\_TYPE = ''40AAAAAA''--4G业务

AND IS\_THIS\_BREAK,=’’1’’

AND MONTH\_ID ='''||V\_OBS\_MONTH||'''

4G手机转网用户（新增转网）

由其他套餐（2G、3G）转为4G套餐的用户数。

口径一：与页面口径一致

注意：如下取法与经分页面（CBSS套餐—日关注—新增流失—CBSS手机新增用户—其中：转网用户—日累计）数据一致，具体转网用户的口径还需和用户沟通确定，不一定按照如下取法。

DM层取法：

SELECT SUM(SWITCH\_USER)

FROM ZBG\_DM.DM\_C\_D\_DEV\_CB\_NEW\_CLASS@LINK\_DSSDWE

WHERE MONTH\_ID = '201605'

AND SERVICE\_TYPE = '40AAAAAA'

AND PROV\_ID = ‘010’; *--DM层*

DW层取法：

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_D\_CUS\_CB\_USER\_ADD\_010@LINK\_DSSDWE *--DWA*

WHERE MONTH\_ID = '201605'

AND ADD\_TYPE IN ('108', '221', '222', '223', '224', '225', '226')

口径二：利用转网表关联上月2G/3G用户资料表确定迁转4G用户数

如下SQL是当月3G转4G用户数的示例，在关联上月用户资料表时仅限制了统计用户，依据实际情况可能有所区别，仅供参考。

SELECT '201506', '011', COUNT(C.USER\_ID) USER\_3TO4G\_NUM *--当月3G转4G用户数*

FROM (SELECT */\*+parallel(T,3)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201506'

AND T.IS\_STAT = '1'

AND T.IS\_ADD = '1'

AND ADD\_TYPE IN ('108', '221', '222', '223', '224', '225', '226')

AND SERVICE\_TYPE = '40AAAAAA') A,

(SELECT T1.USER\_ID\_CBSS, T1.USER\_ID\_PROV

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_LIST\_011@LINK\_DSSDWE T1

WHERE T1.CYCLE\_ID <= T1.MONTH\_ID

AND T1.MONTH\_ID = '201506') B, *--转网表*

(SELECT */\*+parallel(T2,3)\*/*

T2.USER\_ID,

T2.DEVICE\_NUMBER,

T2.IS\_INNET,

T2.IS\_THIS\_ACCT,

T2.IS\_CARD

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T2

WHERE T2.MONTH\_ID = '201505' *--上月*

AND T2.IS\_STAT = '1') C

WHERE A.USER\_ID = B.USER\_ID\_CBSS(+)

AND B.USER\_ID\_PROV = C.USER\_ID

4G半年包用户

SELECT */\*+PARALLEL(A,8)\*/*

'4G',

RESOURCE\_CODE,

SUM(CASE

WHEN RN = 1 THEN

1

ELSE

0

END) USER\_NUM, *--当月半年包用户数*

COUNT(RESOURCE\_INS\_ID) PKG\_NUM, *--当月半年包数*

SUM(CASE

WHEN RN = 1 AND SUBSTR(START\_DATE, 1, 6) = '201505' THEN

1

ELSE

0

END) USER\_ADD,*--当月新增订购半年包用户数*

SUM(CASE

WHEN SUBSTR(START\_DATE, 1, 6) = '201505' THEN

1

ELSE

0

END) PKG\_ADD *--当月新增半年包数*

FROM (SELECT A.USER\_ID,

RESOURCE\_CODE,

RESOURCE\_INS\_ID,

START\_DATE,

ROW\_NUMBER() OVER(PARTITION BY A.USER\_ID ORDER BY START\_DATE DESC) RN

FROM (SELECT USER\_ID, RESOURCE\_CODE, RESOURCE\_INS\_ID, START\_DATE

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RES\_DEPOSIT\_011@LINK\_DSSDWE A

WHERE MONTH\_ID = '201505'

AND VALID\_FLAG = '1'

AND SUBSTR(END\_DATE, 1, 6) >= '201505'

AND SUBSTR(START\_DATE, 1, 6) <= '201505'

AND RESOURCE\_CODE IN ('3001', '3002')) A, *--3001:全国，3002：省内*

(SELECT USER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201505'

AND IS\_STAT = '1'

AND IS\_INNET = '1'

AND SERVICE\_TYPE = '40AAAAAA') B

WHERE A.USER\_ID = B.USER\_ID) A

GROUP BY RESOURCE\_CODE

注意：

半年包的表不是单用户表，存在一个用户订购多次，此表为全量数据，使用时按照实际情况加以限制。

三无用户

一般口径：非当月新发展且在网出账的三无用户。三无是指：指报告期内无通话行为、无流量详单和无点对点短信发送记录的网上用户。对应模型解释为总通话次数为0，使用流量为0，点对点短信条数为0。

注意:

三无用户不应该区分终端类型，以后业务部门要的话也不能提供，因为三无用户没有使用量。

沉淀表：ZB\_4G\_3WU\_USERS （该表不含上网卡）

极低用户

一般口径：非当月新发展，在网出账用户，使用流量<=3MB，主叫计费时长<=5分钟，点对点发送短信条数<=4条。

注意:

在201405账期以前，除了以上条件，还有用户价值小于52.8。

沉淀表：ZB\_4G\_LOWUSED\_USERS （该表不含上网卡）

4G国际漫游到达用户

SERVICE\_ID = '50015'*--代表国际漫游业务*

IS\_VALID = '1' *--代表已开通*

SELECT COUNT(DISTINCT T1.BY\_USER)

FROM (SELECT DISTINCT USER\_ID BY\_USER

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_SVC\_079 @LINK\_DSSDWE T *--用户服务子表*

WHERE MONTH\_ID = '201506' *--本月开通*

AND SERVICE\_ID = '50015'

AND IS\_VALID = '1') T1,

(SELECT */\*+PARALLEL (T,4)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_079 @LINK\_DSSDWE T

WHERE MONTH\_ID = '201506'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_STAT = '1') T3

WHERE T1.BY\_USER = T3.USER\_ID

（特殊需求要求）4G新增国漫用户（本月开通上月未开通）

SELECT COUNT(DISTINCT T1.BY\_USER)

FROM (SELECT DISTINCT USER\_ID BY\_USER

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_SVC\_079 @LINK\_DSSDWE T *--用户服务子表*

WHERE MONTH\_ID = '201506' *--本月开通*

AND SERVICE\_ID = '50015'

AND IS\_VALID = '1') T1,

(SELECT DISTINCT USER\_ID SY\_USER

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_SVC\_079 @LINK\_DSSDWE T *--用户服务子表*

WHERE MONTH\_ID = '201505' *--上月开通*

AND SERVICE\_ID = '50015'

AND IS\_VALID = '1') T2,

(SELECT */\*+PARALLEL (T,4)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_079 @LINK\_DSSDWE T

WHERE MONTH\_ID = '201506'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_STAT = '1') T3

WHERE T1.BY\_USER = T2.SY\_USER(+)

AND T2.SY\_USER IS NULL

AND T1.BY\_USER = T3.USER\_ID

4G关闭国漫用户（上月开通本月未开通）准确

SELECT '201506', '079', COUNT(A.SY\_USER) GB\_USER *--本月关闭*

FROM (SELECT T1.SY\_USER

FROM (SELECT DISTINCT USER\_ID SY\_USER, IS\_VALID

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_SVC\_079 @LINK\_DSSDWE T *--用户服务子表*

WHERE MONTH\_ID = '201505' *--上月开通*

AND SERVICE\_ID = '50015'

AND IS\_VALID = '1') T1,

(SELECT DISTINCT USER\_ID BY\_USER

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_SVC\_079 @LINK\_DSSDWE T *--用户服务子表*

WHERE MONTH\_ID = '201506' *--本月开通*

AND SERVICE\_ID = '50015'

AND IS\_VALID = '1') T2

WHERE T1.SY\_USER = T2.BY\_USER(+)

AND T2.BY\_USER IS NULL) A,

(SELECT */\*PARALLEL (T,4)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_079 @LINK\_DSSDWE T

WHERE MONTH\_ID = '201506'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_STAT = '1') B

WHERE A.SY\_USER = B.USER\_ID

4G新增国漫用户(上月开通上月取消，本月重新开通为新增用户)

SELECT COUNT(T1.SY\_USER)

FROM (SELECT DISTINCT USER\_ID SY\_USER

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_SVC\_079 @LINK\_DSSDWE T *--用户服务子表*

WHERE MONTH\_ID = '201506' *–本月开通*

AND SERVICE\_ID = '50015'

AND IS\_VALID = '1'

AND SUBSTR(START\_DATE, 1, 6) = '201506') T1,

(SELECT */\*PARALLEL (T,4)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_079 @LINK\_DSSDWE T

WHERE MONTH\_ID = '201506'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_STAT = '1') T2

WHERE T1.SY\_USER = T2.USER\_ID

###### 上网卡

维度

指标

出账用户数

指报告期内出账账单金额大于零的用户数

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '1' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_ACCT = '1'

新增用户数

指报告期内新开通联通某项业务（比如4G业务）的用户数（新增用户=新发展用户+业务互转用户+其他新增用户）

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '1' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_ADD = '1'

新发展用户数

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '1' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_THIS\_DEV = '1'

网上用户数

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '1' *--0手机；1上网卡*

AND SERVICE\_TYPE = '40AAAAAA'*--4G业务*

AND MONTH\_ID = '201505'

AND IS\_INNET = '1'

##### 3G套餐

###### 公共部分（3G手机、23G融合、3G上网卡通用）

维度

付费模式

取ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的PAY\_MODE字段，其中PAY\_MODE IN ('03','04','05')为预付费，PAY\_MODE IN ('01','02')为后付费

入网时间

新办理入网，开始使用联通业务的时间。

取ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户基本衍生信息表)的INNET\_DATE字段。

发展渠道类型

指用户的入网渠道，该用户是通过什么渠道被发展为联通用户的。

通过如下SQL取CHNL\_KIND\_ID字段对渠道进行分类；

CHNL\_KIND\_ID所代表的渠道类型，可通过与ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM（渠道归类信息码表）中LEVEL\_3字段关联取出。

SELECT T.USER\_ID,

T1.CHNL\_ID,

T2.CHNL\_KIND\_ID

FROM (SELECT A.USER\_ID, A.ZB\_DEV\_MAN\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 A

WHERE A.MONTH\_ID = '201507'

AND A.IS\_STAT = '1'

AND IS\_CARD = '0') T,

(SELECT B.DEV\_CODE, B.CHNL\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_011 B

WHERE B.MONTH\_ID = '201507') T1, *--渠道发展人信息*

(SELECT C.CHNL\_ID, C.CHNL\_NAME, C.CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S C*--渠道信息*

WHERE MONTH\_ID = '201507'

AND PROV\_ID = '011') T2

WHERE T.ZB\_DEV\_MAN\_ID = T1.DEV\_CODE(+)

AND T1.CHNL\_ID = T2.CHNL\_ID(+);

归集标签

取用户资料表中的USER\_ID字段，与 [ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV（集客标签表）](mailto:码表ZBG_DIM.DIM_PRODUCT_CLASS@LINK_DSSDWE) 中 USER\_ID 进行关联，取集客标签表中BELONG\_FLAG字段，无需限定其他条件，取值为0集团，1和空为公众。

注意：

1. 集客标签表ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV数据从201308账期开始具备

2. 2013年10月账期之前如下集客标签表一直使用

SELECT */\*+PARALLEL(T,2)\*/*

T.USER\_ID, T.INCOME\_BELONG\_FLAG *-- 1和空的都是公众，0是集团*

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_GROUP\_FLAG\_011 T

WHERE MONTH\_ID = '201306'

AND DAY\_ID = '03'

**3. OCS上网卡部分关联集客标签的时候只需要关联北京的集客标签表,如下例：**

SELECT '201404',

'011',

AREA\_ID,

'OCS' NETTYPE,

A.USER\_ID,

NVL(BELONG\_FLAG, '1') BELONG\_FLAG,

NVL(USER\_GROUP\_FLAG, '1') USER\_GROUP\_FLAG,

IS\_INNET,

IS\_THIS\_ACCT

FROM (SELECT SUBS\_INSTANCE\_ID USER\_ID, AREA\_ID, IS\_INNET, IS\_THIS\_ACCT

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE IS\_TEST = '0'

AND STATUS\_ID NOT IN ('51', '13')

AND PROV\_ID = '011'

AND MONTH\_ID = '201404') A,

(SELECT USER\_ID, BELONG\_FLAG, USER\_GROUP\_FLAG

FROM ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_011

WHERE MONTH\_ID = '201404') B

WHERE A.USER\_ID = B.USER\_ID(+)

用户群标签

取ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG表的USER\_GROUP\_FLAG，0为集团客户，空和1为公众用户，与用户资料表的关联方法详见归集标签部分。

中小企业（只针对集客用户）

首先限定集客用户（集客用户取法详见归集标签部分），

再通过USER\_ID与ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_GC\_RELATION模型关联，利用该模型中CUST\_SIZE来区分用户的企业类型。

利用CUST\_SIZE区分用户企业类型的方法如下：

DECODE(CUST\_SIZE,'1','小微','2','中小企业','3','大客户','其他')

是否实名制

判断联通用户是否进行了实名登记。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID，

与表ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_RNS\_WIDE的SUBS\_INSTANCE\_ID相关联，

取该表IS\_VALID\_FLAG字段，无需限定其他条件，取值为“1”表示“是实名制” 。

客户信息

指办理使用联通业务的客户的信息。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的CUST\_ID（客户ID）字段，关联如下表CUST\_ID字段，获取姓名、证件类型、证件号码：

SELECT CUST\_ID, F\_DECRYPT(CUST\_NAME) CUST\_NAME*--客户名称*

FROM ZBA\_DWD.DWD\_M\_CUS\_AL\_CUSTOMER\_079

WHERE MONTH\_ID = '201603'

;

SELECT CUSTOMER\_ID CUST\_ID,

CERT\_TYPE,*--证件类型*

CERT\_NO*----证件号码 加密的，尚未找到解密函数*

FROM ZBA\_DWD.DWD\_M\_CUS\_AL\_CERT\_INFO\_079

WHERE MONTH\_ID = '201603';

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的CUST\_ID（客户ID）字段，关联如下表CUST\_ID字段，获取客户性别、年龄：

SELECT T.CUST\_ID,

T.CERT\_TYPE,

T.CUST\_SEX,*--1,男;2,女*

T.CERT\_AGE*--年龄*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_RNS\_079 T*--客户实名衍生信息(月)，除了客户姓名、年龄外，该表中还有客户名称和证件号码，但是加密的，不可用*

WHERE MONTH\_ID='201603'

AND CERT\_TYPE IN ('0101', '0102', '0108')

AND CERT\_NO\_IS\_VALID='1';

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID（用户ID）字段，关联如下表SUBS\_INSTANCE\_ID字段，获取客户性别、年龄：

SELECT SUBS\_INSTANCE\_ID USER\_ID,

CUST\_SEX, *--1,男;2,女*

CERT\_AGE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_RNS\_WIDE

WHERE PROV\_ID = '&PROV\_ID'

AND MONTH\_ID = '&MONTH\_ID'

AND IS\_VALID\_FLAG = '1'

VIP级别

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID，与如下表USER\_ID相关联，取VIP\_LEVEL字段即可。

VIP\_LEVEL取值代表的含义为：02：钻石卡 03：金卡 04：银卡，这三类均归为VIP用户。

SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_VIP\_INFO\_011 T

WHERE T.IS\_VIP\_VALID = '1'

AND T.VIP\_LEVEL IN ('02', '03', '04') *--02:钻石卡，03：金卡，04：银卡*

AND T.SERVICE\_TYPE = '30AAAAAA'

AND T.MONTH\_ID = '201310'

VIP\_LEVEL取值参考：

SELECT \* FROM ZB\_DIM.DIM\_BI\_CLUB\_MEMBER\_LVL;

用户使用的卡类型

卡类型分为SIM卡和USIM卡。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID，

与表ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_USER\_RES\_PROV的USER\_ID相关联，

取该表CARD\_TYPE字段即可。

红黑名单

判断联通用户是否红黑名单。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的CUST\_ID，

与表ZBA\_DWD.DWD\_M\_CUS\_AL\_REDBLACKLIST\_011的CUST\_ID相关联

SELECT CUST\_ID

FROM ZBA\_DWD.DWD\_M\_CUS\_AL\_REDBLACKLIST\_011 A

WHERE A.MONTH\_ID = '201606'

AND A.IS\_VALID = '1'

AND LIST\_TYPE IN ('01', '02')*--01红名单02黑名单*

GROUP BY CUST\_ID;

**终端类型**

select

CASE WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '02' AND T\_3WU.USER\_ID IS NULL

THEN '2G'

WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '03' AND T\_3WU.USER\_ID IS NULL

THEN '3G'

WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '04' AND T\_3WU.USER\_ID IS NULL

THEN '4G'

ELSE '无法识别' END ZD\_TYPE *--终端类型*

from (

SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'3G' yw,is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_010 T *--3G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

AND IS\_CARD <> '1'

AND t.IS\_INNET='1'

)T1,

(SELECT USER\_ID, *--带着B的*

ONEIN1MON\_NET\_TYPE\_REV*-- 00=无法区分，04=4G、03=3G、02=2G*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_ALL\_ZCTMF2\_010@LINK\_DSSDWE

WHERE MONTH\_ID = '201708'

AND SERVICE\_TYPE NOT like '40%' *--套餐类型 2G套餐：LIKE '20%'；3G套餐：LIKE '30%'；4G套餐：LIKE '40%'；*

)T3*--关联使用终端类型表*

where T1.user\_id\_new=T3.user\_id(+)*--关联使用终端类型表*

**承诺低消送流量**

select

CASE WHEN t5.USER\_ID IS NOT NULL THEN '1' ELSE '0' end IS\_CNDX *--是否办理承诺低消送流量*

FROM

(

SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'3G' yw,is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T *--3G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

) T1,*--23G用户资料表*

(SELECT USER\_ID

FROM (SELECT T.\*,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY PRODUCT\_FLAG, EFFECT\_DATE DESC) RN

FROM zbA\_dwa.DWA\_V\_M\_CUS\_MB\_139\_011 T

WHERE MONTH\_ID = '201708')

WHERE RN = 1

AND product\_flag = '02') T5*--23G是否办理承诺低消送流量*

WHERE T1.USER\_ID = T5.USER\_ID(+)

**用户星级**

注意预评级也需要算在内，三星及以上星级用户属于高价值用户。

select

case when T6.user\_id is not null then t6.USER\_LEVEL

when t7.user\_id is not null then '0'||t7.USER\_LEVEL

else null end USER\_LEVEL,*--用户星级*

FROM

(SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'3G' yw,'0' is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T *--2G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

) T1,*--23G用户资料表*

(SELECT USER\_ID, USER\_LEVEL

FROM (SELECT USER\_ID,

USER\_LEVEL,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY MONTH\_ID DESC NULLS LAST) RN

FROM ZBG\_DWA.MID1\_V\_M\_CUS\_MB\_VALUE\_LIST\_011@LINK\_DSSDWE *--BSS用户价值评级模型*

WHERE MONTH\_ID >= '201505' *--固定值*

AND MONTH\_ID <= '201708')*--之前被评过就算*

WHERE RN = 1 ) T6, *--BSS用户价值评级模型*

( SELECT USER\_ID,

USER\_LEVEL

FROM ZBG\_DWA.MID\_V\_M\_CUS\_MB\_VALUE\_011@LINK\_DSSDWE *--BSS用户价值评级模型*

WHERE MONTH\_ID = '201708')T7 *--预评级*

WHERE T1.USER\_ID = T6.USER\_ID(+)

AND T1.USER\_ID = T7.USER\_ID(+)

疑似养卡

一般是判定6个月内是否养卡，新增用户当月是否养卡。

疑似养卡表 从201601才开始有数据，如果账期-5话，数据会不全。2016-201604月的数据量少，不全。

*----------2G*

select

CASE when T\_10.user\_id is not null then '1' ELSE '0' END IS\_RAIS,*--是否疑似养卡*

FROM

(SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'3G' yw,'0' is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T *--2G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

) T1,*--23G用户资料表*

( (SELECT SUBS\_INSTANCE\_ID user\_id FROM

(SELECT T.\*,

ROW\_NUMBER() OVER(PARTITION BY T.SUBS\_INSTANCE\_ID ORDER BY MONTH\_ID desc,INNET\_DATE DESC, SERVICE\_TYPE DESC NULLS LAST) RN

FROM ZB\_CSM.DWA\_DEV\_RAISED T

WHERE MONTH\_ID BETWEEN '201703' AND '201708'

AND PROV\_ID ='011'

AND SERVICE\_TYPE NOT LIKE '40%'*--23G*

AND user\_type <> '真实'*--一定别忘了*

) WHERE RN=1) t\_10*--一般是判定6个月内是否疑似养卡*

WHERE T1.USER\_ID = T10.USER\_ID(+)

指标

活跃用户

指报告期内本企业移动手机用户中至少出现一次主/被叫，或者至少主动使用过一次短信或数据及信息业务的移动手机用户数。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID，关联ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_USE\_XXX并限制IS\_ACTIVE='1'

注意:

1、IS\_ACTIVE口径加工曾在201312月账期修改过，之前的口径为报告期内本企业移动手机用户中至少出现一次主/被叫，或者至少主动使用过一次短信或数据（流量），如果要用之前的活跃口径请使用DWA\_V\_M\_CUS\_SING\_USE\_OLD，我们目前有需求业务部门要求用旧的活跃口径。

2、对于活跃用户有些业务部门称为有业务量，如果是让统计有业务量的用户，还请咨询业务部门是否是要活跃用户

停机用户

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_STATUS，

与码表ZB\_DIM.DIM\_BI\_STATUS的STATUS\_ID关联，取STOP\_TYPE字段为停机类型，STOP\_TYPE为空表示正常开机，其余取值对应的停机类型如下所示：

*--欠费停机* STOP\_TYPE = '02';

*--被动停机* STOP\_TYPE IN ('02', '03');

*--主动停机* STOP\_TYPE ='01';

*--停机* STOP\_TYPE IN('01','02','03');

*--强制停机* STOP\_TYPE ='03';

注意:

停机用户必须是网上用户，用户资料表必须限制IS\_INNET='1'

欠费用户

限定每个用户在统计账期下（欠费账期根据需求限定）的总欠费金额大于0，具体如下：

SELECT */\*+parallel(t3,3)\*/*

SUBS\_INSTANCE\_ID, SUM(OWE\_FEE) OWE\_FEE

FROM ZBA\_DWD.DWD\_M\_ACC\_AL\_OWE\_FINACE\_010 T3

WHERE OWE\_STATUS = '01'

AND FIN\_FLAG = '1'

AND OWE\_MONTH <= '201310'

AND MONTH\_ID = '201310'

GROUP BY SUBS\_INSTANCE\_ID

HAVING SUM(OWE\_FEE) > 0;

也就是说如果单独看统计账期下的某一个欠费账期的时候，需要把该欠费账期中的所有欠费项加和以后在判断欠费是否大于0。

3G新增国漫用户（本月开通上月未开通）

SELECT COUNT(T1.BY\_DAUSER) ADD\_USER *--本月新增*

FROM (SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID BY\_DAUSER *--本月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_011

WHERE MONTH\_ID = '201505'

AND SERVE\_STATUS = '01'

AND SERVE\_ID = '0005'

GROUP BY USER\_ID) T1,

(SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID SY\_DAUSER *--上月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_011

WHERE MONTH\_ID =

TO\_CHAR(ADD\_MONTHS(TO\_DATE('201505', 'YYYYMM'), -1), 'YYYYMM') *--上月*

AND SERVE\_STATUS = '01'

AND SERVE\_ID = '0005'

GROUP BY USER\_ID) T2,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201505') T3

WHERE T1.BY\_DAUSER = T2.SY\_DAUSER(+)

AND T2.SY\_DAUSER IS NULL

**注意：**

开通权限

SERVE\_ID = '0005' 国际漫游 SERVE\_ID = '0003' 国际长途

状态

SERVE\_STATUS = '01' 开通 SERVE\_STATUS = '02' 关闭

3G到达国漫用户（本月开通国漫用户）

SELECT COUNT(T1.BY\_DAUSER) ADD\_USER *--本月到达*

FROM (SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID BY\_DAUSER *--本月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_079

WHERE MONTH\_ID = '201506'

AND SERVE\_STATUS = '01'

AND SERVE\_ID = '0005'

GROUP BY USER\_ID) T1,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_079 T

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201506') T3

WHERE T1.BY\_DAUSER = T3.USER\_ID

3G关闭国漫用户(上月开通本月未开通)

SELECT '''||V\_MONTH||''', '''||V\_PROV||''', ''2A'', COUNT(A.GB\_USER)

FROM (SELECT T1.SY\_DAUSER GB\_USER *--本月关闭*

FROM (SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID SY\_DAUSER *--上月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_'||V\_PROV||'

WHERE MONTH\_ID = TO\_CHAR(ADD\_MONTHS(TO\_DATE('''||V\_MONTH||''', 'YYYYMM'), -1),'YYYYMM')

AND SERVE\_STATUS = ''01''

AND SERVE\_ID = ''0005''

GROUP BY USER\_ID) T1,

(SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID BY\_DAUSER *--本月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_'||V\_PROV||'

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND SERVE\_STATUS = ''01''

AND SERVE\_ID = ''0005''

GROUP BY USER\_ID) T2

WHERE T1.SY\_DAUSER = T2.BY\_DAUSER(+)

AND T2.BY\_DAUSER IS NULL) A,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV||' T

WHERE IS\_STAT = ''1''

AND MONTH\_ID = ''201505'') B

WHERE A.GB\_USER = B.USER\_ID

3G剔除降欠用户

**剔除降欠口径：**降欠挂账出帐费用为0，且正常出帐费用大于0 的3G出账用户。

SELECT T1.USER\_ID, NET\_TYPE, NOMAL\_TOTAL\_FEE

FROM (SELECT USER\_ID, '3G' NET\_TYPE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 A

WHERE IS\_STAT = '1'

AND IS\_THIS\_ACCT = '1'

AND MONTH\_ID = '201506') T1, *--出账*

(SELECT USER\_ID,

NOMAL\_TOTAL\_FEE, *--正常出帐费用（0）*

(TOTAL\_FEE - NOMAL\_TOTAL\_FEE) JQ\_FEE *--降欠挂账出帐费用(1)*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_011

WHERE MONTH\_ID = '201506') T2 *--收入*

WHERE T1.USER\_ID = T2.USER\_ID(+)

AND T2.JQ\_FEE = 0

AND T2.NOMAL\_TOTAL\_FEE > 0 *--3G*

B侧开放4G网络用户-3G套餐部分

（CB侧用户4G网络默认全部开发）

以3G出账用户为例：

SELECT SUM(CASE

WHEN T8.USER\_ID IS NOT NULL THEN

'1'

ELSE

NVL(T7.IS\_4G\_OPEN, '0')

END) IS\_4G\_OPEN, *--开放4G网络*

FROM (SELECT MONTH\_ID,

PROV\_ID,

AREA\_ID,

SERVICE\_TYPE,

IS\_CARD,

IS\_THIS\_ACCT,

USER\_ID,

DEVICE\_NUMBER,

IS\_INNET,

PRODUCT\_MODE,

USER\_STATUS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_USER\_INFO\_011

WHERE MONTH\_ID = '201603'

AND IS\_STAT = '1'

AND IS\_THIS\_ACCT = '1'

AND SERVICE\_TYPE LIKE '30%'

AND IS\_CARD IN ('0', '2')) T,

(SELECT USER\_ID, IS\_4G\_OPEN, IS\_3G\_OPEN

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_AL\_USER\_SERV\_011

WHERE MONTH\_ID = '201603'

AND DAY\_ID = '31') T7, *--本月最后一天*

(SELECT USER\_ID

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_3G\_USER\_LOST\_011 T

WHERE T.MONTH\_ID = '201604'

AND DAY\_ID = '01' *--次月第一天*

AND T.IS\_LOST\_TYPE = '218') T8

WHERE T.USER\_ID = T7.USER\_ID(+)

AND T.USER\_ID = T8.USER\_ID(+)

B侧计费收入日表

SELECT

'''||V\_MONTH\_ID||''',

'''||V\_DAY\_ID||''',

'''||V\_PROV\_ID||''' ,

T\_USER.IS\_INNET,--是否在网

T\_USER.IS\_THIS\_DEV,--是否新发展

T\_USER.IS\_ADD ,--新增

T\_USER.IS\_CARD,--手机上网卡

T\_USER.SERVICE\_TYPE, --业务类型

T\_CHANNEL.CHNL\_KIND\_ID,--渠道

T\_USER.PRODUCT\_ID,--产品ID

T\_USER.PRODUCT\_CLASS,

SUM(NVL(T\_FEE.TOTAL\_FEE,0)),--计费收入

COUNT(1) USER\_NUM --用户数

FROM (SELECT

T.USER\_ID,

T.IS\_INNET,

T.IS\_CARD,

T.SERVICE\_TYPE,

T.PRODUCT\_ID,

T.PRODUCT\_MODE PRODUCT\_CLASS ,

T.ZB\_DEV\_MAN\_ID,

T.IS\_THIS\_DEV,--是否新发展

T.IS\_ADD --新增

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_2G\_USER\_INFO\_'||V\_PROV\_ID||' T --2G用户资料表

WHERE T.IS\_STAT = ''1''

AND T.MONTH\_ID='''||V\_MONTH\_ID||'''

AND DAY\_ID='''||V\_DAY\_ID||'''

UNION ALL

SELECT

T.USER\_ID,

T.IS\_INNET,

T.IS\_CARD,

T.SERVICE\_TYPE,

T.PRODUCT\_ID,

T.PRODUCT\_MODE PRODUCT\_CLASS,

T.ZB\_DEV\_MAN\_ID,

T.IS\_THIS\_DEV,

T.IS\_ADD --新增

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||' T --3G用户资料表

WHERE T.IS\_STAT = ''1''

AND T.MONTH\_ID='''||V\_MONTH\_ID||'''

AND DAY\_ID='''||V\_DAY\_ID||''' )T\_USER,--23G日用户资料表

(SELECT T.SUBS\_INSTANCE\_ID USER\_ID,

T.TOTAL\_FEE

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_MB\_BCHARGE\_'||V\_PROV\_ID||' T

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||''')T\_FEE, --23G计费收入日表

(SELECT V\_FZR.DEV\_CODE,V\_CHANNEL.CHNL\_KIND\_ID

FROM (SELECT B.DEVELOPER\_CODE DEV\_CODE, B.CHANNEL\_ID

FROM ZB\_DWD.DWD\_D\_MRT\_AL\_DEV\_MAN\_INFO\_'||V\_PROV\_ID||' B

WHERE B.MONTH\_ID = '''||V\_MONTH\_ID||'''

AND B.DAY\_ID='''||V\_DAY\_ID||''') V\_FZR, --渠道发展人信息

(SELECT C.CHNL\_ID, C.CHNL\_NAME, C.CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_D\_MRT\_AL\_BSDM\_CHANNEL\_S C --渠道信息

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND PROV\_ID = '''||V\_PROV\_ID||'''

AND C.DAY\_ID='''||V\_DAY\_ID||''') V\_CHANNEL

WHERE V\_FZR.CHANNEL\_ID = V\_CHANNEL.CHNL\_ID(+)) T\_CHANNEL --23G集中渠道渠道类型

WHERE T\_USER.USER\_ID=T\_FEE.USER\_ID(+)--计费收入

AND T\_USER.ZB\_DEV\_MAN\_ID = T\_CHANNEL.DEV\_CODE(+)--23G渠道

GROUP by

T\_USER.IS\_INNET,--是否在网

T\_USER.IS\_THIS\_DEV, --是否新发展 可以与页面对起来

T\_USER.IS\_ADD, --新增

T\_USER.IS\_CARD,--手机上网卡

T\_USER.SERVICE\_TYPE, --业务类型

T\_CHANNEL.CHNL\_KIND\_ID,--渠道

T\_USER.PRODUCT\_ID,

T\_USER.PRODUCT\_CLASS

###### 3G手机

维度

套餐名称

指3G手机用户订购的3G套餐类型。

1.通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的PRODUCT\_MODE字段，与套餐码表进行关联取套餐名称，需要对套餐码表进行自关联，详细SQL如下：

SELECT NVL(C.PRODUCT\_CLASS\_DESC, '其他套餐')

FROM (SELECT PRODUCT\_MODE FROM 3G手机用户资料表) A, *--可能是出账用户等，根据实际情况查询相应用户群*

(SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE IS\_CARD = '0'

AND SERVICE\_TYPE = '30AAAAAA') B, *--产品分类表*

(SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE IS\_CARD = '0'

AND SERVICE\_TYPE = '30AAAAAA') C

WHERE A.PRODUCT\_MODE = B.PRODUCT\_CLASS(+)

AND NVL(B.PRODUCT\_CLASSIFY\_VALUE, '020199') = C.PRODUCT\_CLASS(+)

2. 利用如上C表的PRODUCT\_BASE\_CLASS区分套餐类型：A,B,C,IPHONE,沃派36等套餐, PRODUCT\_BASE\_CLASS取值分别如下：'A'、'B'、'C'、'I'、'O'。

注意:

1. 3G手机C套餐内包含的语音为本地通话拨打分钟数，在计算使用语音占套餐语音比的时候，C套餐用户本地主叫语音时长超过套餐内的语音就算超套餐。

将 ZB\_DIM.DIM\_PRODUCT\_CLASS 与 ZB\_DIM.DIM\_PRODUCT\_RATE关联（关联方法可参照套餐月费取法），取PRODUCT\_TYPE='03'为C套餐

2. 用户资料表里的PRODUCT\_MODE在2014年之前有些数据有异常，需要处理如下

CASE

WHEN PRODUCT\_MODE = ''9999'' THEN

''020199''

WHEN PRODUCT\_MODE = ''999999'' THEN

''020199''

WHEN PRODUCT\_MODE = ''\*\*'' THEN

''020199''

WHEN PRODUCT\_MODE IS NULL THEN

''020199''

ELSE

PRODUCT\_MODE

END PRODUCT\_MODE

套餐月费

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的PRODUCT\_MODE字段与下面表的PRODUCT\_CLASS关联取MON\_FEE：

SELECT T2.PRODUCT\_CLASS, T3.MON\_FEE

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS T2,

ZB\_DIM.DIM\_PRODUCT\_RATE T3

WHERE T2.IS\_CARD = '0'

AND T2.SERVICE\_TYPE = '30AAAAAA'

AND T2.PRODUCT\_CLASSIFY\_VALUE = '02' || T3.PRODUCT\_CLASS

合约类型

合约表中ACTIVITY\_TYPE字段（用户资料表中USER\_ACT\_TYPE字段）对应的合约分类如下：

CASE

WHEN ACTIVITY\_TYPE = '01' THEN

'存费送机'

WHEN ACTIVITY\_TYPE = '02' THEN

'购机送费'

WHEN ACTIVITY\_TYPE = '03' THEN

'存费送费'

WHEN ACTIVITY\_TYPE IN ('06', '07', '08', '09') THEN

'存费送业务'

ELSE

'单卡'

END

出账用户和网上用户

整体目标用户群为3G手机出账用户或网上用户

方法一：

取ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ACT\_TYPE字段

方法二：

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID，

与如下合约表的SUBS\_INSTANCE\_ID进行关联，取ACTIVITY\_TYPE：

SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_ACT\_INFO\_011

WHERE MONTH\_ID = '201409'

AND IS\_VALID = '1'

新增用户

整体目标用户群为3G手机新增用户

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID，与如下合约表的SUBS\_INSTANCE\_ID 进行关联，取ACTIVITY\_TYPE ：

SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_ACT\_INFO\_011

WHERE MONTH\_ID = '201409'

AND IS\_THIS\_ADD = '1' *--且新增合约用户，不能限制is\_valid*

离网用户

整体目标用户群为3G手机本期离网用户

通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表)的USER\_ID，与如下合约表的SUBS\_INSTANCE\_ID 进行关联，取ACTIVITY\_TYPE ：

SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_ACT\_INFO\_011

WHERE MONTH\_ID = '201409'

AND IS\_THIS\_BREAK = '1'*--且合约离网用户，不能限制is\_valid*

指标

出账用户

指报告期内出账账单金额大于零的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_ '||V\_PROV\_ID||' T

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND IS\_STAT = ''1''

AND IS\_CARD = ''0'' *--0：3G手机，1：上网卡，2:23G融合*

AND IS\_THIS\_ACCT = ''1''

新增用户

报告期内新开通联通某项业务的用户数（新增用户=新发展用户+业务互转用户+其他新增用户）

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_ADD = ''1'' *--当月新增*

AND T1.IS\_CARD = ''0''

AND T1.MONTH\_ID = '''||V\_YEARMONTH\_ADD||'''

新发展用户

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

SELECT count(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_THIS\_DEV= ''1'' *--当月新发展标识*

AND T1.IS\_CARD = ''0''

AND T1.MONTH\_ID = '''||V\_YEARMONTH ||'''

网上用户数

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_INNET = ''1'' *--在网*

AND T1.IS\_CARD = ''0''

AND T1.MONTH\_ID = '''||V\_YEARMONTH ||'''

流失用户

上月出账本月不出账用户，也有个别业务部门希望按照：上月在网本月不在网用户来计算，但一般不这样处理。

一般都是拍照观察，拍照上月出账的用户，观察在本月的出账情况。

流失率=上月出账本月不出账用户/上月出账用户数

口径1：需求：市场营销部梅峰（上月出账本月不出账）

具体口径为上月为3G手机出账用户，本月不再是3G手机出账用户，含转网用户

SELECT SUM(CASE

WHEN B.USER\_ID IS NULL THEN

1

ELSE

0

END)

FROM (SELECT USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_ '|| V\_PROV ||' A

WHERE MONTH\_ID = '|| V\_LAST\_MONTH ||'

AND IS\_STAT = ''1''

AND IS\_THIS\_ACCT = ''1''

AND IS\_CARD = ''0'') A,

(SELECT */\*+PARALLEL(A,3)\*/*

USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_' || V\_PROV ||' A

WHERE A.MONTH\_ID = '|| V\_MONTH || '

AND A.IS\_STAT = ''1''

AND A.IS\_THIS\_ACCT = ''1''

AND A.IS\_CARD = ''0'') B

WHERE A.USER\_ID = B.USER\_ID(+)

口径2：上月出账本月不出账，不包含转网用户，本月不出账在网的3G手机用户且上月存在在3G业务里出账

SELECT SUM(CASE

WHEN A.IS\_ADD = '0' AND A.IS\_THIS\_ACCT = '0' AND

C.IS\_THIS\_ACCT = '1' AND A.IS\_INNET = '1' THEN

1

ELSE

0

END)

FROM (SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE T.MONTH\_ID = '201409'

AND IS\_CARD = '0'

AND IS\_STAT = '1') A,

(SELECT T.USER\_ID, T.IS\_THIS\_ACCT, T.IS\_INNET, T.PRODUCT\_ID, IS\_STAT

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE T.MONTH\_ID = '201408' */\*AND IS\_STAT='1'\*/*

) C

WHERE A.USER\_ID = C.USER\_ID(+);

SELECT SUM(LM\_ACCT\_TM\_NOACCT\_USER)

FROM ZBA\_DM.V\_DM\_C\_M\_DEV\_3G\_BASE

WHERE IS\_CARD = '0'

AND MONTH\_ID = '201408'

AND PROV\_ID = '017'

口径3：经分系统页面3G手机流失用户

SELECT SUM(LOST\_USER\_MOB)

FROM ZBA\_DM.DM\_C\_M\_DEV\_3G\_LOST\_CLASS

WHERE MONTH\_ID = '201409';

SELECT COUNT(IS\_LOST)

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_3G\_USER\_LOST\_011

WHERE MONTH\_ID = '201409'

AND IS\_CARD = '0'

新入网用户—分渠道口径的，和集中渠道报表保持一致

可参照过程 P\_TEMP\_LJT\_APP\_NEW\_N3

3G

SELECT ''B'' || SUBS\_ID USER\_ID,

CHNL\_ID,

SVC\_TYPE\_3G is\_card,

innet\_flag is\_innet,

SUM(CASE

WHEN T.DEV\_FLAG >= ''1'' THEN

T.DEV\_FLAG

ELSE

''0''

END) DEV\_NUM

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI T

WHERE T.ACCT\_MONTH = '''||V\_MONTH||'''

AND T.PROV\_ID = '''||V\_PROV||'''

AND SVC\_TYPE = ''02''

AND T.INC\_USER >= ''1''

AND IS\_BF\_OCS = ''1''

GROUP BY ''B'' || SUBS\_ID, CHNL\_ID, SVC\_TYPE\_3G,innet\_flag

当期离网用户

SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_'||V\_PROV||'@LINK\_DSSDWE

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND IS\_STAT = ''1''

And is\_this\_break\_old = ''1''

三无用户

一般口径：非当月新发展且在网出账的三无用户。三无是指：指报告期内无通话行为、无流量详单和无点对点短信发送记录的网上用户。对应模型解释为总通话次数为0，使用流量为0，点对点短信条数为0。

注意:

三无用户不应该区分终端类型，以后业务部门要的话也不能提供，因为三无用户没有使用量。

沉淀表：ZB\_3G\_3WU\_USERS

极低用户

一般口径：非当月新发展，在网出账用户，使用流量<=3MB，主叫计费时长<=5分钟，点对点发送短信条数<=4条。

注意:

在201405账期以前，除了以上条件，还有用户价值小于52.8。

沉淀表：ZB\_3G\_LOWUSED\_USERS

3G半年包用户

SELECT */\*+PARALLEL(B,8)\*/*

RESOURCE\_TYPE,

SUM(CASE

WHEN RN = 1 THEN

1

ELSE

0

END) USER\_NUM, *--半年包用户数*

COUNT(RESOURCE\_INS\_ID) PKG\_NUM, *--半年包数*

SUM(CASE

WHEN RN = 1 AND SUBSTR(START\_DATE, 1, 6) = '201506' THEN

1

ELSE

0

END) USER\_ADD, *--当月新增半年包用户数*

SUM(CASE

WHEN SUBSTR(START\_DATE, 1, 6) = '201506' THEN

1

ELSE

0

END) PKG\_ADD *--当月新增半年包数*

FROM (SELECT RESOURCE\_CODE, RESOURCE\_TYPE

FROM ZBA\_DWD.DWD\_M\_ACC\_AL\_RES\_DEPOSIT\_011 A

WHERE MONTH\_ID = '201506'

AND RESOURCE\_TYPE IN ('0101', '0102') *--资源账本类型,半年包类型*

AND MEASURE\_ID = '01' *---度量单位*

) A,

(SELECT B.USER\_ID,

RESOURCE\_CODE,

RESOURCE\_INS\_ID,

START\_DATE,

ROW\_NUMBER() OVER(PARTITION BY B.USER\_ID ORDER BY START\_DATE DESC) RN

FROM (SELECT USER\_ID, RESOURCE\_CODE, RESOURCE\_INS\_ID, START\_DATE

FROM ZBA\_DWD.DWD\_M\_ACC\_AL\_RES\_DPST\_LOG\_011 B

WHERE MONTH\_ID = '201506'

AND TOTAL\_ACCOUNT IS NOT NULL *--资源全额面值,即流量包价格*

AND VALID\_TAG = '1'

AND SUBSTR(END\_DATE, 1, 6) >= '201506'

AND SUBSTR(START\_DATE, 1, 6) <= '201506') B,

(SELECT USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011

WHERE IS\_STAT = '1'

AND IS\_INNET = '1'

AND MONTH\_ID = '201506') C

WHERE B.USER\_ID = C.USER\_ID) B

WHERE A.RESOURCE\_CODE = B.RESOURCE\_CODE

GROUP BY RESOURCE\_TYPE

注意:

1. 半年包的表ZBA\_DWD.DWD\_M\_ACC\_AL\_RES\_DPST\_LOG不是单用户表，存在一个用户订购多次，此表为全量数据，使用时按照实际情况加以限制。

2. RESOURCE\_TYPE(0101：国内流量, 0102: 省内流量),可参考码表:

SELECT \* FROM ZB\_DIM.DIM\_BI\_RESOURCE\_ACCT\_BOOK;

MEASURE\_ID (01: 流量单位：MB)可参考码表：

SELECT \* FROM ZB\_DIM.DIM\_BI\_MEASURE\_TYPE;

3G集客沃商务出账用户数

集客沃商务出账用户数（不区分业务类型）核对路径为：报表中心——>专业报表——>集团业务沃商务用户发展统计月报，参考过程：DM.P\_DM\_M\_WO\_SW

集客沃商务出账用户数（区分业务类型）核对路径为：报表中心——>基础报表——>沃商务用户规模、业务量及收入月报，参考过程：DM.P\_DM\_REP\_M\_WCOMM\_ALL\_2012

SELECT SUM(ACCT\_USER) ACCT\_USER *--本月出账集团用户数*

FROM ZB.ZB\_WHOME\_M\_DEV\_06 *--对应纵向融合业务指标接口规范《7.2.1.4 沃.商务融合业务发展月报 03记录》（SVN地址：http://132.35.224.234/svn/dssdat/ZBJF\_接口规范/05-纵向指标规范/中国联通经营分析指标上传接口规范V3.0-融合业务分册-20120109.doc）*

WHERE MONTH\_NO = '201508'

AND PROV\_ID = '010'

AND TYPE\_ID = '140302AA' *--3G手机*

AND SUBSTR(DINNER\_SIGN\_ID, 1, 2) IN ('07', '09') *--07:中小企业基础版B方案;09:中小企业增强版B方案*

;

###### 23G融合

维度

省内流量包

方法一：取ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表，限制IS\_CARD='2'）PKG\_PROD\_CLASS字段，取值对应的流量包类型如下：

CASE

WHEN PKG\_PROD\_CLASS = '0101' THEN

'10元100M省内流量包'

WHEN PKG\_PROD\_CLASS = '0102' THEN

'20元300M省内流量包'

WHEN PKG\_PROD\_CLASS = '0103' THEN

'30元500M省内流量包'

WHEN PKG\_PROD\_CLASS = '0104' THEN

'集客1G省内流量包'

WHEN PKG\_PROD\_CLASS = '0105' THEN

'100元2.5G省内流量包'

WHEN PKG\_PROD\_CLASS = '0106' THEN

'公众1G省内流量包'

END

方法二：通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表，限制IS\_CARD='2')中PKG\_PROD\_CLASS与TEMP\_DX\_3G\_PKG\_PROD\_CLASS中PRODUCT\_CLASS关联取得流量包内流量、月费等。

码表参考语句如下：

SELECT \*

FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS

WHERE IS\_PKG = '1'

AND IS\_CARD = '2'

本地套餐流量包

方法一：取ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表，限制IS\_CARD='2'）PRODUCT\_MODE 字段，取值对应的流量包类型如下：

CASE

WHEN PRODUCT\_MODE = '020301' THEN

'3G本地套餐-100MB省内流量'

WHEN PRODUCT\_MODE = '020302' THEN

'3G本地套餐-300MB省内流量'

WHEN PRODUCT\_MODE = '020303' THEN

'3G本地套餐-500MB省内流量'

WHEN PRODUCT\_MODE = '020304' THEN

'集客2G3G融合业务1G套餐'

WHEN PRODUCT\_MODE = '020305' THEN

'公众2G3G融合业务1G套餐'

WHEN PRODUCT\_MODE = '020306' THEN

'2G3G融合业务2.5G套餐'

WHEN PRODUCT\_MODE = '020307' THEN

'2G3G融合业务33元套餐'

ELSE '其它'

END

方法二：通过ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_PROV（3G用户资料表，限制IS\_CARD='2')中PRODUCT\_MODE与TEMP\_DX\_3G\_PKG\_PROD\_CLASS中PRODUCT\_CLASS关联取得流量包内流量、月费等。

码表参考语句如下：

SELECT \*

FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS

WHERE IS\_PKG = '0'

AND IS\_CARD = '2'

指标

出账用户

指报告期内出账账单金额大于零的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_ '||V\_PROV\_ID||' T

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND IS\_STAT = ''1''

AND IS\_CARD = ''2'' *--0：3G手机，1：上网卡，2:23G融合*

AND IS\_THIS\_ACCT = ''1''

新增用户

报告期内新开通联通某项业务的用户数（新增用户=新发展用户+业务互转用户+其他新增用户）

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_ADD = ''1'' *--当月新增*

AND T1.IS\_CARD = ''2''

AND T1.MONTH\_ID = '''||V\_YEARMONTH\_ADD||'''

新发展用户

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_THIS\_DEV= ''1'' *--当月新发展标识*

AND T1.IS\_CARD = ''2''

AND T1.MONTH\_ID = '''||V\_YEARMONTH ||'''

网上用户数

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_INNET = ''1'' *--在网*

AND T1.IS\_CARD = ''2''

AND T1.MONTH\_ID = '''||V\_YEARMONTH ||'''

流失用户

上月出账本月不出账用户，也有个别业务部门希望按照：上月在网本月不在网用户来计算，但一般不这样处理。

一般都是拍照观察，拍照上月出账的用户，观察在本月的出账情况

流失率=上月出账本月不出账用户/上月出账用户数

三无用户

一般口径：非当月新发展且在网出账的三无用户。三无是指：指报告期内无通话行为、无流量详单和无点对点短信发送记录的网上用户。对应模型解释为总通话次数为0，使用流量为0，点对点短信条数为0。

注意:

三无用户不应该区分终端类型，以后业务部门要的话也不能提供，因为三无用户没有使用量。

沉淀表：ZB\_3G\_3WU\_USERS\_RH

极低用户

一般口径：非当月新发展，在网出账用户，使用流量<=3MB，主叫计费时长<=5分钟，点对点发送短信条数<=4条。

注意:

在201405账期以前，除了以上条件，还有用户价值小于52.8。

沉淀表：ZB\_3G\_LOWUSED\_USERS\_RH

###### 3G上网卡

维度

3G上网卡补充码表

由于ZB\_DIM.DIM\_PRODUCT\_RATE码表中缺少300元/15GB/月基本套餐等类似套餐的套餐内流量，将类似300元/15GB/月基本套餐类的套餐在ZB\_DIM.DIM\_PRODUCT\_CLASS码表中通过字符串截取，沉淀一张3G上网卡的套餐内流量码表：TEMP\_NETCARD\_PRODUCT\_CLASS

使用方法：

SELECT \*

FROM (SELECT MONTH\_ID,

PROV\_ID,

SUBS\_INSTANCE\_ID,

INNET\_MONTH,

PRODUCT\_CLASS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE MONTH\_ID = '201505'

AND PROV\_ID = '011'

AND STATUS\_ID NOT IN ('51', '13')

AND IS\_TEST = '0'

AND IS\_THIS\_ACCT = '1'

AND IS\_INNET = '1') A,

(SELECT \* FROM TEMP\_NETCARD\_PRODUCT\_CLASS) E

WHERE A.PRODUCT\_CLASS = E.PRODUCT\_CLASS(+)

指标

出账用户

指报告期内出账账单金额大于零的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_ '||V\_PROV\_ID||' T

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND IS\_STAT = ''1''

AND IS\_CARD = ''1'' *--0：3G手机，1：上网卡，2:23G融合*

AND IS\_THIS\_ACCT = ''1''

新增用户

报告期内新开通联通某项业务的用户数（新增用户=新发展用户+业务互转用户+其他新增用户）

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_ADD = ''1'' *--当月新增*

AND T1.IS\_CARD = ''1''

AND T1.MONTH\_ID = '''||V\_YEARMONTH\_ADD||'''

新发展用户

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_THIS\_DEV= ''1'' *--当月新发展标识*

AND T1.IS\_CARD = ''1''

AND T1.MONTH\_ID = '''||V\_YEARMONTH ||'''

网上用户数

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_'||V\_PROV\_ID||'

WHERE T1.IS\_STAT = ''1''

AND T1.IS\_INNET = ''1'' *--在网*

AND T1.IS\_CARD = ''1''

AND T1.MONTH\_ID = '''||V\_YEARMONTH ||'''

###### OCS上网卡

维度

付费模式

属于05,OCS预付费模式，预付费的一种

发展渠道类型

注意：OCS取发展渠道，使用模型ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S时统一用011的数据。

SELECT T.USER\_ID, T1.CHNL\_ID, T2.CHNL\_KIND\_ID

FROM (SELECT SUBS\_INSTANCE\_ID USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE MONTH\_ID = '201505'

AND PROV\_ID = '010'

AND STATUS\_ID NOT IN ('51', '13')

AND IS\_TEST = '0') T,

(SELECT A.SUBS\_ID USER\_ID, A.CHNL\_ID

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_OCS\_BI A

WHERE A.ACCT\_MONTH = '201505'

AND A.PROV\_ID = '010'

AND IS\_BF\_OCS = '2') T1,

(SELECT B.CHNL\_ID, B.CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S B

WHERE B.PROV\_ID = '011'*--31省及999，此处条件均为'011'*

AND B.MONTH\_ID = '201505') T2

WHERE T.USER\_ID = T1.USER\_ID(+)

AND T1.CHNL\_ID = T2.CHNL\_ID(+)

收入归集标签

注意：取集团客户OCS用户使用ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG模型时统一用011的数据

SELECT T.USER\_ID,

DECODE(T1.BELONG\_FLAG,'0','1','1','0','0') BELONG\_FLAG*--1集团,0为公众*

FROM (SELECT SUBS\_INSTANCE\_ID USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE MONTH\_ID = '201507'

AND PROV\_ID = '010'

AND STATUS\_ID NOT IN ('51', '13')

AND IS\_TEST = '0'

) T,

(SELECT B.USER\_ID, B.BELONG\_FLAG*--0集团,1和空为公众*

FROM ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_011 B*----31省及999，此处条件均ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_011*

WHERE B.MONTH\_ID = '201507') T1

WHERE T.USER\_ID = T1.USER\_ID(+)

用户群标签

注意：取OCS用户群标签使用ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG模型时统一用011的数据

SELECT T.USER\_ID,

DECODE(T1.USER\_GROUP\_FLAG,'0','1','1','0','0') USER\_GROUP\_FLAG*--1集团,0为公众*

FROM (SELECT SUBS\_INSTANCE\_ID USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE MONTH\_ID = '201507'

AND PROV\_ID = '010'

AND STATUS\_ID NOT IN ('51', '13')

AND IS\_TEST = '0'

) T,

(SELECT B.USER\_ID, B.USER\_GROUP\_FLAG*--0集团,1和空为公众*

FROM ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_011 B*----31省及999，此处条件均ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_011*

WHERE B.MONTH\_ID = '201507') T1

WHERE T.USER\_ID = T1.USER\_ID(+)

指标

出账用户

指报告期内出账账单金额大于零的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE MONTH\_ID = '201505'

AND PROV\_ID = '011'

AND STATUS\_ID NOT IN ('51', '13')

AND IS\_TEST = '0'

AND STATUS\_ID <> '51'

AND IS\_THIS\_ACCT = '1'

注意：

ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO表中除31省编码外还有有省份编码为999，地市编码为999的情况，在加工数据的时候一定不要忘记，省份编码999，地市编码999统一命名为“其他”，之前有些需求是接维的国信脚本，他们命名为了“重重其他”

新发展用户

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

OCS新发展用户=OCS新增用户

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE MONTH\_ID = '201307'

AND IS\_TEST = '0'

AND STATUS\_ID <> '51'

AND STATUS\_ID NOT IN ('51', '13')

AND IS\_ADD = '1'

AND PROV\_ID = '011'

新发展用户（页面指标）

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

3G套餐🡪3G套餐(月)—>新增流失(月)，3G套餐新增用户—>3G无线上网卡新增用户🡪发展用户，其中的OCS新发展用户数

DM视图层：

SELECT SUM(INC\_USER)

FROM ZBA\_DM.V\_DM\_C\_M\_DEV\_3G\_NEW\_CLASS

WHERE MONTH\_ID = '201605'

AND IS\_OCS = '1';

DM层：

SELECT SUM(ADD\_USER)

FROM ZBA\_DM.DM\_C\_M\_DEV\_3G\_OCS\_BASE

WHERE MONTH\_ID = '201605' ;

DWA层：

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_LIST A,

(SELECT SUBS\_INSTANCE\_ID USER\_ID,

INNET\_FLAG,

USER\_GROUP\_FLAG,

MINOR\_ENTERPRISES\_FLAG,

CUST\_SIZE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO A

WHERE A.MONTH\_ID = '201605'

AND A.IS\_TEST = '0'

AND A.STATUS\_ID <> '51'

AND A.STATUS\_ID NOT IN ('13', '51') ) T

WHERE A.MONTH\_ID = '201605'

AND A.SUBS\_INSTANCE\_ID = T.USER\_ID(+)

AND A.IS\_ADD = '1';

网上用户

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE IS\_TEST = '0'

AND STATUS\_ID NOT IN ('51', '13')

AND STATUS\_ID <> '51'

AND PROV\_ID = '011'

AND MONTH\_ID = '201505'

AND IS\_INNET = '1'

##### 2G套餐

###### 维度

付费模式

取ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户基本衍生信息表)的PAY\_MODE字段，其中PAY\_MODE IN ('03','04','05')为预付费，PAY\_MODE IN ('01','02')为后付费

入网时间

新办理入网，开始使用联通业务的时间。

取ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户基本衍生信息表)的INNET\_DATE字段。

发展渠道类型

指用户的入网渠道，该用户是通过什么渠道被发展为联通用户的。

通过如下SQL取CHNL\_KIND\_ID字段对渠道进行分类；

CHNL\_KIND\_ID所代表的渠道类型，可通过与ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM（渠道归类信息码表）中LEVEL\_3字段关联取出。

SELECT T.USER\_ID,

T1.CHNL\_ID,

T2.CHNL\_KIND\_ID

FROM (SELECT A.USER\_ID, A.ZB\_DEV\_MAN\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 A

WHERE A.MONTH\_ID = '201507'

AND A.IS\_STAT = '1') T,

(SELECT B.DEV\_CODE, B.CHNL\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_011 B

WHERE B.MONTH\_ID = '201507') T1, *--渠道发展人信息*

(SELECT C.CHNL\_ID, C.CHNL\_NAME, C.CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S C*--渠道信息*

WHERE MONTH\_ID = '201507'

AND PROV\_ID = '011') T2

WHERE T.ZB\_DEV\_MAN\_ID = T1.DEV\_CODE(+)

AND T1.CHNL\_ID = T2.CHNL\_ID(+)

;

归集标签

取用户资料表中的USER\_ID字段，与 [ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV（集客标签表）](mailto:码表ZBG_DIM.DIM_PRODUCT_CLASS@LINK_DSSDWE) 中 USER\_ID 进行关联，取集客标签表中BELONG\_FLAG字段，无需限定其他条件，取值为0集团，1和空为公众。

注意：

1. 集客标签表ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV数据从201308账期开始具备

2. 2013年10月账期之前如下集客标签表一直使用

SELECT */\*+PARALLEL(T,2)\*/*

T.USER\_ID, T.INCOME\_BELONG\_FLAG *-- 1和空的都是公众，0是集团*

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_GROUP\_FLAG\_011 T

WHERE MONTH\_ID = '201306'

AND DAY\_ID = '03'

用户群标签

取ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG表的USER\_GROUP\_FLAG，0为集团客户，空和1为公众用户，与用户资料表的关联方法详见归集标签部分。

中小企业(只针对集客用户)

首先限定集客用户（集客用户取法详见归集标签部分），

再通过USER\_ID与ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_GC\_RELATION模型关联，利用该模型中CUST\_SIZE来区分用户的企业类型。

利用CUST\_SIZE区分用户企业类型的方法如下：

DECODE(CUST\_SIZE,'1','小微','2','中小企业','3','大客户','其他')

是否实名制

判断联通用户是否进行了实名登记。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户资料表)的USER\_ID，

与表ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_RNS\_WIDE的SUBS\_INSTANCE\_ID相关联，

取该表IS\_VALID\_FLAG字段，无需限定其他条件，取值为“1”表示“是实名制”

客户信息

指办理使用联通业务的客户的信息。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户资料表)的CUST\_ID（客户ID）字段，关联如下表CUST\_ID字段，获取姓名、证件类型、证件号码：

SELECT CUST\_ID, F\_DECRYPT(CUST\_NAME) CUST\_NAME*--客户名称*

FROM ZBA\_DWD.DWD\_M\_CUS\_AL\_CUSTOMER\_079

WHERE MONTH\_ID = '201603';

SELECT CUSTOMER\_ID CUST\_ID,

CERT\_TYPE,*--证件类型*

CERT\_NO*----证件号码 加密的，尚未找到解密函数*

FROM ZBA\_DWD.DWD\_M\_CUS\_AL\_CERT\_INFO\_079

WHERE MONTH\_ID = '201603';

通过ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户资料表)的CUST\_ID（客户ID）字段，关联如下表CUST\_ID字段，获取客户性别、年龄：

SELECT T.CUST\_ID,

T.CERT\_TYPE,

T.CUST\_SEX,*--1,男;2,女*

T.CERT\_AGE*--年龄*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_RNS\_079 T*--客户实名衍生信息(月)，除了客户姓名、年龄外，该表中还有客户名称和证件号码，但是加密的，不可用*

WHERE MONTH\_ID='201603'

AND CERT\_TYPE IN ('0101', '0102', '0108')

AND CERT\_NO\_IS\_VALID='1';

通过ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户资料表)的USER\_ID（用户ID）字段，关联如下表SUBS\_INSTANCE\_ID字段，获取客户性别、年龄：

SELECT SUBS\_INSTANCE\_ID USER\_ID,

CUST\_SEX, *--1,男;2,女*

CERT\_AGE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_RNS\_WIDE

WHERE PROV\_ID = '&PROV\_ID'

AND MONTH\_ID = '&MONTH\_ID'

AND IS\_VALID\_FLAG = '1'

VIP级别

通过ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户资料表)的USER\_ID，与如下表USER\_ID相关联，取VIP\_LEVEL字段即可。

VIP\_LEVEL取值代表的含义为：02：钻石卡 03：金卡 04：银卡，这三类均归为VIP用户。

 SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_VIP\_INFO\_011 T

WHERE T.IS\_VIP\_VALID = '1'

AND T.VIP\_LEVEL IN ('02', '03', '04') *--02:钻石卡，03：金卡，04：银卡*

AND T.SERVICE\_TYPE IN ('20AAAAAA',

'2001AAAA',

'200101AA',

'200102AA',

'2002AAAA',

'2099AAAA')

AND T.MONTH\_ID = '201310'

用户使用的卡类型

卡类型分为SIM卡和USIM卡。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户资料表)的USER\_ID，

与表ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_USER\_RES\_PROV的USER\_ID相关联，

取该表CARD\_TYPE字段即可。

红黑名单

判断联通用户是否红黑名单。

通过ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_PROV（2G用户资料表)的CUST\_ID，

与表ZBA\_DWD.DWD\_M\_CUS\_AL\_REDBLACKLIST\_011的CUST\_ID相关联

SELECT CUST\_ID

FROM ZBA\_DWD.DWD\_M\_CUS\_AL\_REDBLACKLIST\_011 A

WHERE A.MONTH\_ID = '201606'

AND A.IS\_VALID = '1'

AND LIST\_TYPE IN ('01', '02')*--01红名单02黑名单*

GROUP BY CUST\_ID;

终端类型

select

CASE WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '02' AND T\_3WU.USER\_ID IS NULL

THEN '2G'

WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '03' AND T\_3WU.USER\_ID IS NULL

THEN '3G'

WHEN T3.ONEIN1MON\_NET\_TYPE\_REV = '04' AND T\_3WU.USER\_ID IS NULL

THEN '4G'

ELSE '无法识别' END ZD\_TYPE *--终端类型*

from (SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'2G' yw,'0' is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_010 T *--2G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

AND t.IS\_INNET='1'

)T1,

(SELECT USER\_ID, *--带着B的*

ONEIN1MON\_NET\_TYPE\_REV*-- 00=无法区分，04=4G、03=3G、02=2G*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_ALL\_ZCTMF2\_010@LINK\_DSSDWE

WHERE MONTH\_ID = '201708'

AND SERVICE\_TYPE NOT like '40%' *--套餐类型 2G套餐：LIKE '20%'；3G套餐：LIKE '30%'；4G套餐：LIKE '40%'；*

)T3*--关联使用终端类型表*

where T1.user\_id\_new=T3.user\_id(+)*--关联使用终端类型表*

承诺低消送流量

select

CASE WHEN t5.USER\_ID IS NOT NULL THEN '1' ELSE '0' end IS\_CNDX *--是否办理承诺低消送流量*

FROM

(SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'2G' yw,'0' is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T *--2G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

) T1,*--23G用户资料表*

(SELECT USER\_ID

FROM (SELECT T.\*,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY PRODUCT\_FLAG, EFFECT\_DATE DESC) RN

FROM zbA\_dwa.DWA\_V\_M\_CUS\_MB\_139\_011 T

WHERE MONTH\_ID = '201708')

WHERE RN = 1

AND product\_flag = '02') T5*--23G是否办理承诺低消送流量*

WHERE T1.USER\_ID = T5.USER\_ID(+)

用户星级

注意预评级也需要算在内，三星及以上星级用户属于高价值用户。

select

case when T6.user\_id is not null then t6.USER\_LEVEL

when t7.user\_id is not null then '0'||t7.USER\_LEVEL

else null end USER\_LEVEL,*--用户星级*

FROM

(SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'2G' yw,'0' is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T *--2G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

) T1,*--23G用户资料表*

(SELECT USER\_ID, USER\_LEVEL

FROM (SELECT USER\_ID,

USER\_LEVEL,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY MONTH\_ID DESC NULLS LAST) RN

FROM ZBG\_DWA.MID1\_V\_M\_CUS\_MB\_VALUE\_LIST\_011@LINK\_DSSDWE *--BSS用户价值评级模型*

WHERE MONTH\_ID >= '201505' *--固定值*

AND MONTH\_ID <= '201708')*--之前被评过就算*

WHERE RN = 1 ) T6, *--BSS用户价值评级模型*

( SELECT USER\_ID,

USER\_LEVEL

FROM ZBG\_DWA.MID\_V\_M\_CUS\_MB\_VALUE\_011@LINK\_DSSDWE *--BSS用户价值评级模型*

WHERE MONTH\_ID = '201708')T7 *--预评级*

WHERE T1.USER\_ID = T6.USER\_ID(+)

AND T1.USER\_ID = T7.USER\_ID(+)

疑似养卡

一般是判定6个月内是否养卡，新增用户当月是否养卡。

疑似养卡表 从201601才开始有数据，如果账期-5话，数据会不全。2016-201604月的数据量少，不全。

*----------2G*

select

CASE when T\_10.user\_id is not null then '1' ELSE '0' END IS\_RAIS,*--是否疑似养卡*

FROM

(SELECT t.user\_id,'B'||t.user\_id user\_id\_new, t.zb\_dev\_man\_id,t.IS\_THIS\_BREAK,t.IS\_THIS\_ACCT,

t.is\_innet,substr(t.innet\_date,0,6) innet\_date,t.PRODUCT\_ID,INNET\_MONTHS,'2G' yw,'0' is\_card,device\_number

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T *--2G用户资料表*

WHERE MONTH\_ID = '201708'

AND T.IS\_STAT = '1'

) T1,*--23G用户资料表*

( (SELECT SUBS\_INSTANCE\_ID user\_id FROM

(SELECT T.\*,

ROW\_NUMBER() OVER(PARTITION BY T.SUBS\_INSTANCE\_ID ORDER BY MONTH\_ID desc,INNET\_DATE DESC, SERVICE\_TYPE DESC NULLS LAST) RN

FROM ZB\_CSM.DWA\_DEV\_RAISED T

WHERE MONTH\_ID BETWEEN '201703' AND '201708'

AND PROV\_ID ='011'

AND SERVICE\_TYPE NOT LIKE '40%'*--23G*

AND user\_type <> '真实'*--一定别忘了*

) WHERE RN=1) t\_10*--一般是判定6个月内是否疑似养卡*

WHERE T1.USER\_ID = T10.USER\_ID(+)

###### 指标

出账用户

指报告期内出账账单金额大于零的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201505'

AND IS\_STAT = '1'

AND IS\_THIS\_ACCT = '1'

网上用户

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201505'

AND IS\_STAT = '1'

AND IS\_INNET = '1'

流失用户

上月出账本月不出账用户，也有个别业务部门希望按照：上月在网本月不在网用户来计算，但一般不这样处理。

一般都是拍照观察，拍照上月出账的用户，观察在本月的出账情况

流失率=上月出账本月不出账用户/上月出账用户数

新入网用户—分渠道口径的，和集中渠道报表保持一致

可参照过程 P\_TEMP\_LJT\_APP\_NEW\_N3

--2G

SELECT ''B'' || SUBS\_ID USER\_ID,

CHNL\_ID,

SVC\_TYPE\_3G is\_card,

innet\_flag is\_innet,

SUM(CASE

WHEN T.DEV\_FLAG >= ''1'' THEN

T.DEV\_FLAG

ELSE

''0''

END) DEV\_NUM

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_2G\_BI T

WHERE T.ACCT\_MONTH = '''||V\_MONTH||'''

AND T.PROV\_ID = '''||V\_PROV||'''

AND SVC\_TYPE = ''01''

AND T.INC\_USER >= ''1''

AND IS\_BF\_OCS = ''1''

GROUP BY ''B'' || SUBS\_ID, CHNL\_ID,SVC\_TYPE\_3G,innet\_flag

当期离网用户

SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_'||V\_PROV||'@LINK\_DSSDWE

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND IS\_STAT = ''1''

And is\_this\_break\_old = ''1''

新发展用户

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

SELECT COUNT(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201505'

AND IS\_STAT = '1'

AND IS\_THIS\_DEV = '1'

三无用户

一般口径：非当月新发展且在网出账的三无用户。三无是指：指报告期内无通话行为、无流量详单和无点对点短信发送记录的网上用户。对应模型解释为总通话次数为0，使用流量为0，点对点短信条数为0。

注意:

三无用户不应该区分终端类型，以后业务部门要的话也不能提供，因为三无用户没有使用量。

沉淀表：ZB\_2G\_3WU\_USERS

2G新增国漫用户（本月开通上月未开通）

SELECT COUNT(T1.BY\_DAUSER) ADD\_USER *--本月新增*

FROM (SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID BY\_DAUSER *--本月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_011

WHERE MONTH\_ID = '201505'

AND SERVE\_STATUS = '01'

AND SERVE\_ID = '0005'

GROUP BY USER\_ID) T1,

(SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID SY\_DAUSER *--上月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_011

WHERE MONTH\_ID =

TO\_CHAR(ADD\_MONTHS(TO\_DATE('201505', 'YYYYMM'), -1), 'YYYYMM') *--上月*

AND SERVE\_STATUS = '01'

AND SERVE\_ID = '0005'

GROUP BY USER\_ID) T2,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201505') T3

WHERE T1.BY\_DAUSER = T2.SY\_DAUSER(+)

AND T2.SY\_DAUSER IS NULL

**注意：**

开通权限

SERVE\_ID = '0005' 国际漫游 SERVE\_ID = '0003' 国际长途

状态

SERVE\_STATUS = '01' 开通 SERVE\_STATUS = '02' 关闭

2G到达国漫用户（本月开通国漫用户）

SELECT COUNT(T1.BY\_DAUSER) ADD\_USER *--本月到达*

FROM (SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID BY\_DAUSER *--本月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_079

WHERE MONTH\_ID = '201506'

AND SERVE\_STATUS = '01'

AND SERVE\_ID = '0005'

GROUP BY USER\_ID) T1,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_079 T

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201506') T3

WHERE T1.BY\_DAUSER = T3.USER\_ID

2G关闭国漫用户(上月开通本月未开通)

SELECT '''||V\_MONTH||''', '''||V\_PROV||''', ''2A'', COUNT(A.GB\_USER)

FROM (SELECT T1.SY\_DAUSER GB\_USER *--本月关闭*

FROM (SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID SY\_DAUSER *--上月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_'||V\_PROV||'

WHERE MONTH\_ID = TO\_CHAR(ADD\_MONTHS(TO\_DATE('''||V\_MONTH||''', 'YYYYMM'), -1),'YYYYMM')

AND SERVE\_STATUS = ''01''

AND SERVE\_ID = ''0005''

GROUP BY USER\_ID) T1,

(SELECT MAX(STATUS\_CHANGE\_DATE) MAX\_STATUS, USER\_ID BY\_DAUSER *--本月到达用户数*

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE\_'||V\_PROV||'

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND SERVE\_STATUS = ''01''

AND SERVE\_ID = ''0005''

GROUP BY USER\_ID) T2

WHERE T1.SY\_DAUSER = T2.BY\_DAUSER(+)

AND T2.BY\_DAUSER IS NULL) A,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_'||V\_PROV||' T

WHERE IS\_STAT = ''1''

AND MONTH\_ID = ''201505'') B

WHERE A.GB\_USER = B.USER\_ID

2G剔除降欠用户

**剔除降欠口径：**降欠挂账出帐费用为0，且正常出帐费用大于0 的2G出账用户。

SELECT T1.USER\_ID, NET\_TYPE, NOMAL\_TOTAL\_FEE

FROM (SELECT USER\_ID, '2G' NET\_TYPE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 A

WHERE IS\_STAT = '1'

AND IS\_THIS\_ACCT = '1'

AND MONTH\_ID = '201506') T1, *--出账*

(SELECT USER\_ID,

NOMAL\_TOTAL\_FEE,*--正常出帐费用（0）*

(TOTAL\_FEE - NOMAL\_TOTAL\_FEE) JQ\_FEE *--降欠挂账出帐费用(1)*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_011

WHERE MONTH\_ID = '201506') T2 *--收入*

WHERE T1.USER\_ID = T2.USER\_ID(+)

AND T2.JQ\_FEE = 0

AND T2.NOMAL\_TOTAL\_FEE > 0

B侧开放4G网络用户-2G套餐部分

（CB侧用户4G网络默认全部开发）

以2G出账用户为例

SELECT SUM(CASE

WHEN T8.USER\_ID IS NOT NULL THEN

'1'

ELSE

NVL(T7.IS\_4G\_OPEN, '0')

END) IS\_4G\_OPEN, *--开放4G网络*

FROM (SELECT MONTH\_ID,

PROV\_ID,

AREA\_ID,

SERVICE\_TYPE,

IS\_CARD,

IS\_THIS\_ACCT,

USER\_ID,

DEVICE\_NUMBER,

IS\_INNET,

PRODUCT\_MODE,

USER\_STATUS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_USER\_INFO\_011@DSSDWYZ

WHERE MONTH\_ID = '201603'

AND IS\_STAT = '1'

AND IS\_THIS\_ACCT = '1'

AND SERVICE\_TYPE LIKE '20%' ) T,

(SELECT USER\_ID, IS\_4G\_OPEN, IS\_3G\_OPEN

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_AL\_USER\_SERV\_011@DSSDWYZ

WHERE MONTH\_ID = '201603'

AND DAY\_ID = '31') T7, *--本月最后一天*

(SELECT USER\_ID

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_2G\_USER\_LOST\_011@DSSDWYZ T

WHERE T.MONTH\_ID = '201604'

AND DAY\_ID = '01' *--次月第一天*

AND T.IS\_LOST\_TYPE = '218') T8

WHERE T.USER\_ID = T7.USER\_ID(+)

AND T.USER\_ID = T8.USER\_ID(+)

#### 按照网络分类

按照用户使用的网络进行分类，分为4G网络、3G网络、2G网络和无法识别的网络四种。

##### 公共部分

注意：

无法识别网络用户包括两部分：

1. [ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE](mailto:ZBG_DWA.DWA_V_M_CUS_NM_USER_INFO_&prov_id@LINK_DSSDWE)中SERVICE\_TYPE LIKE '90%'部分，该部分各维度取法详见“公共部分--维度（不含OCS上网卡）”部分；

2. 3GOCS无线上网卡部分，目前不能区分网络类型，直接归属为其他网络，该部分维度和指标取法详见“按照套餐分类—3G套餐—OCS上网卡”部分

###### 维度（不含OCS上网卡）

产品类型、付费模式、归集标签、用户群标签、集中渠道类型

说明：集中渠道类型沿用老口径（不含OCS上网卡），其他可以从新模型直接取

SELECT A.USER\_ID,

A.USER\_ID\_OLD,

CASE

WHEN A.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '0' THEN

'3G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '1' THEN

'3G上网卡'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '2' THEN

'2/3G融合'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '0' THEN

'4G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '1' THEN

'4G上网卡'

END SERVICE\_TYPE\_OLD, *--老套餐类型*

CASE

WHEN A.SERVICE\_TYPE LIKE '20%' THEN

'2G' *--2G业务*

WHEN A.SERVICE\_TYPE LIKE '30%' THEN

'3G' *--3G业务*

WHEN A.SERVICE\_TYPE LIKE '40%' THEN

'4G' *--4G业务*

WHEN A.SERVICE\_TYPE LIKE '90%' THEN

'00' *--其他业务*

END SERVICE\_TYPE\_NET, *--新业务类型*

A.IS\_CARD, *--是否上网卡*

A.PRODUCT\_CLASS, *--产品分类*

A.PAY\_MODE, *--付费模式*

A.IS\_GROUP, *--集客标签 1:集客；0：公众*

A.USER\_GROUP\_FLAG, *--用户群标签 1:集客；0：公众*

CASE

WHEN A.SERVICE\_TYPE\_OLD LIKE '20%' THEN

I2G.CHNL\_KIND\_ID

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' THEN

I3G.CHNL\_KIND\_ID

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' THEN

I4G.CHNL\_KIND\_ID

END CHANNEL\_TYPE\_ZB *--集中渠道渠道类型*

FROM (SELECT */\* + PARALLEL (T, 2)\*/*

T.USER\_ID, *--USER\_ID 与USER\_ID\_OLD的关系，1、23G用户,USER\_ID='B'||USER\_ID\_OLD ; 2、4G用户,USER\_ID='A'||USER\_ID\_OLD*

T.USER\_ID\_OLD,

T.SERVICE\_TYPE,

T.SERVICE\_TYPE\_OLD,

T.IS\_CARD,

T.PAY\_MODE,

T.PRODUCT\_CLASS,

T.IS\_GROUP,

T.USER\_GROUP\_FLAG,

T.CHANNEL\_ID,

T.DEVELOPER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE T

WHERE MONTH\_ID = '&month\_id'

AND IS\_STAT = '1') A, *--用户资料表*

(SELECT A.USER\_ID, B.CHNL\_KIND\_ID

FROM (SELECT A.SUBS\_ID USER\_ID, A.CHNL\_ID

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_2G\_BI A*--ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_2G\_BI与ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI表中USER\_ID有重复，不能UNION 到一起使用*

WHERE A.ACCT\_MONTH = '&month\_id'

AND A.PROV\_ID = '&prov\_id') A,

(SELECT CHNL\_ID, CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S

WHERE MONTH\_ID = '&month\_id'

AND PROV\_ID = '&prov\_id') B

WHERE A.CHNL\_ID = B.CHNL\_ID(+)) I2G, *--2G集中渠道渠道类型*

(SELECT A.USER\_ID, B.CHNL\_KIND\_ID

FROM (SELECT A.SUBS\_ID USER\_ID, A.CHNL\_ID

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI A*--ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_2G\_BI与ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI表中USER\_ID有重复，不能UNION 到一起使用*

WHERE A.ACCT\_MONTH = '&month\_id'

AND A.PROV\_ID = '&prov\_id') A,

(SELECT CHNL\_ID, CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S

WHERE MONTH\_ID = '&month\_id'

AND PROV\_ID = '&prov\_id') B

WHERE A.CHNL\_ID = B.CHNL\_ID(+)) I3G, *--3G集中渠道渠道类型*

(SELECT */\* + PARALLEL (T10, 2)\*/*

CHNL\_KIND\_ID, CHNL\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S T10

WHERE MONTH\_ID = '&month\_id'

AND PROV\_ID = '&prov\_id') I4G *--4G集中渠道渠道类型*

WHERE A.USER\_ID\_OLD = I2G.USER\_ID(+)

AND A.USER\_ID\_OLD = I3G.USER\_ID(+)

AND A.CHANNEL\_ID = I4G.CHNL\_ID(+);

合约类型

通过新口径模型，把3G和4G的合约类型一起取出来。

出账用户和网上用户

通过ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_PROV（新模型用户资料表)的USER\_ID，

与合约表（限制IS\_VALID = '1'）中经过转换的用户ID进行关联，取ACTIVITY\_TYPE，以出账用户合约类型的取法为例：

SELECT A.USER\_ID,

A.USER\_ID\_OLD,

CASE

WHEN A.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '0' THEN

'3G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '1' THEN

'3G上网卡'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '2' THEN

'2/3G融合'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '0' THEN

'4G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '1' THEN

'4G上网卡'

END SERVICE\_TYPE\_OLD, *--老套餐类型*

CASE

WHEN A.SERVICE\_TYPE LIKE '20%' THEN

'2G' *--2G业务*

WHEN A.SERVICE\_TYPE LIKE '30%' THEN

'3G' *--3G业务*

WHEN A.SERVICE\_TYPE LIKE '40%' THEN

'4G' *--4G业务*

WHEN A.SERVICE\_TYPE LIKE '90%' THEN

'00' *--其他业务*

END SERVICE\_TYPE\_NET, *--新业务类型*

CASE

WHEN SERVICE\_TYPE\_OLD LIKE '30%' THEN

G3G.ACTIVITY\_TYPE

WHEN SERVICE\_TYPE\_OLD LIKE '40%' THEN

G4G.ACTIVITY\_TYPE

END ACT\_TYPE *--合约类型*

FROM (SELECT */\* + PARALLEL (T, 2)\*/*

T.USER\_ID, *--USER\_ID 与USER\_ID\_OLD的关系，1、23G用户,USER\_ID='B'||USER\_ID\_OLD ; 2、4G用户,USER\_ID='A'||USER\_ID\_OLD*

T.USER\_ID\_OLD,

T.SERVICE\_TYPE,

T.SERVICE\_TYPE\_OLD,

T.IS\_CARD

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE T

WHERE MONTH\_ID = '&month\_id'

AND IS\_STAT = '1'

AND IS\_ACCT = ‘1’) A, *--用户资料表*

(SELECT */\* + PARALLEL (T7, 2)\*/*

'B' || SUBS\_INSTANCE\_ID USER\_ID, ACTIVITY\_TYPE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_ACT\_INFO\_&prov\_id T7

WHERE MONTH\_ID = '&month\_id'

AND IS\_VALID = '1') G3G,

(SELECT */\* + PARALLEL (T8, 2)\*/*

'A' || USER\_ID USER\_ID, ACTIVITY\_TYPE

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACT\_INFO\_&prov\_id@LINK\_DSSDWE T8

WHERE MONTH\_ID = '&month\_id'

AND IS\_VALID = '1') G4G *--合约用户*

WHERE A.USER\_ID = G3G.USER\_ID(+)

AND A.USER\_ID = G4G.USER\_ID(+);

新增用户

通过ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_PROV（新模型用户资料表)的USER\_ID，

与合约表（限制IS\_THIS\_ADD = '1'）中经过转换的用户ID进行关联，取ACTIVITY\_TYPE，关联方法同出账用户部分。

离网用户

通过ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_PROV（新模型用户资料表)的USER\_ID，

与合约表（限制IS\_THIS\_BREAK = '1'）中经过转换的用户ID进行关联，取ACTIVITY\_TYPE，关联方法同出账用户部分。

###### 指标

移动业务出账用户

指标路径：移动业务🡪月关注🡪运营关注，移动业务出账用户

说明：新模型ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE，缺少OCS上网卡的数据，这部分需要单独加进来

SELECT '&MONTH\_ID' MONTH\_ID,

'&PROV\_ID' PROV\_ID,

CASE

WHEN A.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '0' THEN

'3G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '1' THEN

'3G上网卡'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '2' THEN

'2/3G融合'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '0' THEN

'4G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '1' THEN

'4G上网卡'

END SERVICE\_TYPE\_OLD, --老套餐类型

CASE

WHEN A.SERVICE\_TYPE LIKE '20%' THEN

'2G' --2G业务

WHEN A.SERVICE\_TYPE LIKE '30%' THEN

'3G' --3G业务

WHEN A.SERVICE\_TYPE LIKE '40%' THEN

'4G' --4G业务

WHEN A.SERVICE\_TYPE LIKE '90%' THEN

'00' --其他业务

END SERVICE\_TYPE\_NET, --新业务类型

SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE A

WHERE MONTH\_ID = '&MONTH\_ID'

AND IS\_STAT = '1'

AND IS\_ACCT = '1'

GROUP BY CASE

WHEN A.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '0' THEN

'3G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '1' THEN

'3G上网卡'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '2' THEN

'2/3G融合'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '0' THEN

'4G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '1' THEN

'4G上网卡'

END, --老套餐类型

CASE

WHEN A.SERVICE\_TYPE LIKE '20%' THEN

'2G' --2G业务

WHEN A.SERVICE\_TYPE LIKE '30%' THEN

'3G' --3G业务

WHEN A.SERVICE\_TYPE LIKE '40%' THEN

'4G' --4G业务

WHEN A.SERVICE\_TYPE LIKE '90%' THEN

'00' --其他业务

END

UNION ALL

SELECT '&MONTH\_ID' MONTH\_ID,

'&PROV\_ID' PROV\_ID,

'3GOCS上网卡' SERVICE\_TYPE\_OLD,

'00' SERVICE\_TYPE\_NET,

SUM(1)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO T

WHERE MONTH\_ID = '&MONTH\_ID'

AND PROV\_ID = '&PROV\_ID'

AND IS\_TEST = '0'

AND STATUS\_ID NOT IN ('13', '51')

AND T.IS\_THIS\_ACCT = '1'

ORDER BY SERVICE\_TYPE\_OLD, SERVICE\_TYPE\_NET;

新发展用户（当日值）

路径：移动业务🡪日关注🡪运营关注，移动业务发展用户，当日值

SELECT CASE

WHEN A.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '0' THEN

'3G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '1' THEN

'3G上网卡'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '2' THEN

'2/3G融合'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '0' THEN

'4G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '1' THEN

'4G上网卡'

END SERVICE\_TYPE\_OLD, --老套餐类型

CASE

WHEN A.SERVICE\_TYPE LIKE '20%' THEN

'2G' --2G业务

WHEN A.SERVICE\_TYPE LIKE '30%' THEN

'3G' --3G业务

WHEN A.SERVICE\_TYPE LIKE '40%' THEN

'4G' --4G业务

WHEN A.SERVICE\_TYPE LIKE '90%' THEN

'00' --其他业务

END SERVICE\_TYPE\_NET, --新业务类型

SUM(1)

FROM ZBG\_DWA.DWA\_V\_D\_CUS\_NM\_USER\_ADD\_091@LINK\_DSSDWE A

WHERE MONTH\_ID = '201603'

AND DAY\_ID = '17'

AND IS\_THIS\_DEV\_OLD = '1'

AND IS\_STAT = '1'

GROUP BY CASE

WHEN A.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '0' THEN

'3G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '1' THEN

'3G上网卡'

WHEN A.SERVICE\_TYPE\_OLD LIKE '30%' AND A.IS\_CARD = '2' THEN

'2/3G融合'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '0' THEN

'4G手机'

WHEN A.SERVICE\_TYPE\_OLD LIKE '40%' AND A.IS\_CARD = '1' THEN

'4G上网卡'

END , --老套餐类型

CASE

WHEN A.SERVICE\_TYPE LIKE '20%' THEN

'2G' --2G业务

WHEN A.SERVICE\_TYPE LIKE '30%' THEN

'3G' --3G业务

WHEN A.SERVICE\_TYPE LIKE '40%' THEN

'4G' --4G业务

WHEN A.SERVICE\_TYPE LIKE '90%' THEN

'00' --其他业务

END

新发展用户（本月累计）

路径：移动业务🡪日关注🡪运营关注，移动业务发展用户，本月累计

SELECT CASE

WHEN T1.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '30%' AND T1.IS\_CARD = '0' THEN

'3G手机'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '30%' AND T1.IS\_CARD = '1' THEN

'3G上网卡'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '30%' AND T1.IS\_CARD = '2' THEN

'2/3G融合'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '40%' AND T1.IS\_CARD = '0' THEN

'4G手机'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '40%' AND T1.IS\_CARD = '1' THEN

'4G上网卡'

END SERVICE\_TYPE\_OLD, --老套餐类型

CASE

WHEN T2.SERVICE\_TYPE LIKE '20%' THEN

'2G' --2G业务

WHEN T2.SERVICE\_TYPE LIKE '30%' THEN

'3G' --3G业务

WHEN T2.SERVICE\_TYPE LIKE '40%' THEN

'4G' --4G业务

WHEN T2.SERVICE\_TYPE LIKE '90%' THEN

'00' --其他业务

ELSE

'00'

END SERVICE\_TYPE\_NET, --新业务类型

SUM(1)

FROM (SELECT USER\_ID,

AREA\_ID,

DEVICE\_NUMBER,

USER\_ID\_OLD,

SERVICE\_TYPE,

SERVICE\_TYPE\_OLD,

IS\_CARD

FROM ZBG\_DWA.DWA\_V\_D\_CUS\_NM\_USER\_ADD\_091@LINK\_DSSDWE

WHERE MONTH\_ID = '201603'

AND DAY\_ID BETWEEN '01' AND '17'

AND IS\_THIS\_DEV\_OLD = '1'

AND IS\_STAT = '1') T1,

(SELECT USER\_ID, SERVICE\_TYPE, SERVICE\_TYPE\_OLD

FROM ZBG\_DWA.DWA\_V\_D\_CUS\_NM\_USER\_INFO\_091@LINK\_DSSDWE

WHERE MONTH\_ID = '201603'

AND DAY\_ID = '17'

AND IS\_STAT = '1') T2

WHERE T1.USER\_ID = T2.USER\_ID(+)

GROUP BY CASE

WHEN T1.SERVICE\_TYPE\_OLD LIKE '20%' THEN

'2G手机'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '30%' AND T1.IS\_CARD = '0' THEN

'3G手机'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '30%' AND T1.IS\_CARD = '1' THEN

'3G上网卡'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '30%' AND T1.IS\_CARD = '2' THEN

'2/3G融合'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '40%' AND T1.IS\_CARD = '0' THEN

'4G手机'

WHEN T1.SERVICE\_TYPE\_OLD LIKE '40%' AND T1.IS\_CARD = '1' THEN

'4G上网卡'

END, --老套餐类型

CASE

WHEN T2.SERVICE\_TYPE LIKE '20%' THEN

'2G' --2G业务

WHEN T2.SERVICE\_TYPE LIKE '30%' THEN

'3G' --3G业务

WHEN T2.SERVICE\_TYPE LIKE '40%' THEN

'4G' --4G业务

WHEN T2.SERVICE\_TYPE LIKE '90%' THEN

'00' --其他业务

ELSE

'00'

END

#### 物联网（1454、1457）

自201606账期起，移动网非OCS用户中以1454及1457开头的电话号码从用户表中剔了出来（正常用户表剔除1454、1457号码用户存储过程：BSS：ZBA\_DWD.P\_DWD\_D\_PRD\_MB\_USER\_INFO 、CBSS：ZBG\_DWD.P\_DWD\_D\_PRD\_CB\_USER\_INFO），单独一个模型ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_WLW\_INFO\_011@LINK\_DSSDWE，物联网单独模型还有一个收入模型ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_WLW\_CHARGE\_017@LINK\_DSSDWE，除此两个模型，物联网1454、1457用户无其他模型。

[ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_WLW\_INFO\_011@LINK\_DSSDWE](mailto:ZBG_DWA.DWA_V_M_CUS_NM_WLW_INFO_011@LINK_DSSDWE)与

[ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_011@LINK\_DSSDWE](mailto:ZBG_DWA.DWA_V_M_CUS_NM_USER_INFO_011@LINK_DSSDWE) 模型基本一致，使用可参考“移动业务-按照网络分类”

##### 维度

SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_WLW\_INFO\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201606'

AND IS\_STAT = '1'

##### 指标

###### [物联网（1454、1457）出帐用户](javascript:;)

指标路径：移动业务🡪月关注🡪运营关注，[物联网（1454、1457）出帐用户](javascript:;)

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_WLW\_INFO\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201606'

AND IS\_STAT = '1'

AND IS\_ACCT='1'

### 宽带业务

#### BSS侧

##### 维度

###### 计费模式

ZBA\_DWA.DWA\_DS\_M\_USER\_INFO表的BILL\_MODEL字段

参见码表ZB\_DIM.DIM\_BI\_PROD\_BILL\_MODE

包年,包季度,包月限时,包月不限时,包天,按时,按业务量,包半年,包多月,其它

###### 速率

指宽带用户的带宽大小

ZBA\_DWA.DWA\_DS\_M\_USER\_INFO表的BROAD\_RAPID字段，单位为KB

2M，4M，8M等

注意：

用户资料表中存在速率为空的情况，页面是把速率为空的归到了大于20M里了，这个具体怎么处理咨询业务部门

###### 接入方式

ZBA\_DWA.DWA\_DS\_M\_USER\_INFO表的SERVICE\_TYPE字段

参照码表ZB\_DIM.DIM\_BI\_SERVICE\_TYPE

ADSL接入，LAN接入，FTTH/O接入

ADSL接入 SERVICE\_TYPE IN ('04010111','04010112')

xDSL接入 SERVICE\_TYPE LIKE '040101%'(注意：xDSL包括ADSL)

LAN接入 SERVICE\_TYPE LIKE '040102%'

FTTH/O接入 SERVICE\_TYPE LIKE '040103%'

###### IPTV接入方式

SELECT '201605',

'011',

SERVICE\_TYPE *--接入方式*

FROM (SELECT \*

FROM ZBA\_DWA.DWA\_S\_M\_CUS\_USER\_IPTV\_011 T1

WHERE T1.MONTH\_ID = '201605'

AND ORDER\_TYPE='01' ) A,

(SELECT USER\_ID, AREA\_ID, IS\_GROUP\_USER,IS\_THIS\_INNET,SERVICE\_TYPE

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO B

WHERE MONTH\_ID = '201605'

AND PROV\_ID = '011'

UNION ALL

SELECT USER\_ID, AREA\_ID, IS\_GROUP IS\_GROUP\_USER,IS\_INNET IS\_THIS\_INNET,SERVICE\_TYPE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_FX\_USER\_INFO\_011

WHERE MONTH\_ID = '201605'

AND IS\_STAT = '1') C

WHERE A.USER\_ID = C.USER\_ID(+)

###### 城乡类型

ZBA\_DWA.DWA\_DS\_M\_USER\_INFO表的CITY\_TYPE字段

参照ZB\_DIM.DIM\_BI\_REGION\_TYPE

城市区域, 乡村区域

城市区域 CITY\_TYPE=‘01’

乡村区域 CITY\_TYPE=‘02’

###### 在网时长

ZBA\_DWA.DWA\_DS\_M\_USER\_INFO表的INNET\_TIMES字段，单位：月

##### 指标

###### 网上用户

**201308月之前（不包括201308月）口径：**

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE MONTH\_ID = '201301'

AND USER\_STATE <> '51'

AND SERVICE\_TYPE LIKE '0401%'

AND IS\_THIS\_INNET = '1'

AND PROV\_ID = '011'

**[201308-201312]（闭区间）口径：**

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE MONTH\_ID >= '201308'

AND MONTH\_ID <= '201312'

AND USER\_STATE NOT IN ('51', '13')

AND SERVICE\_TYPE LIKE '0401%'

AND USER\_TYPE <> '03'

AND IS\_THIS\_INNET = '1'

AND PROV\_ID = '011'

**201401月之后口径：**

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE MONTH\_ID >= '201401'

AND USER\_STATE NOT IN ('51', '13')

AND (SERVICE\_TYPE LIKE '0401%' OR SERVICE\_TYPE LIKE '0403%')

AND USER\_TYPE <> '03'

AND IS\_THIS\_INNET = '1'

AND PROV\_ID = '011'

###### 出账用户

**201308月之前（不包括201308月）对于统计宽带出账用户，需要同时限制是否出账和是否在网两个条件**：

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE TRIM(USER\_STATE) <> '51'

AND SERVICE\_TYPE LIKE '0401%'

AND IS\_THIS\_INNET = '1 ' *--2014年之前的限定在网*

AND IS\_ACCT = '1'

AND PROV\_ID = '011'

**[201308-201312]月（闭区间）老口径**：

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE MONTH\_ID = '201308'

AND USER\_STATE NOT IN ('51', '13')

AND SERVICE\_TYPE LIKE '0401%'

AND USER\_TYPE <> '03'

AND IS\_THIS\_INNET = '1'

AND IS\_ACCT = '1'

AND PROV\_ID = '011'

**201312月 出账新口径**

出账新口径,按出账收入大于0为出账用户：

SELECT \*

FROM TEMP\_DX\_0312\_BB\_AL\_ACCTN

WHERE IS\_ACCT = '1'

AND MONTH\_ID = '201312'

AND PROV\_ID = '011'

限制条件：（在不在网的限定需要跟业务部门沟通，一般不限定）

**201401月之后：**

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE MONTH\_ID = '201505'

AND PROV\_ID = '011'

AND USER\_STATE NOT IN ('51', '13')

AND (SERVICE\_TYPE LIKE '0401%' OR SERVICE\_TYPE LIKE '0403%')

AND USER\_TYPE <> '03'

AND IS\_ACCT = '1'

###### 新增用户

**201401月之前（不包括201401月）：**

表：

ZBA\_DWA.DWA\_DS\_D\_USER\_INFO\_ADD

限制条件：

AND USER\_STATE<>‘51’

AND SERVICE\_TYPE LIKE ‘0401%’

AND IS\_ADD = ‘1’

**201401月之后（包括201401月）：**

表：

ZBA\_DWA.DWA\_DS\_D\_USER\_INFO\_ADD

限制条件：

AND USER\_STATE<>‘51’

AND (SERVICE\_TYPE LIKE ‘0401%’ OR SERVICE\_TYPE LIKE ‘0403%’)

AND IS\_ADD = ‘1’

**注意：**

宽带没有新发展用户一说，新发展就是新增用户

###### 流失/离网用户

**201401月之前（不包括201401月）：**

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_D\_USER\_INFO\_LOST

WHERE MONTH\_ID = '201312'

AND PROV\_ID = '011'

AND (SERVICE\_TYPE\_OLD LIKE '0401%' OR

(SERVICE\_TYPE\_OLD IS NULL AND SERVICE\_TYPE LIKE '0401%'))

AND IS\_LOST = '1'

**201401月之后（包括201401月）：**

SELECT \*

FROM ZBA\_DWA.DWA\_DS\_D\_USER\_INFO\_LOST

WHERE MONTH\_ID = '201401'

AND PROV\_ID = '011'

AND (SERVICE\_TYPE\_OLD LIKE '0401%' OR SERVICE\_TYPE LIKE '0401%')

OR (SERVICE\_TYPE\_OLD LIKE '0403%' OR SERVICE\_TYPE LIKE '0403%')

AND IS\_LOST = '1'

###### IPTV和互联网电视（OTT）用户数DM层

SELECT NVL(T2.PROV\_DESC, '全国'),

SUM(NVL(T1.ONLINE\_USER, 0)),*--在网*

SUM(NVL(T1.ACCT\_USER, 0))*--出账*

FROM (SELECT \*

FROM ZBA\_DM.DM\_C\_M\_DEV\_IPTV\_USERINFO

WHERE INC\_TELE\_TYPE = '040803' *--040801 IPTV 040802 党员远程教育 040803 互联网电视*

AND MONTH\_ID = '201512') T1,

DIM\_PROV T2

WHERE T2.PROV\_ID = T1.PROV\_ID(+)

GROUP BY ROLLUP(T2.PROV\_DESC, T2.ORD\_ID3)

HAVING GROUPING\_ID(T2.PROV\_DESC, T2.ORD\_ID3) <> 1

ORDER BY T2.ORD\_ID3 NULLS FIRST;

#### CBSS侧

##### 维度

###### 速率

指宽带用户的带宽大小

SELECT T1.AREA\_ID,

T1.USER\_ID,

T1.S\_TYPE,

TO\_NUMBER(T2.BROAD\_RAPID) \* 1024 BROAD\_RAPID

FROM (SELECT AREA\_ID, USER\_ID, 'CBSS' S\_TYPE

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201505'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '04%'

AND IS\_INNET = '1') T1, *--4G用户资料表*

(SELECT USER\_ID, BROAD\_RAPID

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_ATTR\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201505') T2

WHERE T1.USER\_ID = T2.USER\_ID(+)

###### 接入方式

SELECT T1.USER\_ID,

CASE WHEN T2.CB\_ACCESS\_TYPE = 'A11' THEN 'XDSL'

WHEN T2.CB\_ACCESS\_TYPE = 'A12' THEN 'LAN'

WHEN T2.CB\_ACCESS\_TYPE = 'A13' THEN 'FTTH'

ELSE '其他'

END *--接入方式*

FROM (SELECT USER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201605'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '04%') T1, *--用户资料*

(SELECT A.USER\_ID, A.CB\_ACCESS\_TYPE

FROM (SELECT T.\*,

ROW\_NUMBER() OVER(PARTITION BY T.USER\_ID ORDER BY SUBSTR(T.START\_DATE, 1, 8) DESC) RN

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACCESS\_TYPE\_011@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201605'

AND T.IS\_VALID = '1'

AND T.SERVICE\_TYPE LIKE '04%') A

WHERE A.RN = 1) T2

WHERE T1.USER\_ID = T2.USER\_ID(+)

###### IPTV接入方式

SELECT '201605',

'011',

T3.CB\_ACCESS\_TYPE *--接入方式*

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_S\_M\_EVT\_CB\_TV\_INFO\_011 @LINK\_DSSDWE

WHERE MONTH\_ID = '201605'

AND SER\_TYPE = '01') T1,

(SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011 @link\_dssdwe

WHERE MONTH\_ID = '201605'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '04%') T2,

(SELECT A.\*

FROM (SELECT T.\*,

ROW\_NUMBER() OVER(PARTITION BY T.USER\_ID ORDER BY SUBSTR(T.START\_DATE, 1, 8) DESC) RN

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACCESS\_TYPE\_011@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201605'

AND T.IS\_VALID = '1'

AND T.SERVICE\_TYPE LIKE '04%') A

WHERE A.RN = 1) T3*--接入类型描述*

WHERE T1.USER\_ID = T2.USER\_ID

AND T2.USER\_ID = T3.USER\_ID(+)

###### 城乡类型

城市区域 CITY\_TYPE=‘02’

乡村区域 CITY\_TYPE=‘01’

与BSS系统区分城乡类型反着。

SELECT T1.AREA\_ID,

T1.USER\_ID,

T1.S\_TYPE,

CITY\_TYPE

FROM (SELECT AREA\_ID, USER\_ID, 'CBSS' S\_TYPE

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201505'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '04%'

AND IS\_INNET = '1') T1, *--4G用户资料表*

(SELECT USER\_ID, CITY\_TYPE

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_ATTR\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201505') T2

WHERE T1.USER\_ID = T2.USER\_ID(+)

##### 指标

###### 网上用户

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '04%'

AND IS\_INNET = '1'

###### 出账用户

指报告期内出账账单金额大于零的用户数

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '04%'

AND IS\_ACCT = '1'

### 固话业务

#### BSS侧

##### 维度

##### 指标

###### 网上用户

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT SUM(DECODE(SERVICE\_TYPE, '010402AA', IS\_INNET \* 15, IS\_INNET))

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_FX\_USER\_INFO\_011

WHERE IS\_STAT = '1'

AND SUBSTR(SERVICE\_TYPE, 1, 2) = '01'

AND SUBSTR(SERVICE\_TYPE, 1, 4) <> '0105'

AND MONTH\_ID = '201409'

###### 出账用户

指报告期内出账账单金额大于零的用户数

SELECT SUM(DECODE(SERVICE\_TYPE, '010402AA', IS\_ACCT \* 15, IS\_ACCT))

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_FX\_USER\_INFO\_011

WHERE IS\_STAT = '1'

AND SUBSTR(SERVICE\_TYPE, 1, 2) = '01'

AND SUBSTR(SERVICE\_TYPE, 1, 4) <> '0105'

AND MONTH\_ID = '201409'

###### 发展用户

指报告期内新办理入网，开始使用联通业务，占用中国联通资源的用户数

SELECT SUM(DECODE(SERVICE\_TYPE, '010402AA', IS\_ADD \* 15, IS\_ADD))

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_FX\_USER\_ADD\_011

WHERE IS\_STAT = '1'

AND SUBSTR(SERVICE\_TYPE, 1, 2) = '01'

AND SUBSTR(SERVICE\_TYPE, 1, 4) <> '0105'

AND MONTH\_ID = '201409'

**注意：**

1. 如果单独求网上用户时需要对SERVICE\_TYPE为'010402AA'的进行处理，
2. 如果网上用户的使用量信息，不需要对SERVICE\_TYPE为'010402AA'进行处理。
3. SERVICE\_TYPE为'010402AA'即为“N-ISDN(30B+D)” N-ISDN用户统计为固定电话用户时，N-ISDN（2B+D）1个端口按1个电话用户、ISDN（30B+D）1个端口按15个电话用户统计

#### CBSS侧

##### 维度

##### 指标

###### 网上用户

指报告期末在业务支撑系统中拥有注册信息、占用中国联通网络资源并且用户状态不为预开户、注销和删除期的用户总数。

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '01%'

AND IS\_INNET = '1'

###### 出账用户

指报告期内出账账单金额大于零的用户数

SELECT SUM(1)

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201409'

AND IS\_STAT = '1'

AND SERVICE\_TYPE LIKE '01%'

AND IS\_ACCT = '1'

### 融合业务

#### BSS侧

##### 维度

##### 指标

###### 3G手机沃家庭在网用户

SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_ORD\_MEMBER\_011

WHERE MONTH\_ID = '201404'

AND SERVICE\_TYPE = '30AAAAAA' *--3G业务*

AND IS\_CARD = '0' *--3G手机*

AND COMP\_TYPE IN ('61', '62', '67') *--沃家庭*

AND IS\_INNET = '1' *--在网*

###### 3G手机沃家庭出账用户

SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_ORD\_MEMBER\_011

WHERE MONTH\_ID = '201404'

AND SERVICE\_TYPE = '30AAAAAA' *--3G业务*

AND IS\_CARD = '0' *--3G手机*

AND COMP\_TYPE IN ('61', '62', '67') *--沃家庭*

AND IS\_ACCT = '1' *--出账*

**注意：**

1. 目前明细替换指标只替换了沃家庭，沃商务的数据没有替换，还是指标。
2. 其他业务的沃家庭，如2G，请修改相应的SERVICE\_TYPE

是否出账、是否在网都限制了订购实例组有效、订购实例组成员有效

###### 2G手机集客沃商务出账用户数

集客沃商务出账用户数（不区分业务类型）核对路径为：报表中心——>专业报表——>集团业务沃商务用户发展统计月报，参考过程：DM.P\_DM\_M\_WO\_SW

集客沃商务出账用户数（区分业务类型）核对路径为：报表中心——>基础报表——>沃商务用户规模、业务量及收入月报，参考过程：DM.P\_DM\_REP\_M\_WCOMM\_ALL\_2012

SELECT SUM(ACCT\_USER) ACCT\_USER *--本月出账集团用户数*

FROM ZB.ZB\_WHOME\_M\_DEV\_06 *--对应纵向融合业务指标接口规范《7.2.1.4 沃.商务融合业务发展月报 03记录》（SVN地址：http://132.35.224.234/svn/dssdat/ZBJF\_接口规范/05-纵向指标规范/中国联通经营分析指标上传接口规范V3.0-融合业务分册-20120109.doc）*

WHERE MONTH\_NO = '201508'

AND PROV\_ID = '010'

AND TYPE\_ID = '140301AA' *--2G手机*

AND SUBSTR(DINNER\_SIGN\_ID, 1, 2) IN ('06', '07', '08', '09') *--06:中小企业基础版A方案;07:中小企业基础版B方案;08:中小企业增强版A方案;09:中小企业增强版B方案*

###### 智慧沃家本地版

*--本地智慧沃家受理受理手机用户*

SELECT

'''||V\_MONTH\_ID||''',

'''||V\_DAY\_ID||''',

'''||V\_PROV\_ID||''',

A.SERVICE\_TYPE SERVICE\_TYPE,

''ZHWJBD-SJYH'' SERV\_TYPE,

B.CHNL\_KIND\_ID,

NULL IS\_CARD,

COUNT(1)

FROM( SELECT T.COMP\_ID,

T.CHANNEL\_ID,

T.IS\_CARD,

T.SERVICE\_TYPE

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_MB\_RH\_MEM\_WIT\_'||V\_PROV\_ID||' T ---固移融合手机用户 本地智慧沃家

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

AND T.SERVICE\_TYPE IN( ''200101AA'',''30AAAAAA'')

AND IS\_CARD<>''1''

AND ACCEPT\_DATE='''||V\_MONTH\_ID||'''||'''||V\_DAY\_ID||'''

AND COMP\_TYPE IN (''71'',''72'',''73'')

)A,

(SELECT CHNL\_KIND\_ID, CHNL\_ID

FROM ZB\_DWD.DWD\_D\_MRT\_AL\_BSDM\_CHANNEL\_S T10

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

AND PROV\_ID = '''||V\_PROV\_ID||''')B

WHERE A.CHANNEL\_ID = B.CHNL\_ID(+)

GROUP BY A.SERVICE\_TYPE,B.CHNL\_KIND\_ID

*--本地智慧沃家受理受理手机用户*

SELECT

'''||V\_MONTH\_ID||''',

'''||V\_DAY\_ID||''',

'''||V\_PROV\_ID||''',

A.SERVICE\_TYPE SERVICE\_TYPE,

''ZHWJBD-SJYH'' SERV\_TYPE,

B.CHNL\_KIND\_ID,

NULL IS\_CARD,

COUNT(1)

FROM( SELECT T.COMP\_ID,

T.CHANNEL\_ID,

T.IS\_CARD,

T.SERVICE\_TYPE

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_MB\_RH\_MEM\_WIT\_'||V\_PROV\_ID||' T ---固移融合手机用户 本地智慧沃家

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

AND T.SERVICE\_TYPE IN( ''200101AA'',''30AAAAAA'')

AND IS\_CARD<>''1''

AND ACCEPT\_DATE='''||V\_MONTH\_ID||'''||'''||V\_DAY\_ID||'''

AND COMP\_TYPE IN (''71'',''72'',''73'')

)A,

(SELECT CHNL\_KIND\_ID, CHNL\_ID

FROM ZB\_DWD.DWD\_D\_MRT\_AL\_BSDM\_CHANNEL\_S T10

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

AND PROV\_ID = '''||V\_PROV\_ID||''')B

WHERE A.CHANNEL\_ID = B.CHNL\_ID(+)

GROUP BY A.SERVICE\_TYPE,B.CHNL\_KIND\_ID

#### CBSS侧

##### 维度

##### 指标

###### 4G区分共享组合套餐主副卡

通过以下SQL取出共享组合套餐主卡用户，不是主卡用户的归为副卡。

71：共享组合套餐（沃享）

81：智慧沃家组合套餐

82：智慧沃家共享套餐

SELECT USER\_ID

FROM ZBG\_DWD.DWD\_M\_PRD\_CB\_USER\_ITEM\_011@LINK\_DSSDWE

WHERE USER\_ID IN (SELECT USER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_OM\_DERIVE\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201502'

AND IF\_VALID = '1'

AND COMP\_TYPE = '71')

AND ATTR\_CODE = 'IS\_WO\_MAIN\_NUM'

AND ATTR\_VALUE = '1'

AND MONTH\_ID = '201502'

AND SUBSTR(START\_DATE, 1, 6) <= '201502'

AND SUBSTR(END\_DATE, 1, 6) >= '201502'

GROUP BY USER\_ID;

###### 智慧沃家

*--新增智慧沃家套餐数，新增智慧沃家套餐里的成员（基本上）都是新增的（新办理智慧沃家套餐），只有少数是从别的智慧沃家组里转过来的，没有判断为成员新增。*

SELECT

comp\_id

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_COMP\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510' and COMP\_TYPE IN ('81', '82', '83')

AND T.IS\_DEV = '1'

*--智慧沃家套餐到达数*

SELECT

comp\_id,

is\_comp\_valid,*--新增智慧沃家套餐都是有效的*

is\_acct *-- 该智慧沃家组是否出帐*

COMP\_TYPE, *--智慧沃家类型：81：智慧沃家组合；82：智慧沃家共享；83：智慧沃家组合优化版*

SHARE\_FLUX *--共享流量包：SELECT DISCNT\_CODE,PKG\_VALUE FROM ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_COMP\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510' and COMP\_TYPE IN ('81', '82', '83')

AND T.IS\_COMP\_VALID = '1'

*--智慧沃家成员到达数*

SELECT T.COMP\_ID,

T.USER\_ID,

T.AREA\_ID,

T.SERVICE\_TYPE,

T.IS\_ADD,*--新增智慧沃家成员。*

T.IS\_DEV,*--智慧沃家新发展用户，本月或上网入网的成员，当月IS\_DEV=1时，IS\_ADD都等于1*

T.IS\_ACCT

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510'

AND T.IS\_COMP\_VALID = '1'*--组有效*

AND T.IS\_MEM\_VALID = '1'*--成员有效*

AND T.COMP\_TYPE IN ('81', '82', '83')

AND SERVICE\_TYPE LIKE '40%' *--04AAAAAA 宽带 01AAAAAA固话 40AAAAAA 手机*

*--智慧沃家新增用户(包括老用户和新用户办理智慧沃家)*

SELECT T.COMP\_ID,

T.USER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510'

AND T.IS\_COMP\_VALID = '1'

AND T.IS\_MEM\_VALID = '1'

AND T.is\_add='1'

AND T.COMP\_TYPE IN ('81', '82', '83')

AND SERVICE\_TYPE LIKE '40%' *--04AAAAAA 宽带 01AAAAAA固话 40AAAAAA 手机*

*--智慧沃家新发展成员（本月新增的智慧沃家用户，成员为本月或上月入网的用户）*

SELECT T.COMP\_ID,

T.USER\_ID FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510'

AND T.IS\_COMP\_VALID = '1'

AND T.IS\_MEM\_VALID = '1'

AND T.IS\_DEV='1'

AND T.COMP\_TYPE IN ('81', '82', '83')

AND SERVICE\_TYPE LIKE '40%' *--04AAAAAA 宽带 01AAAAAA固话 40AAAAAA 手机--新增智慧沃家套餐数，，新增智慧沃家套餐里的成员（基本上）都是新增的（新办理智慧沃家套餐），只有少数是从别的智慧沃家组里转过来的，没有判断为成员新增。*

SELECT

comp\_id

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_COMP\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510' and COMP\_TYPE IN ('81', '82', '83')

AND T.IS\_DEV = '1'

*--智慧沃家套餐到达数*

SELECT

comp\_id,

is\_comp\_valid,*--新增智慧沃家套餐都是有效的*

is\_acct *-- 该智慧沃家组是否出帐*

COMP\_TYPE, *--智慧沃家类型：81：智慧沃家组合；82：智慧沃家共享；83：智慧沃家组合优化版*

SHARE\_FLUX *--共享流量包：SELECT DISCNT\_CODE,PKG\_VALUE FROM ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_COMP\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510' and COMP\_TYPE IN ('81', '82', '83')

AND T.IS\_COMP\_VALID = '1'

*--智慧沃家成员到达数*

SELECT T.COMP\_ID,

T.USER\_ID,

T.AREA\_ID,

T.SERVICE\_TYPE,

T.IS\_ADD,*--新增智慧沃家成员。*

T.IS\_DEV,*--智慧沃家新发展用户，本月或上网入网的成员，当月IS\_DEV=1时，IS\_ADD都等于1*

T.IS\_ACCT

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510'

AND T.IS\_COMP\_VALID = '1'*--组有效*

AND T.IS\_MEM\_VALID = '1'*--成员有效*

AND T.COMP\_TYPE IN ('81', '82', '83')

AND SERVICE\_TYPE LIKE '40%' *--04AAAAAA 宽带 01AAAAAA固话 40AAAAAA 手机*

*--智慧沃家新增用户(包括老用户和新用户办理智慧沃家)*

SELECT T.COMP\_ID,

T.USER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510'

AND T.IS\_COMP\_VALID = '1'

AND T.IS\_MEM\_VALID = '1'

AND T.is\_add='1'

AND T.COMP\_TYPE IN ('81', '82', '83')

AND SERVICE\_TYPE LIKE '40%' *--04AAAAAA 宽带 01AAAAAA固话 40AAAAAA 手机*

*--智慧沃家新发展成员（本月新增的智慧沃家用户，成员为本月或上月入网的用户）*

SELECT T.COMP\_ID,

T.USER\_ID FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_WIT\_017 @LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201510'

AND T.IS\_COMP\_VALID = '1'

AND T.IS\_MEM\_VALID = '1'

AND T.IS\_DEV='1'

AND T.COMP\_TYPE IN ('81', '82', '83')

AND SERVICE\_TYPE LIKE '40%' *--04AAAAAA 宽带 01AAAAAA固话 40AAAAAA 手机*

*--全国智慧沃家受理受理手机用户*

SELECT '''||V\_MONTH\_ID||''',

'''||V\_DAY\_ID||''',

'''||V\_PROV\_ID||''',

A.SERVICE\_TYPE SERVICE\_TYPE,

''ZHWJ-SJYH'' SERV\_TYPE,

B.CHNL\_KIND\_ID,

NULL IS\_CARD,

COUNT(1)

FROM (

SELECT COMP\_TYPE,

AREA\_ID,

SERVICE\_TYPE,

ACCEPT\_DATE,

USER\_ID,

DAY\_ID,

TRADE\_DEPART\_ID CHANNEL\_ID

FROM ZBG\_DWA.DWA\_S\_D\_EVT\_RH\_USER\_TRADE\_'||V\_PROV\_ID||'@LINK\_DSSDWE T

WHERE NVL(T.CANCEL\_FLAG, ''0'') = ''0''

AND T.MONTH\_ID = '''||V\_MONTH\_ID||'''

AND T.DAY\_ID = '''||V\_DAY\_ID||'''

) A,

(SELECT CHNL\_KIND\_ID, CHNL\_ID

FROM ZB\_DWD.DWD\_D\_MRT\_AL\_BSDM\_CHANNEL\_S T10

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

AND PROV\_ID = '''||V\_PROV\_ID||''') B

WHERE A.CHANNEL\_ID = B.CHNL\_ID(+)

AND A.SERVICE\_TYPE = ''40AAAAAA''

AND A.COMP\_TYPE IN (''81'', ''82'', ''83'')

AND A.DAY\_ID='''||V\_DAY\_ID||'''

GROUP BY A.SERVICE\_TYPE,B.CHNL\_KIND\_ID

*-智慧沃家全国CB受理套餐数*

SELECT '''||V\_MONTH\_ID||''',

'''||V\_DAY\_ID||''',

'''||V\_PROV\_ID||''',

A.AREA\_ID,

NULL SERVICE\_TYPE,

''ZHWJ-SLTC'' SERV\_TYPE,

NULL IS\_INNET,

NULL IS\_THIS\_DEV,

NULL IS\_THIS\_BREAK,

NULL ,

NULL ,

D.CHNL\_KIND\_ID,

COUNT(1),

0

FROM (SELECT AREA\_ID,COMP\_ID,TRADE\_DEPART\_ID

FROM (SELECT AREA\_ID,T.COMP\_ID,T.TRADE\_DEPART\_ID,

ROW\_NUMBER() OVER(PARTITION BY COMP\_ID ORDER BY ACCEPT\_DATE DESC) RN

FROM ZBG\_DWA.DWA\_S\_D\_EVT\_RH\_COMP\_TRADE\_'||V\_PROV\_ID||'@LINK\_DSSDWE T

WHERE NVL(T.CANCEL\_FLAG,''0'') = ''0''

AND MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

AND COMP\_TYPE IN (''81'',''82'',''83''))

WHERE RN = 1 ) A,

(SELECT CHNL\_KIND\_ID, CHNL\_ID

FROM ZB\_DWD.DWD\_D\_MRT\_AL\_BSDM\_CHANNEL\_S T10

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

AND DAY\_ID = '''||V\_DAY\_ID||'''

AND PROV\_ID = '''||V\_PROV\_ID||''') D

WHERE A.TRADE\_DEPART\_ID = D.CHNL\_ID(+)

GROUP BY A.AREA\_ID,

D.CHNL\_KIND\_ID';

###### 主副卡和共享套餐有效用户模型表

SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_MM\_011@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201602'

AND T.COMP\_TYPE in （ '71', '72' ）

AND T.IS\_COMP\_VALID = '1'

AND T.IS\_MEM\_VALID = '1';

###### 新增移移融合用户，以及新增移移套餐里的新用户和老用户

SELECT SUM(T.IS\_ADD), *--新增移移融合用户*

SUM(CASE WHEN T.IS\_ADD = '1' AND T.IS\_DEV = '1' THEN 1 ELSE 0 END), *--新增移移融合用户且是新用户*

SUM(CASE WHEN T.IS\_ADD = '1' AND T.IS\_DEV = '0' THEN 1 ELSE 0 END) *--新增移移融合用户且是存量用户*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_RH\_MEM\_MM\_011@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201602'

AND T.COMP\_TYPE IN ('71', '72')

AND T.IS\_COMP\_VALID = '1'

AND T.IS\_MEM\_VALID = '1'

## 业务域

### 移动业务

#### 按照套餐分类

按照用户使用的套餐进行分类

##### CBSS套餐

###### 公共部分（4G手机、上网卡通用）

指标

流量

4G用户资料表与ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_FLUX\_PROV通过USER\_ID关联，取TOTAL\_FLUX

短信条数

4G用户资料表与ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_SMS\_PROV通过USER\_ID关联，取TOTAL\_SMS\_NUM

点对点发送短信条数

4G用户资料表与ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_SMS\_PROV通过USER\_ID关联，取

PTP\_OUT\_FREE\_NUM + PTP\_OUT\_BILL\_NUM

通话时长

4G用户资料表与ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_VOICE\_PROV通过USER\_ID关联，取TOTAL\_DURA

计费时长

4G用户资料表与ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_VOICE\_PROV通过USER\_ID关联，取TOTAL\_TIMES

主叫计费时长

4G用户资料表与ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_VOICE\_PROV通过USER\_ID关联，取OUT\_JF\_TIMES

定向免流流量

2I产品有一些包含定向流量，比如腾讯王卡在使用微信、QQ音乐的时候是免流的。主要是根据上网详单中的serv\_id进行区分，如果详单中，serv\_id是2I产品制定的免流的serv\_id，则该条上网记录就是定向免流的。

定向流量详单已经传到oracle中了，从20170501开始累计数据

定向免流日表

SELECT \*

FROM ZBG\_DWA.DWA\_S\_D\_USE\_CB\_FLUX\_SERV\_079@LINK\_DSSDWE

WHERE MONTH\_ID = '201705'

AND DAY\_ID = '01'

定向免流月表—此表可能数不全

SELECT \*

FROM ZBG\_DWA.DWA\_S\_M\_USE\_CB\_FLUX\_SERV\_079@LINK\_DSSDWE

WHERE MONTH\_ID = '201705'

定向流量码表

SELECT \* FROM ZBA\_CZC.TEMP\_JC\_2I\_SERV\_ID

###### 手机

维度

4G 国漫套餐表

SELECT \*

FROM (SELECT */\*+PARALLEL (T,5)\*/*

DISTINCT DISCNT\_CODE,

DISCNT\_NAME,

START\_DATE,

END\_DATE,

T.DISNCT\_SALEFEE / 100, *--费用总额*

ROW\_NUMBER() OVER(PARTITION BY DISCNT\_CODE ORDER BY START\_DATE DESC, END\_DATE DESC) RN

FROM ZBG\_DWD.DWD\_D\_PRD\_CB\_DISCNT T *---资费表*

WHERE DISCNT\_CODE LIKE '%5%'

AND SUBSTR(START\_DATE, 1, 6) <= '201506'

AND SUBSTR(END\_DATE, 1, 6) >= '201506'

*-- AND(DISCNT\_NAME LIKE '%漫游%' OR DISCNT\_NAME LIKE '%畅游%' OR DISCNT\_NAME LIKE '%国际及台港澳长途%')*

AND DISCNT\_CODE IN ('5704000',

'5705000',

'5706000',

'5707000',

'5744110',

'5744000',

'5744010',

'5708000',

'5709000',

'5710000',

'5711000',

'20050118',

'5712000',

'5744100'))

WHERE RN = '1'

注释： 本需求需要14个套餐，但在本表中只找到10个，另外四个是通过询问cbss而得，

T.DISNCT\_SALEFEE有部分不可用。没有套餐码表生产那边也是通过cbss交流手动添加的套餐，可能更新不及时。现手动创建了一个select \* from temp\_country；可参考

指标

套外流量

指用户使用的非套餐套包内的流量。

SELECT SUM(CASE

WHEN T\_FLUX.TOTAL\_FLUX > T.PKG\_FLUX THEN

T\_FLUX.TOTAL\_FLUX - T.PKG\_FLUX

ELSE

0

END) *--套外流量*

FROM (SELECT T1.USER\_ID,

T1.IS\_GROUP,

T3.DIM\_1,

CASE

WHEN T3.DIM\_1 LIKE '03%' THEN

NVL(T4.CALL\_DURA, 0)

ELSE

NVL(T3.CALL\_DURA, 0)

END PKG\_TIMES, *--套内语音时长*

CASE

WHEN T3.DIM\_1 LIKE '03%' THEN

NVL(T4.FLUX\_M, 0)

ELSE

NVL(T3.FLUX\_M, 0)

END PKG\_FLUX *--套内流量*

FROM (SELECT */\*+PARALLEL(A,2)\*/*

A.USER\_ID, A.PRODUCT\_CLASS, A.IS\_GROUP

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE A

WHERE A.MONTH\_ID = '201603'

AND A.SERVICE\_TYPE = '40AAAAAA'

AND A.IS\_STAT = '1'

AND A.IS\_CARD = '0'

AND A.IS\_ACCT = '1') T1,

(SELECT C.PRODUCT\_CLASS,

C.DIM\_1,

R.CALL\_DURA,

R.FLUX\_M,

C.MON\_FEE PROD\_MON\_FEE,

F.MON\_FEE,

F.CALL\_FTFEE VOICE\_MON\_FEE,

F.FLUX\_FTFEE FLUX\_MON\_FEE

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C,

ZBG\_DIM.DIM\_PRODUCT\_VALUE@LINK\_DSSDWE R,

TEMP\_4G\_PRODUCT\_FTFEE F

WHERE C.SERVICE\_TYPE = '40AAAAAA'

AND C.IS\_CBSS = '1'

AND C.PRODUCT\_CLASSIFY\_VALUE = R.PRODUCT\_CLASS(+)

AND C.PRODUCT\_CLASS = F.PRODUCT\_CLASS(+)) T3,

(SELECT C.USER\_ID,

R1.MON\_FEE FLUX\_MON\_FEE,

R1.PKG\_VALUE FLUX\_M,

R2.MON\_FEE VOICE\_MON\_FEE,

R2.PKG\_VALUE CALL\_DURA,

R3.MON\_FEE SMS\_FEE,

R3.PKG\_VALUE SMS\_MON\_FEE

FROM (SELECT */\*+PARALLEL(T,2)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_DIY\_PACKAGE\_011@LINK\_DSSDWE T

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201603') C,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R1,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R2,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R3

WHERE C.FLUX\_PKG = R1.DISCNT\_CODE(+)

AND C.VOICE\_PKG = R2.DISCNT\_CODE(+)

AND C.SMS\_MMS\_PKG = R3.DISCNT\_CODE(+)) T4

WHERE T1.PRODUCT\_CLASS = T3.PRODUCT\_CLASS(+)

AND T1.USER\_ID = T4.USER\_ID(+)) T,

(SELECT A.USER\_ID, TOTAL\_FLUX

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_FLUX\_011@LINK\_DSSDWE A

WHERE A.MONTH\_ID = '201603') T\_FLUX

WHERE T.USER\_ID = T\_FLUX.USER\_ID(+)

套外主叫计费时长

指用户使用的非套餐包内的语音主叫计费时长。

SELECT SUM(CASE

WHEN (DIM\_1 LIKE '0302%' *--4G本地组合套餐*

OR DIM\_1 LIKE '04%' *--4G校园套餐*

OR DIM\_1 LIKE '05%' *--4G本地套餐*

OR DIM\_1 LIKE '08%' *--本地数据卡*

OR DIM\_1 LIKE '09%' *--本地语音*

OR DIM\_1 LIKE '10%' *--本地行业*

OR DIM\_1 LIKE '11%' *--4G本地个性化*

OR DIM\_1 LIKE '12%' *--4G本地迁转*

) THEN

(CASE

WHEN NVL(T\_VOICE.OUT\_JF\_TIMES\_LOCAL, 0) > NVL(T.PKG\_TIMES, 0) THEN

NVL(T\_VOICE.OUT\_JF\_TIMES, 0) - NVL(T.PKG\_TIMES, 0)

ELSE

NVL(T\_VOICE.OUT\_JF\_TIMES, 0) - NVL(T\_VOICE.OUT\_JF\_TIMES\_LOCAL, 0)

END)

WHEN NVL(T\_VOICE.OUT\_JF\_TIMES, 0) > NVL(T.PKG\_TIMES, 0) THEN

NVL(T\_VOICE.OUT\_JF\_TIMES, 0) - NVL(T.PKG\_TIMES, 0)

ELSE

0

END) *--套外主叫计费时长*

FROM (SELECT T1.USER\_ID,

T1.IS\_GROUP,

T3.DIM\_1,

CASE

WHEN T3.DIM\_1 LIKE '03%' THEN

NVL(T4.CALL\_DURA, 0)

ELSE

NVL(T3.CALL\_DURA, 0)

END PKG\_TIMES, *--套内语音时长*

CASE

WHEN T3.DIM\_1 LIKE '03%' THEN

NVL(T4.FLUX\_M, 0)

ELSE

NVL(T3.FLUX\_M, 0)

END PKG\_FLUX *--套内流量*

FROM (SELECT */\*+PARALLEL(A,2)\*/*

A.USER\_ID, A.PRODUCT\_CLASS, A.IS\_GROUP

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE A

WHERE A.MONTH\_ID = '201603'

AND A.SERVICE\_TYPE = '40AAAAAA'

AND A.IS\_STAT = '1'

AND A.IS\_CARD = '0'

AND A.IS\_ACCT = '1') T1,

(SELECT C.PRODUCT\_CLASS,

C.DIM\_1,

R.CALL\_DURA,

R.FLUX\_M,

C.MON\_FEE PROD\_MON\_FEE,

F.MON\_FEE,

F.CALL\_FTFEE VOICE\_MON\_FEE,

F.FLUX\_FTFEE FLUX\_MON\_FEE

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C,

ZBG\_DIM.DIM\_PRODUCT\_VALUE@LINK\_DSSDWE R,

TEMP\_4G\_PRODUCT\_FTFEE F

WHERE C.SERVICE\_TYPE = '40AAAAAA'

AND C.IS\_CBSS = '1'

AND C.PRODUCT\_CLASSIFY\_VALUE = R.PRODUCT\_CLASS(+)

AND C.PRODUCT\_CLASS = F.PRODUCT\_CLASS(+)) T3,

(SELECT C.USER\_ID,

R1.MON\_FEE FLUX\_MON\_FEE,

R1.PKG\_VALUE FLUX\_M,

R2.MON\_FEE VOICE\_MON\_FEE,

R2.PKG\_VALUE CALL\_DURA,

R3.MON\_FEE SMS\_FEE,

R3.PKG\_VALUE SMS\_MON\_FEE

FROM (SELECT */\*+PARALLEL(T,2)\*/*

\*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_DIY\_PACKAGE\_011@LINK\_DSSDWE T

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201603') C,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R1,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R2,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R3

WHERE C.FLUX\_PKG = R1.DISCNT\_CODE(+)

AND C.VOICE\_PKG = R2.DISCNT\_CODE(+)

AND C.SMS\_MMS\_PKG = R3.DISCNT\_CODE(+)) T4

WHERE T1.PRODUCT\_CLASS = T3.PRODUCT\_CLASS(+)

AND T1.USER\_ID = T4.USER\_ID(+)) T,

(SELECT USER\_ID,

NVL(OUT\_JF\_TIMES, 0) OUT\_JF\_TIMES, *--主叫计费时长*

NVL(IN\_JF\_TIMES, 0) IN\_JF\_TIMES, *--被叫计费时长*

NVL(LOCAL\_CALLING\_TIMES, 0) OUT\_JF\_TIMES\_LOCAL *--主叫计费时长（本地）*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_VOICE\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201603') T\_VOICE

WHERE T.USER\_ID = T\_VOICE.USER\_ID(+)

4G国漫流量

SELECT USER\_ID,

NVL(TOTAL\_FLUX, 0) TOTAL\_FLUX,

NVL(UP\_ROAM\_GAT\_FLUX, 0) + NVL(UP\_ROAM\_INT\_FLUX, 0) +

NVL(DOWN\_ROAM\_GAT\_FLUX, 0) + NVL(DOWN\_ROAM\_INT\_FLUX, 0) GM\_FLUX

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_FLUX\_011 @LINK\_DSSDWE T

WHERE MONTH\_ID = '201505' *--流量*

4G国漫语音

CALL\_TYPE*--呼叫类型*

LONG\_TYPE*--长途类型*

ROAM\_TYPE*--漫游类型*

SELECT */\*PARALLEL(T,4)\*/*

USER\_ID,

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GN\_ZJJF, *--国内主叫总计费时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GN\_ZJCS, *--国内主叫总次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GN\_BJJF, *--国内被叫总计费时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GN\_BJCS, *--国内被叫次数*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GJ\_ZJJF, *--国际主叫长途时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GJ\_ZJCS, *--国际主叫长途次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GJ\_BJJF, *--国际被叫长途时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GJ\_BJCS, *--国际被叫长途次数*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GM\_ZJJF, *--国际漫游主叫时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GM\_ZJCS, *--国际漫游主叫次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GM\_BJJF, *--国际漫游被叫时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GM\_BJCS *--国际漫游被叫次数*

FROM ZBG\_DWA.DWA\_S\_M\_USE\_CB\_VOICE\_S\_011 @LINK\_DSSDWE T

WHERE MONTH\_ID = '201506'

GROUP BY USER\_ID

4G国漫短信

SELECT USER\_ID,

NVL(PTP\_OUT\_FREE\_NUM, 0) + NVL(PTP\_OUT\_BILL\_NUM, 0) PTP\_SMS, *--发送点对点总条数*

NVL(PTT\_OUT\_INT\_NUM, 0) GJ\_PTT\_SMS *--发送国际点对点条数*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_SMS\_011 @LINK\_DSSDWE

WHERE MONTH\_ID = '201505' *--短信*

###### 上网卡

维度

指标

##### 3G套餐

###### 公共部分（3G手机、23G融合、3G上网卡通用）

指标

流量

3G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_USE\_PROV通过USER\_ID关联，取(flux\_up+flux\_down)，其中flux\_up为上行流量，flux\_down下行流量

短信条数

3G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_USE\_PROV通过USER\_ID关联，取SMS\_NUM

点对点发送短信条数

3G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_SMS\_PROV通过USER\_ID关联，取

PTP\_OUT\_FREE\_NUM + PTP\_OUT\_BILL\_NUM

**注意：**没有点对点接收短信条数，不能提供

通话时长

3G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_USE\_PROV通过USER\_ID关联，取CALL\_DURATION

计费时长

3G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_USE\_PROV通过USER\_ID关联，取MOBILE\_TIMES

主叫计费时长

3G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_USE\_PROV通过USER\_ID关联，取

(LOCAL\_CALLING\_TIMES + ROAM\_CALLING\_TIMES + TOLL\_TIMES)

###### 3G手机

维度

2G\3G国漫套餐

根据《中国联通总部与省分数据分析系统纵向数据接口规范\_20141120(实施稿).doc》的4.2.2.6移动国际漫游套餐订购用户，查到国漫套餐情况

SELECT '201506' MONTH\_ID,

'011' PROV\_ID,

'2G',

INTROAM\_PRD\_TYPE,

COUNT(DISTINCT CASE

WHEN SUBSTR(EFFECT\_DATE, 1, 6) <= '201506' AND

SUBSTR(EXPIRE\_DATE, 1, 6) >= '201506' THEN

T.USER\_ID

ELSE

NULL

END), *--订购用户数*

COUNT(DISTINCT CASE

WHEN SUBSTR(EFFECT\_DATE, 1, 6) = '201506' THEN

T.USER\_ID

ELSE

NULL

END), *--新增*

COUNT(DISTINCT CASE

WHEN SUBSTR(EXPIRE\_DATE, 1, 6) = '201506' THEN

T.USER\_ID

ELSE

NULL

END) *--退订*

FROM (SELECT \*

FROM ZBA\_DWD.DWD\_M\_PRD\_MB\_INTROAM\_USER\_011 A

WHERE MONTH\_ID = '201506') T,

(SELECT USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011

WHERE MONTH\_ID = '201506'

AND IS\_STAT = '1') T1

WHERE T.USER\_ID = T1.USER\_ID

GROUP BY INTROAM\_PRD\_TYPE;

2G\3G国漫套餐编码和名称对应

2G/3G参考码表：SELECT \* FROM ZB\_DIM.DIM\_BI\_ROAM\_PRODUCT;

DECODE(INTROAM\_PRD\_TYPE,

'01',

'全国统一套餐70元20M/天',

'02',

'全国统一套餐86元/天',

'03',

'全国统一套餐120元包120M/月（限日本使用)',

'04',

'3G国际及台港澳定向套餐',

'05',

'国际及台港澳定向套餐A',

'06',

'国际及台港澳定向套餐B',

'07',

'国际及台港澳定向套餐C',

'08',

'国际及台港澳定向套餐D',

'09',

'全国统一套餐170元60M/月',

'10',

'全国统一套餐370元160M/月',

'11',

'66元出访数据漫游日套66元60M/天',

'12',

'20元50MB/天畅游香港套餐',

'13',

'新版66元出访数据漫游日套餐 40M/每天',

'14',

'新版66元出访数据漫游日套餐 80M/每天',

'15',

'新版166元出访数据漫游月套餐 100M/每月',

'16',

'新版166元出访数据漫游月套餐 60M/每月'),

订购实例服务开通状态

记录订购实例是否具备某种服务的能力，包括2G、3G、固话、宽带业务。

ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE

1）、服务状态 01：开通，02：关闭

2）、STATUS\_CHANGE\_DATE状态变更时间

注意：

1. 表ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_SERVICE,非单用户，用户可以订购多个服务，如基本语音、国际长途等，详见服务标识码表
2. 取2G\3G\固话\宽带的情况时与对应的用户资料表进行关联即可

下面为常用到的口径

1. 国际及台港澳漫游权限实际用户数：取国际漫游权限并且为开通状态，并且剔重后的用户。
2. 国际及台港澳漫游权限新增用户数：取国际漫游权限并且为开通状态，状态变更时间为当月，并且剔重后用户
3. 国际及台港澳漫游权限取消用户数：取国际漫游权限并且为关闭状态，状态变更时间为当月，并且剔重后用户
4. 国际及台港澳长途权限实际用户数：取国际长途权限并且为开通状态，并且剔重后的用户。
5. 国际及台港澳长途权限新增用户数：取国际长途权限并且为开通状态，状态变更时间为当月，并且剔重后用户
6. 国际及台港澳长途权限取消用户数：取国际长途权限并且为关闭状态，状态变更时间为当月，并且剔重后用户
7. 双权合计：取国际漫游权限开通状态并且国际长途权限开通，并且剔重后用户

一般要限定在网用户

移动国际漫游套餐订购

订购移动国际漫游套餐的所有用户信息，包含受理已生效与未生效。受理生效后，拆机导致的立即失效，在发生月，不在接口内剔除

ZBA\_DWD.DWD\_M\_PRD\_MB\_INTROAM\_USER\_省份ID

指标

套外流量

指用户使用的非套餐套包内的流量。

SELECT SUM(CASE

WHEN (M.PRODUCT\_CLASSIFY\_VALUE IS NULL OR

M.PRODUCT\_CLASSIFY\_VALUE = '020199') THEN

0

WHEN NVL(B2.TOTAL\_FLUX, 0) >

(NVL(M.FLUX\_M, 0) + NVL(A.CONT\_FLUX, 0)) THEN

NVL(B2.TOTAL\_FLUX, 0) - NVL(M.FLUX\_M, 0) - NVL(A.CONT\_FLUX, 0)

ELSE

0

END) FLUX\_OVERFLOW *--套外流量,套内流量包含流量包*

FROM (SELECT USER\_ID,

CASE

WHEN PRODUCT\_MODE = '9999' THEN

'020199'

WHEN PRODUCT\_MODE = '999999' THEN

'020199'

WHEN PRODUCT\_MODE = '\*\*' THEN

'020199'

WHEN PRODUCT\_MODE IS NULL THEN

'020199'

ELSE

PRODUCT\_MODE

END PRODUCT\_MODE,

CASE

WHEN PKG\_PROD\_CLASS = '0201' THEN

100

WHEN PKG\_PROD\_CLASS = '0202' THEN

300

WHEN PKG\_PROD\_CLASS = '0203' THEN

500

ELSE

0

END CONT\_FLUX, *--流量包*

USER\_ACT\_TYPE,

IS\_THIS\_ACCT,

PKG\_PROD\_CLASS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND MONTH\_ID = '201506'

AND IS\_THIS\_ACCT = '1') A, *--当月出账*

(SELECT SUBS\_INSTANCE\_ID,

NVL(FLUX\_UP, 0) + NVL(FLUX\_DOWN, 0) TOTAL\_FLUX,

MOBILE\_TIMES

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_USE\_011

WHERE MONTH\_ID = '201506') B2,

(SELECT H.PRODUCT\_CLASS,

J.PRODUCT\_CLASS\_DESC,

J.PRODUCT\_BASE\_CLASS,

R.MON\_FEE,

R.PRODUCT\_CLASS RATE\_CLASS,

R.CALL\_DURA,

R.FLUX\_M,

T.FLUX\_FTFEE,

T.CALL\_FTFEE,

J.PRODUCT\_CLASSIFY\_VALUE

FROM (SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') H,

(SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') J,

ZB\_DIM.DIM\_PRODUCT\_RATE R,

TEMP\_3G\_AL\_PRODUCT\_FTFEE T

WHERE H.PRODUCT\_CLASSIFY\_VALUE = J.PRODUCT\_CLASS(+)

AND J.PRODUCT\_CLASSIFY\_VALUE = '02' || R.PRODUCT\_CLASS(+)

AND H.PRODUCT\_CLASS = T.PRODUCT\_CLASS(+)) M

WHERE A.USER\_ID = B2.SUBS\_INSTANCE\_ID(+)

AND A.PRODUCT\_MODE = M.PRODUCT\_CLASS(+)

套外主叫计费时长

指用户使用的非套餐包内的语音主叫计费时长。

SELECT SUM(CASE

WHEN M.PRODUCT\_CLASSIFY\_VALUE IS NULL OR

M.PRODUCT\_CLASSIFY\_VALUE = '020199' THEN

0

WHEN M.PRODUCT\_BASE\_CLASS = 'C' AND

NVL(B1.LOCAL\_CALLING\_TIMES, 0) > NVL(M.CALL\_DURA, 0) THEN

NVL(B1.OUT\_JF\_TIMES, 0) - NVL(M.CALL\_DURA, 0)

WHEN M.PRODUCT\_BASE\_CLASS = 'C' AND

NVL(B1.LOCAL\_CALLING\_TIMES, 0) <= NVL(M.CALL\_DURA, 0) THEN

NVL(B1.OUT\_JF\_TIMES, 0) - NVL(B1.LOCAL\_CALLING\_TIMES, 0)

WHEN M.PRODUCT\_BASE\_CLASS <> 'C' AND

NVL(B1.OUT\_JF\_TIMES, 0) > NVL(M.CALL\_DURA, 0) THEN

NVL(B1.OUT\_JF\_TIMES, 0) - NVL(M.CALL\_DURA, 0)

ELSE

0

END) TIMES\_OVERFLOW *--套外主叫计费时长*

FROM (SELECT USER\_ID,

CASE

WHEN PRODUCT\_MODE = '9999' THEN

'020199'

WHEN PRODUCT\_MODE = '999999' THEN

'020199'

WHEN PRODUCT\_MODE = '\*\*' THEN

'020199'

WHEN PRODUCT\_MODE IS NULL THEN

'020199'

ELSE

PRODUCT\_MODE

END PRODUCT\_MODE,

CASE

WHEN PKG\_PROD\_CLASS = '0201' THEN

100

WHEN PKG\_PROD\_CLASS = '0202' THEN

300

WHEN PKG\_PROD\_CLASS = '0203' THEN

500

ELSE

0

END CONT\_FLUX, *--流量包*

USER\_ACT\_TYPE,

IS\_THIS\_ACCT,

PKG\_PROD\_CLASS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND MONTH\_ID = '201506'

AND IS\_THIS\_ACCT = '1') A, *--当月出账*

(SELECT SUBS\_INSTANCE\_ID,

NVL(LOCAL\_CALLING\_TIMES, 0) LOCAL\_CALLING\_TIMES,

TOTAL\_TIMES,

OUT\_JF\_TIMES

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_VOICE\_011

WHERE MONTH\_ID = '201506') B1,

(SELECT H.PRODUCT\_CLASS,

J.PRODUCT\_CLASS\_DESC,

J.PRODUCT\_BASE\_CLASS,

R.MON\_FEE,

R.PRODUCT\_CLASS RATE\_CLASS,

R.CALL\_DURA,

R.FLUX\_M,

T.FLUX\_FTFEE,

T.CALL\_FTFEE,

J.PRODUCT\_CLASSIFY\_VALUE

FROM (SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') H,

(SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') J,

ZB\_DIM.DIM\_PRODUCT\_RATE R,

TEMP\_3G\_AL\_PRODUCT\_FTFEE T

WHERE H.PRODUCT\_CLASSIFY\_VALUE = J.PRODUCT\_CLASS(+)

AND J.PRODUCT\_CLASSIFY\_VALUE = '02' || R.PRODUCT\_CLASS(+)

AND H.PRODUCT\_CLASS = T.PRODUCT\_CLASS(+)) M

WHERE A.USER\_ID = B2.SUBS\_INSTANCE\_ID(+)

AND A.PRODUCT\_MODE = M.PRODUCT\_CLASS(+)

3G国漫流量

SELECT SUBS\_INSTANCE\_ID,

NVL(TOTAL\_FLUX, 0) TOTAL\_FLUX,

NVL(UP\_ROAM\_GAT\_FLUX, 0) + NVL(UP\_ROAM\_INT\_FLUX, 0) +

NVL(DOWN\_ROAM\_GAT\_FLUX, 0) + NVL(DOWN\_ROAM\_INT\_FLUX, 0) GM\_FLUX

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_FLUX\_011 T

WHERE MONTH\_ID = '201506' *--流量*

3G国漫语音

SELECT */\*PARALLEL(T,4)\*/*

SUBS\_INSTANCE\_ID,

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GN\_ZJJF, *--国内主叫总计费时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GN\_ZJCS, *--国内主叫总次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GN\_BJJF, *--国内被叫总计费时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GN\_BJCS, *--国内被叫次数*

0, *--国内语音饱和度*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GJ\_ZJJF, *--国际主叫长途时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GJ\_ZJCS, *--国际主叫长途次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GJ\_BJJF, *--国际被叫长途时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GJ\_BJCS, *--国际被叫长途次数*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GM\_ZJJF, *--国际漫游主叫时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GM\_ZJCS, *--国际漫游主叫次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GM\_BJJF, *--国际漫游被叫时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GM\_BJCS *--国际漫游被叫次数*

FROM ZBA\_DWA.DWA\_S\_M\_USE\_3G\_VOICE\_S\_011 T

WHERE MONTH\_ID = '201506'

GROUP BY SUBS\_INSTANCE\_ID *--语音*

3G国漫短信

SELECT SUBS\_INSTANCE\_ID,

NVL(PTP\_OUT\_FREE\_NUM, 0) + NVL(PTP\_OUT\_BILL\_NUM, 0) PTP\_SMS, *--发送点对点总条数*

NVL(PTT\_OUT\_INT\_NUM, 0) GJ\_PTT\_SMS *--发送国际点对点条数*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_SMS\_011

WHERE MONTH\_ID = '201506' —短信

3G彩信条数（指标数据）

SELECT ROUND(SUM(INFO\_NUM)) KPI\_VALUE

FROM ZB.ZB\_USE\_M\_3G\_INC\_02

WHERE (SMS\_DIREC\_ID = '01' AND

SMS\_TYPE\_ID IN ('20100',

'20201',

'20202',

'20301',

'20302',

'20501',

'20502',

'20503',

'20504',

'20600'))

OR (SMS\_DIREC\_ID = '02' AND

SMS\_TYPE\_ID IN ('20501', '20502', '20503', '20504'))

AND MONTH\_NO = '201410';

###### 23G融合

维度

指标

套外流量

指用户使用的非套餐套包内的流量。

SELECT SUM(CASE

WHEN NVL(TOTAL\_FLUX, 0) > NVL(FLUX\_M, 0) THEN

NVL(TOTAL\_FLUX, 0) - NVL(FLUX\_M, 0)

ELSE

0

END) *--套外流量*

FROM (SELECT USER\_ID,

NVL(T2.FLUX\_M, 0) + NVL(T3. FLUX\_M, 0) FLUX\_M,

NVL(T2.CALL\_DURA, 0) CALL\_DURA,

NVL(T2.FLUX\_FTFEE, 0) + NVL(T3.FLUX\_FTFEE, 0) FLUX\_FTFEE,

NVL(T2.CALL\_FTFEE, 0) CALL\_FTFEE,

USER\_ACT\_TYPE

FROM (SELECT */\*+PARALLEL(T,2)\*/*

USER\_ID,

NVL(PRODUCT\_MODE, '020199') PRODUCT\_MODE,

IS\_CARD,

PKG\_PROD\_CLASS,

USER\_ACT\_TYPE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201603'

AND IS\_THIS\_ACCT = '1'

AND IS\_STAT = '1'

AND IS\_CARD = '2') T1,

(SELECT \* FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS WHERE IS\_PKG = '0') T2,

(SELECT \* FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS WHERE IS\_PKG = '1') T3

WHERE T1.PRODUCT\_MODE = T2.PRODUCT\_CLASS(+)

AND T1.PKG\_PROD\_CLASS = T3.PRODUCT\_CLASS(+)) T, *--23G融合出账用户 +套餐信息*

(SELECT */\*+PARALLEL(T,2)\*/*

SUBS\_INSTANCE\_ID USER\_ID,

CASE

WHEN NVL(TOTAL\_FLUX, 0) < 0 THEN

0

ELSE

NVL(TOTAL\_FLUX, 0)

END TOTAL\_FLUX

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_FLUX\_011 T

WHERE MONTH\_ID = '201603') T\_FLUX *--流量*

WHERE T.USER\_ID = T\_FLUX.USER\_ID(+)

套外主叫计费时长

指用户使用的非套餐包内的语音主叫计费时长。

SELECT SUM(CASE

WHEN NVL(T\_VOICE.OUT\_JF\_TIMES, 0) > NVL(CALL\_DURA, 0) THEN

NVL(T\_VOICE.OUT\_JF\_TIMES, 0) - NVL(CALL\_DURA, 0)

ELSE

0

END) *--套外主叫计费时长*

FROM (SELECT USER\_ID,

NVL(T2.FLUX\_M, 0) + NVL(T3. FLUX\_M, 0) FLUX\_M,

NVL(T2.CALL\_DURA, 0) CALL\_DURA,

NVL(T2.FLUX\_FTFEE, 0) + NVL(T3.FLUX\_FTFEE, 0) FLUX\_FTFEE,

NVL(T2.CALL\_FTFEE, 0) CALL\_FTFEE,

USER\_ACT\_TYPE

FROM (SELECT */\*+PARALLEL(T,2)\*/*

USER\_ID,

NVL(PRODUCT\_MODE, '020199') PRODUCT\_MODE,

IS\_CARD,

PKG\_PROD\_CLASS,

USER\_ACT\_TYPE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201603'

AND IS\_THIS\_ACCT = '1'

AND IS\_STAT = '1'

AND IS\_CARD = '2') T1,

(SELECT \* FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS WHERE IS\_PKG = '0') T2,

(SELECT \* FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS WHERE IS\_PKG = '1') T3

WHERE T1.PRODUCT\_MODE = T2.PRODUCT\_CLASS(+)

AND T1.PKG\_PROD\_CLASS = T3.PRODUCT\_CLASS(+)) T, *--23G融合出账用户 +套餐信息*

(SELECT */\*+PARALLEL(T,2)\*/*

SUBS\_INSTANCE\_ID USER\_ID,

NVL(TOTAL\_TIMES, 0) TOTAL\_TIMES, *--计费时长*

NVL(OUT\_JF\_TIMES, 0) OUT\_JF\_TIMES *--主叫计费时长*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_VOICE\_011 T

WHERE MONTH\_ID = '201603') T\_VOICE *--语音*

WHERE T.USER\_ID = T\_VOICE.USER\_ID(+)

###### 3G上网卡

维度

指标

###### OCS上网卡

维度

指标

短信条数

OCS用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SING\_OCSSMS通过用户ID关联取TOTAL\_SMS\_NUM

流量

OCS用户资料表与DWA\_V\_M\_CUS\_3G\_SING\_OCSFLUX通过用户ID关联取TOTAL\_FLUX

O域流量

如果要取OCS是O域流量直接关联ZBA\_DWA.DWA\_V\_CUS\_ALL\_IMEI\_FLUX，限制PROV\_DESC='011'

通话时长

OCS上网卡没有通话的功能，所以为0

##### 2G套餐

###### 维度

###### 指标

流量

2G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_SING\_FLUX\_PROV通过USER\_ID关联，取TOTAL\_FLUX

短信条数

2G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_SING\_SMS\_PROV 通过USER\_ID关联，取TOTAL\_SMS\_NUM

通话时长

2G用户资料表与ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_SING\_VOICE\_PROV通过USER\_ID关联，取TOTAL\_DURA

2G国漫流量

SELECT SUBS\_INSTANCE\_ID,

NVL(UP\_ROAM\_GAT\_FLUX, 0) + NVL(DOWN\_ROAM\_GAT\_FLUX, 0) +

NVL(UP\_ROAM\_INT\_FLUX, 0) + NVL(DOWN\_ROAM\_INT\_FLUX, 0) FLUX\_SYL

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_SING\_FLUX\_011

WHERE MONTH\_ID = '201505' *--流量*

2G国漫语音

SELECT */\*PARALLEL(T,4)\*/*

SUBS\_INSTANCE\_ID,

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GN\_ZJJF, *--国内主叫总计费时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GN\_ZJCS, *--国内主叫总次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GN\_BJJF, *--国内被叫总计费时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND

LONG\_TYPE NOT IN ('0301', '0401') AND

ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GN\_BJCS, *--国内被叫次数*

0, *--国内语音饱和度*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE IN ('0301', '0401')

AND ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GJ\_ZJJF, *--国际主叫长途时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND LONG\_TYPE IN ('0301', '0401')

AND ROAM\_TYPE IN ('01AA', '0201', '0202')

THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GJ\_ZJCS, *--国际主叫长途次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE IN ('0301', '0401')

AND ROAM\_TYPE IN ('01AA', '0201', '0202')THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GJ\_BJJF, *--国际被叫长途时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND LONG\_TYPE IN ('0301', '0401')

AND ROAM\_TYPE IN ('01AA', '0201', '0202') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GJ\_BJCS, *--国际被叫长途次数*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GM\_ZJJF, *--国际漫游主叫时长*

SUM(CASE

WHEN CALL\_TYPE IN ('01', '03') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GM\_ZJCS, *--国际漫游主叫次数*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(BASE\_TIMES, 0)

ELSE

0

END) GM\_BJJF, *--国际漫游被叫时长*

SUM(CASE

WHEN CALL\_TYPE IN ('02', '04') AND ROAM\_TYPE IN ('0203', '0204') THEN

NVL(CDR\_NUMS, 0)

ELSE

0

END) GM\_BJCS *--国际漫游被叫次数*

FROM ZBA\_DWA.DWA\_S\_M\_USE\_2G\_VOICE\_S\_011 T

WHERE MONTH\_ID = '201505'

GROUP BY SUBS\_INSTANCE\_ID*--语音*

2G国漫短信

SELECT SUBS\_INSTANCE\_ID,

NVL(PTP\_OUT\_FREE\_NUM, 0) + NVL(PTP\_OUT\_BILL\_NUM, 0) PTP\_SMS, *--发送点对点总条数*

NVL(PTT\_OUT\_INT\_NUM, 0) GJ\_PTT\_SMS *--发送国际点对点条数*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_SING\_SMS\_011

WHERE MONTH\_ID = '201505' *--短信*

#### 按照网络分类

按照用户使用的网络进行分类，分为4G网络、3G网络、2G网络和无法识别的网络四种。

##### 公共部分

注意：

无法识别网络用户包括两部分：

1. [ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE](mailto:ZBG_DWA.DWA_V_M_CUS_NM_USER_INFO_&prov_id@LINK_DSSDWE)中SERVICE\_TYPE LIKE '90%'部分，该部分各维度取法详见“公共部分--维度（不含OCS上网卡）”部分；

2. 3GOCS无线上网卡部分，目前不能区分网络类型，直接归属为其他网络，该部分维度和指标取法详见“按照套餐分类—3G套餐—OCS上网卡”部分

###### 维度

###### 指标

语音表

SELECT */\* + PARALLEL (T, 2)\*/*

USER\_ID, TOTAL\_DURA, TOTAL\_TIMES, OUT\_JF\_TIMES TOTAL\_CALLING\_TIMES

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_SING\_VOICE\_&prov\_id@LINK\_DSSDWE T

WHERE MONTH\_ID = '&month\_id';

短信表

SELECT */\* + PARALLEL (T, 2)\*/*

USER\_ID, NVL(PTP\_OUT\_FREE\_NUM, 0) + NVL(PTP\_OUT\_BILL\_NUM, 0) PTP\_OUT\_NUM

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_SING\_SMS\_&prov\_id@LINK\_DSSDWE T

WHERE MONTH\_ID = '&month\_id';

流量表

SELECT */\* + PARALLEL (T, 2)\*/*

USER\_ID, TOTAL\_FLUX

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_SING\_FLUX\_&prov\_id@LINK\_DSSDWE T

WHERE MONTH\_ID = '&month\_id';

### 宽带业务

#### BSS侧

##### 维度

##### 指标

#### CBSS侧

该部分相关使用量指标取法详见“按照套餐分类—CBSS套餐—公共部分”

### 固话业务

#### BSS侧

##### 维度

##### 指标

#### CBSS侧

该部分相关使用量指标取法详见“按照套餐分类—CBSS套餐—公共部分”

### 融合业务

首先要确定用户属于哪种套餐类型（2G/3G/4G），然后参见不同套餐相关指标的取法，取出对应的维度或指标信息

## 账务域

### 移动业务

#### 按照套餐分类

按照用户使用的套餐进行分类

##### CBSS套餐

###### 公共部分（手机、上网卡通用）

指标

出账收入

SELECT USER\_ID,TOTAL\_FEE *--总收入*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_CHARGE\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201505'

正常出账费用

SELECT */\*+PARALLEL(A,4)(B,4)\*/*

'201505', '011', A.AREA\_ID, '4G', SUM(B.ACCT\_FEE)

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201505'

AND SERVICE\_TYPE = '40AAAAAA') A,

(SELECT USER\_ID, SUM(ACCT\_FEE) ACCT\_FEE

FROM ZBG\_DWA.DWA\_S\_M\_ACC\_CB\_CHARGE\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201505'

AND OWE\_BILL\_FLAG = '0' *--正常（0）、降欠挂账（1）、降欠挂账回收（2）*

GROUP BY USER\_ID) B

WHERE A.USER\_ID = B.USER\_ID(+)

GROUP BY A.AREA\_ID

欠费金额

用户资料表关联如下表

SELECT ACCT\_MONTH, USER\_ID, OWE\_FEE

FROM ZBG\_DWA.DWA\_S\_M\_ACC\_CB\_OWE\_011@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505'

**注意：**

欠费存在超出当前账期范围的，该类欠费数据都是递延分摊未来的数据，该部分费用现在收了，但是体现在未来的费用。例如没有交半年流量包的钱或者只交了一部分，将会做递延分摊欠费。本需求数据已经将该部分欠费剔除不做统计。

逾期欠费金额

SELECT */\*+PARALLEL(T,2)\*/*

USER\_ID, SUM(OWE\_FEE) OWE\_FEE

FROM ZBG\_DWA.DWA\_S\_M\_ACC\_CB\_OWE\_011@LINK\_DSSDWE T

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201603'

*--AND NVL(IS\_OWE\_FLAG, '0') <> '1' 该条件判断欠费是否是降欠挂账产生的欠费，因需求没有说只取正常欠费，不取降欠挂账欠费，所以不加该条件*

AND ACCT\_MONTH < '201603'

GROUP BY USER\_ID

HAVING SUM(OWE\_FEE) > 0

4G缴费

存在用户当月缴费多次，多条记录，注意使用

SELECT \*

FROM ZBG\_DWD.DWD\_M\_ACC\_CB\_PAYLOG\_079@LINK\_DSSDWE C

WHERE C.MONTH\_ID = '201508'

AND C.PAYMENT\_OP = '16000' *--储值操作类型为“16000 储值”*

4G用户缴费次数及缴费金额

SELECT T1.USER\_ID,

NVL(T3.PAY\_METHOD, '本月无缴费') PAY\_METHOD,

SUM(NVL(T3.PAY\_NUM, 0)) PAY\_NUM,

SUM(NVL(T3.PAY\_FEE, 0)) PAY\_FEE

FROM (SELECT A.USER\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_010@LINK\_DSSDWE A

WHERE A.MONTH\_ID = '201508'

AND A.SERVICE\_TYPE = '40AAAAAA'

AND A.IS\_CARD IN ('0', '1')

AND A.IS\_STAT = '1'

AND A.IS\_ACCT = '1') T1,

(SELECT C.USER\_ID,

C.PAY\_METHOD,*--缴费方式，参见ZBG\_DIM.DIM\_MAP\_CBSS\_PAYMOD@LINK\_DSSDWE*

COUNT(1) PAY\_NUM,

SUM(C.RECV\_FEE) PAY\_FEE

FROM ZBG\_DWD.DWD\_M\_ACC\_CB\_PAYLOG\_010@LINK\_DSSDWE C

WHERE C.MONTH\_ID = '201508'

AND C.PAYMENT\_OP = '16000' *--储值操作类型为“16000 储值”（必加条件）（16000 储值;16001 清退;16003 返销;16004 转出;16005 转入）*

GROUP BY C.USER\_ID,C.PAY\_METHOD) T3

WHERE T1.USER\_ID = T3.USER\_ID(+)

GROUP BY T1.USER\_ID, NVL(T3.PAY\_METHOD, '本月无缴费')

4G用户账户余额

SELECT USER\_ID,

NVL(T\_BALANCE.BALANCE\_FEE,0) BALANCE\_FEE

FROM (SELECT T.USER\_ID, T.IS\_CARD,T.DEVICE\_NUMBER, T.PRODUCT\_CLASS,T.CUST\_ID,T.AREA\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_&PROV\_ID@LINK\_DSSDWE T

WHERE MONTH\_ID = '&MONTH\_ID'

AND SERVICE\_TYPE='40AAAAAA'

AND IS\_STAT = '1'

AND IS\_ACCT = '1') T,

(SELECT USER\_ID,

SUM(CASE WHEN MOD(&MONTH\_ID,2)=0 THEN EVEN\_MONEY ELSE ODD\_MONEY END) BALANCE\_FEE*--EVEN\_MONEY 账户余额-偶数月,ODD\_MONEY 账户余额-奇数月*

FROM ZBG\_DWD.DWD\_M\_ACC\_CB\_ACCT\_DEPOSIT\_&PROV\_ID@LINK\_DSSDWE

WHERE MONTH\_ID = '&MONTH\_ID'

AND SUBSTR(START\_DATE,1,6)<='&MONTH\_ID'

AND SUBSTR(END\_DATE,1,6)>='&MONTH\_ID'

AND SUBSTR(END\_DATE,1,6)>=SUBSTR(START\_DATE,1,6)

AND VALID\_FLAG='1'

GROUP BY USER\_ID

)T\_BALANCE

WHERE T.USER\_ID=T\_BALANCE.USER\_ID(+)

###### 手机

维度

指标

4G流量总收入

用户使用流量产生的收入。包括套内收入和套外收入

SELECT SUM(CASE

WHEN SUBSTR(T2.DIM\_1, 1, 4) IN ('0301', '0302') THEN

NVL(T4.MOBILE\_NET\_FEE, 0) + NVL(T3.FLUX\_MON\_FEE, 0) \* 0.8 *--全国组合、本地组合流量打八折*

WHEN T2.DIM\_1 LIKE '03%' THEN

NVL(T4.MOBILE\_NET\_FEE, 0) + NVL(T3.FLUX\_MON\_FEE, 0)

ELSE

NVL(T4.MOBILE\_NET\_FEE, 0) + NVL(T2.FLUX\_MON\_FEE, 0)

END)

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') T1,

(SELECT C.PRODUCT\_CLASS,

C.DIM\_1,

R.CALL\_DURA,

R.FLUX\_M,

C.MON\_FEE PROD\_MON\_FEE,

F.MON\_FEE,

F.CALL\_FTFEE VOICE\_MON\_FEE,

F.FLUX\_FTFEE FLUX\_MON\_FEE

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C,

ZBG\_DIM.DIM\_PRODUCT\_VALUE@LINK\_DSSDWE R,

TEMP\_4G\_PRODUCT\_FTFEE F

WHERE C.SERVICE\_TYPE = '40AAAAAA'

AND C.IS\_CBSS = '1'

AND C.PRODUCT\_CLASSIFY\_VALUE = R.PRODUCT\_CLASS(+)

AND C.PRODUCT\_CLASS = F.PRODUCT\_CLASS(+)) T2,

(SELECT C.USER\_ID,

R1.MON\_FEE FLUX\_MON\_FEE,

R1.PKG\_VALUE FLUX\_M,

R2.MON\_FEE VOICE\_MON\_FEE,

R2.PKG\_VALUE CALL\_DURA

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_DIY\_PACKAGE\_011@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') C,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R1,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R2

WHERE C.FLUX\_PKG = R1.DISCNT\_CODE(+)

AND C.VOICE\_PKG = R2.DISCNT\_CODE(+)) T3, *--DIY*

(SELECT USER\_ID,

TOTAL\_FEE, *--总收入*

NVL(T.BASE\_CALL\_FEE, 0) + NVL(T.PROV\_LONG\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEE, *--套外语音收入*

MOBILE\_NET\_FEE *--套外流量收入*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_CHARGE\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201505') T4

WHERE T1.PRODUCT\_CLASS = T2.PRODUCT\_CLASS(+)

AND T1.USER\_ID = T3.USER\_ID(+)

AND T1.USER\_ID = T4.USER\_ID(+)

4G套内流量收入

用户套餐包分摊的收入

SELECT SUM(CASE

WHEN SUBSTR(T2.DIM\_1, 1, 4) IN ('0301', '0302') THEN

NVL(T3.FLUX\_MON\_FEE, 0) \* 0.8 *--全国组合、本地组合流量打八折*

WHEN T2.DIM\_1 LIKE '03%' THEN

NVL(T3.FLUX\_MON\_FEE, 0)

ELSE

NVL(T2.FLUX\_MON\_FEE, 0)

END)

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') T1,

(SELECT C.PRODUCT\_CLASS,

C.DIM\_1,

R.CALL\_DURA,

R.FLUX\_M,

C.MON\_FEE PROD\_MON\_FEE,

F.MON\_FEE,

F.CALL\_FTFEE VOICE\_MON\_FEE,

F.FLUX\_FTFEE FLUX\_MON\_FEE

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C,

ZBG\_DIM.DIM\_PRODUCT\_VALUE@LINK\_DSSDWE R,

TEMP\_4G\_PRODUCT\_FTFEE F

WHERE C.SERVICE\_TYPE = '40AAAAAA'

AND C.IS\_CBSS = '1'

AND C.PRODUCT\_CLASSIFY\_VALUE = R.PRODUCT\_CLASS(+)

AND C.PRODUCT\_CLASS = F.PRODUCT\_CLASS(+)) T2,

(SELECT C.USER\_ID,

R1.MON\_FEE FLUX\_MON\_FEE,

R1.PKG\_VALUE FLUX\_M,

R2.MON\_FEE VOICE\_MON\_FEE,

R2.PKG\_VALUE CALL\_DURA

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_DIY\_PACKAGE\_011@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') C,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R1,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R2

WHERE C.FLUX\_PKG = R1.DISCNT\_CODE(+)

AND C.VOICE\_PKG = R2.DISCNT\_CODE(+)) T3 *--DIY*

WHERE T1.PRODUCT\_CLASS = T2.PRODUCT\_CLASS(+)

AND T1.USER\_ID = T3.USER\_ID(+)

4G套外流量收入

用户使用套餐外流量产生的收入

SELECT USER\_ID,

TOTAL\_FEE, *--总收入*

MOBILE\_NET\_FEE *--套外流量收入*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_CHARGE\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201505'

4G语音总收入

用户使用语音产生的收入。包括套内收入和套外收入

SELECT SUM(CASE

WHEN SUBSTR(T2.DIM\_1, 1, 4) = '0301' THEN

NVL(T4.OUT\_CALL\_FEE, 0) + NVL(T3.VOICE\_MON\_FEE, 0) \* 0.8 *--全国组合语音打八折*

WHEN T2.DIM\_1 LIKE '03%' THEN

NVL(T4.OUT\_CALL\_FEE, 0) + NVL(T3.VOICE\_MON\_FEE, 0)

ELSE

NVL(T4.OUT\_CALL\_FEE, 0) + NVL(T2.VOICE\_MON\_FEE, 0)

END)

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') T1,

(SELECT C.PRODUCT\_CLASS,

C.DIM\_1,

R.CALL\_DURA,

R.FLUX\_M,

C.MON\_FEE PROD\_MON\_FEE,

F.MON\_FEE,

F.CALL\_FTFEE VOICE\_MON\_FEE,

F.FLUX\_FTFEE FLUX\_MON\_FEE

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C,

ZBG\_DIM.DIM\_PRODUCT\_VALUE@LINK\_DSSDWE R,

TEMP\_4G\_PRODUCT\_FTFEE F

WHERE C.SERVICE\_TYPE = '40AAAAAA'

AND C.IS\_CBSS = '1'

AND C.PRODUCT\_CLASSIFY\_VALUE = R.PRODUCT\_CLASS(+)

AND C.PRODUCT\_CLASS = F.PRODUCT\_CLASS(+)) T2,

(SELECT C.USER\_ID,

R1.MON\_FEE FLUX\_MON\_FEE,

R1.PKG\_VALUE FLUX\_M,

R2.MON\_FEE VOICE\_MON\_FEE,

R2.PKG\_VALUE CALL\_DURA

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_DIY\_PACKAGE\_011@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') C,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R1,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R2

WHERE C.FLUX\_PKG = R1.DISCNT\_CODE(+)

AND C.VOICE\_PKG = R2.DISCNT\_CODE(+)) T3,

(SELECT USER\_ID,

TOTAL\_FEE, *--总收入*

NVL(T.BASE\_CALL\_FEE, 0) + NVL(T.PROV\_LONG\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEE, *--套外语音收入*

MOBILE\_NET\_FEE *--套外流量收入*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_CHARGE\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201505') T4

WHERE T1.PRODUCT\_CLASS = T2.PRODUCT\_CLASS(+)

AND T1.USER\_ID = T3.USER\_ID(+)

AND T1.USER\_ID = T4.USER\_ID(+)

4G套内语音收入

用户套餐包分摊的收入

SELECT SUM(CASE

WHEN SUBSTR(T2.DIM\_1, 1, 4) = '0301' THEN

NVL(T3.VOICE\_MON\_FEE, 0) \* 0.8 *--全国组合语音打八折*

WHEN T2.DIM\_1 LIKE '03%' THEN

NVL(T3.VOICE\_MON\_FEE, 0)

ELSE

NVL(T2.VOICE\_MON\_FEE, 0)

END)

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') T1,

(SELECT C.PRODUCT\_CLASS,

C.DIM\_1,

R.CALL\_DURA,

R.FLUX\_M,

C.MON\_FEE PROD\_MON\_FEE,

F.MON\_FEE,

F.CALL\_FTFEE VOICE\_MON\_FEE,

F.FLUX\_FTFEE FLUX\_MON\_FEE

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE C,

ZBG\_DIM.DIM\_PRODUCT\_VALUE@LINK\_DSSDWE R,

TEMP\_4G\_PRODUCT\_FTFEE F

WHERE C.SERVICE\_TYPE = '40AAAAAA'

AND C.IS\_CBSS = '1'

AND C.PRODUCT\_CLASSIFY\_VALUE = R.PRODUCT\_CLASS(+)

AND C.PRODUCT\_CLASS = F.PRODUCT\_CLASS(+)) T2,

(SELECT C.USER\_ID,

R1.MON\_FEE FLUX\_MON\_FEE,

R1.PKG\_VALUE FLUX\_M,

R2.MON\_FEE VOICE\_MON\_FEE,

R2.PKG\_VALUE CALL\_DURA

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_DIY\_PACKAGE\_011@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND MONTH\_ID = '201505') C,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R1,

ZBG\_DIM.DIM\_CBSS\_DISCNT\_CODE@LINK\_DSSDWE R2

WHERE C.FLUX\_PKG = R1.DISCNT\_CODE(+)

AND C.VOICE\_PKG = R2.DISCNT\_CODE(+)) T3

WHERE T1.PRODUCT\_CLASS = T2.PRODUCT\_CLASS(+)

AND T1.USER\_ID = T3.USER\_ID(+)

4G套外语音收入

用户使用套餐外语音产生的收入

SELECT USER\_ID,

TOTAL\_FEE, *--总收入*

NVL(T.BASE\_CALL\_FEE, 0) + NVL(T.PROV\_LONG\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEE *--套外语音收入*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_CHARGE\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201505'

DM层4G套餐用户计费收入

注意:

1. 以全国组合套餐为例，目前只具备201501账期之后数据，使用之前先确认账期数据是否被删除。

2. 该表只能区分套餐，及渠道类型。

SELECT */\*+PARALLEL(A,40)\*/*

MONTH\_ID,

PROV\_ID,

A.PRODUCT\_CLASS,

PRODUCT\_CLASS\_DESC,

CHANNEL\_TYPE,

SUM(TOTAL\_FEE)

FROM ZBG\_DM.DM\_C\_D\_INC\_CB\_CHARGE@LINK\_DSSDWE A,

(SELECT T1.PRODUCT\_CLASS, T1.PRODUCT\_CLASS\_DESC

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE T1

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_CBSS = '1'

AND DIM\_1 LIKE '0301%') B

WHERE MONTH\_ID BETWEEN '201501' AND '201510'

AND SERVICE\_TYPE = '40AAAAAA'

AND A.PRODUCT\_CLASS = B.PRODUCT\_CLASS

GROUP BY MONTH\_ID, PROV\_ID, A.PRODUCT\_CLASS, PRODUCT\_CLASS\_DESC, CHANNEL\_TYPE

ORDER BY MONTH\_ID, PROV\_ID, A.PRODUCT\_CLASS, PRODUCT\_CLASS\_DESC, CHANNEL\_TYPE;

###### 上网卡

维度

指标

##### 3G套餐

###### 公共部分（3G手机、23G融合、3G上网卡通用）

指标

出账收入表

    根据业务部门的要求**从201401月开始**所有的**出账收入**都采用**融合分摊后账单，**以后不再有分摊前和分摊后账单，请各位在提数的时候特别注意！

最新融合分摊后账单说明：

1、接口数据来源：

4.6.1.13 明细帐单（融合分摊）   ZB\_SRC.ZB\_M\_BIDWAL06013\_010

2、DWD账单表：ZBA\_DWD.DWD\_M\_ACC\_AL\_RH\_CHARGE\_010

3、DWA汇总表：

ZBA\_DWA.DWA\_S\_M\_ACC\_AL\_RH\_SCHARGE\_XXX    融合分摊后账单汇总表（全业务）。

ZBA\_DWA.DWA\_S\_M\_ACC\_BB\_RH\_CHARGE\_XXX      宽带帐单明细汇总信息（融合-月）

ZBA\_DWA.DWA\_S\_M\_ACC\_FX\_RH\_CHARGE\_XXX      固话帐单明细汇总信息（融合-月）

4、DWA单用户衍生表：

1）、DWA\_V\_M\_CUS\_FX\_RH\_SCHARGE\_010  融合分摊后账单，固话单用户收入表      ---同之前所用的ZBA\_DWA.DWA\_V\_M\_CUS\_FX\_BCHARGE\_010 结构保持一致

  2）、DWA\_V\_M\_CUS\_BB\_RH\_SCHARGE\_010     融合分摊后账单，宽带单用户收入表     --- 同之前所用ZBA\_DWA.DWA\_DS\_M\_ACC\_CHARGE 结构保持一致。

  3）、DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_010     融合分摊后账单，移动业务单用户收入表     ---同之前所用的ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_BCHARGE\_010 结构保持一致。

注意：

 ZBA\_DWA.DWA\_V\_M\_CUS\_BB\_RH\_CHARGE\_010  融合分摊后账单，宽带单用户收入表， 管理处口径

 ZBA\_DWA.DWA\_V\_M\_CUS\_FX\_RH\_CHARGE\_010 融合分摊后账单，固话单用户收入表,管理处口径

     管理处口径说明：管理处针对总部的费用项按照收入管理目录进行归类，费用归类码表：ZB\_DIM.DIM\_BI\_CHARGE\_CODE\_NEW 。宽带业务取：BB\_LEVEL\_ITEM ，固话业务取：FX\_LEVEL\_ITEM 。

正常出账费用

SELECT USER\_ID,NOMAL\_TOTAL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_'||V\_PROV\_ID||'

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

欠费金额

欠费金数据均采用“中国联通总部与省分数据分析系统纵向数据接口规范” 中的“欠费明细帐单(财务取数时间点)06009”。具体口径是：属于财务上报范围，用户不包括测试用户，正常欠费账单。

具体口径为：

SELECT OWE\_FEE

FROM ZB\_OUT.DM\_KPI\_AL\_OWE\_FINANCE A

WHERE A.INSTANCE\_TYPE <> '03'

AND A.FIN\_FLAG = '1'

AND A.OWE\_STATUS = '01'

AND MONTH\_ID = '201409'

AND OWE\_MONTH = '201406'

区分业务类型 增加SERVICE\_TYPE的限制：

2G：SERVICE\_TYPE IN ('20AAAAAA','2001AAAA','200101AA','200102AA','2002AAAA','2099AAAA')

3G: SERVICE\_TYPE='30AAAAAA'

固网业务：SERVICE\_TYPE NOT IN ('20AAAAAA','2001AAAA','200101AA','200102AA','2002AAAA','2099AAAA','30AAAAAA')

区分客户群 增加CUST\_KIND限制：

公众客户：CUST\_KIND = '01'

大客户：CUST\_KIND = '21'

注意：

业务类型，客户类别均是取自欠费表中的相关字段，并未关联用户资料表。使用欠费表中的相关字段的原因是因为历史遗留问题较多，省份对欠费用户单独打的标记

逾期欠费

SELECT */\*+PARALLEL(T,4)\*/*

SUBS\_INSTANCE\_ID, SUM(OWE\_FEE) OWE\_FEE

FROM ZBA\_DWD.DWD\_M\_ACC\_AL\_OWE\_FINACE\_011 T

WHERE OWE\_STATUS = '01' *--欠费账单状态*

AND FIN\_FLAG = '1' *--财务数据标识*

AND OWE\_MONTH < '201605'

AND MONTH\_ID = '201605'

GROUP BY SUBS\_INSTANCE\_ID

HAVING SUM(OWE\_FEE) > 0

3G 缴费：存在用户当月缴费多次，多条记录，注意使用

SELECT \*

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_PAY\_LOG\_079 C

WHERE C.MONTH\_ID = '201508'

AND C.PAY\_OPR\_TYPE = '01'; *--储值操作类型为“01 储值”*

3G用户缴费次数及缴费金额

SELECT T1.USER\_ID,

CASE WHEN T3.USER\_ID IS NOT NULL THEN T3.PAY\_METHOD

WHEN T4.ACCT\_ID IS NOT NULL THEN T4.PAY\_METHOD

ELSE '本月无缴费'

END PAY\_METHOD,

SUM(NVL(T3.PAY\_NUM, NVL(T4.PAY\_NUM, 0))) PAY\_NUM,*--优先通过USER\_ID关联，其次通过ACCOUT\_ID关联*

SUM(NVL(T3.PAY\_FEE, NVL(T4.PAY\_FEE, 0))) PAY\_FEE

FROM (SELECT A.USER\_ID, A.ACCOUNT\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_010 A

WHERE A.MONTH\_ID = '201508'

AND A.IS\_STAT = '1'

AND A.IS\_THIS\_ACCT = '1'

) T1,

(SELECT C.USER\_ID,

C.PAY\_METHOD,*--缴费方式*

*--参见ZB\_DIM.DIM\_BI\_PAY\_METHOD，或纵向明细接口规范《7.37 缴费方式》（SVN地址：http://132.35.224.234/svn/dssdat/ZBJF\_接口规范/04-纵向明细规范/纵向明细/中国联通总部与省分数据分析系统纵向数据接口规范\_20150525(实施稿).doc）*

COUNT(1) PAY\_NUM,

SUM(C.PAY\_FEE) PAY\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_PAY\_LOG\_010 C *--不是单用户表，注意聚合*

WHERE C.MONTH\_ID = '201508'

AND C.PAY\_OPR\_TYPE = '01' *--储值操作类型为“01 储值”（必加条件）*

*--参见ZB\_DIM.DIM\_BI\_PAY\_OPR\_TYPE，或纵向明细接口规范《7.38 储值操作类型》（SVN地址：http://132.35.224.234/svn/dssdat/ZBJF\_接口规范/04-纵向明细规范/纵向明细/中国联通总部与省分数据分析系统纵向数据接口规范\_20150525(实施稿).doc）*

GROUP BY C.USER\_ID, C.PAY\_METHOD) T3,

(SELECT D.ACCT\_ID,

D.PAY\_METHOD,

COUNT(1) PAY\_NUM,

SUM(D.PAY\_FEE) PAY\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_PAY\_LOG\_010 D*--不是单用户表，注意聚合*

WHERE D.MONTH\_ID = '201508'

AND D.PAY\_OPR\_TYPE = '01' *--储值操作类型为“01 储值”（必加条件）*

GROUP BY D.ACCT\_ID, D.PAY\_METHOD) T4

WHERE T1.USER\_ID = T3.USER\_ID(+)

AND T1.ACCOUNT\_ID = T4.ACCT\_ID(+)

GROUP BY T1.USER\_ID,

CASE WHEN T3.USER\_ID IS NOT NULL THEN T3.PAY\_METHOD

WHEN T4.ACCT\_ID IS NOT NULL THEN T4.PAY\_METHOD

ELSE '本月无缴费'

END;

3G账户余额

SELECT USER\_ID,

NVL(T\_BALANCE1.BALANCE\_FEE,NVL(T\_BALANCE2.BALANCE\_FEE,0)) BALANCE\_FEE

FROM (SELECT T.USER\_ID, T.IS\_CARD,T.DEVICE\_NUMBER, T.PRODUCT\_MODE, T.ACCOUNT\_ID,T.CUST\_ID,T.AREA\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201606'

AND IS\_STAT = '1'

AND IS\_THIS\_ACCT = '1') T,

(SELECT SUBS\_INSTANCE\_ID USER\_ID,SUM(BALANCE\_FEE) BALANCE\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_ACCT\_BALANCE\_011*--可根据需要增加账本类型限制：ACCT\_BALANCE\_TYPE,参考 SELECT \* FROM ZB\_DIM.DIM\_BI\_PAY\_BALANCE\_TYPE*

WHERE MONTH\_ID = '201606'*--注意，BEGIN\_DATE END\_DATE大部分省是空值*

GROUP BY SUBS\_INSTANCE\_ID

)T\_BALANCE1,

(SELECT ACCT\_ID ,SUM(BALANCE\_FEE) BALANCE\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_ACCT\_BALANCE\_011*--可根据需要增加账本类型限制：ACCT\_BALANCE\_TYPE,参考 SELECT \* FROM ZB\_DIM.DIM\_BI\_PAY\_BALANCE\_TYPE*

WHERE MONTH\_ID = '201606'*--注意，BEGIN\_DATE END\_DATE大部分省是空值*

GROUP BY ACCT\_ID

)T\_BALANCE2

WHERE T.USER\_ID=T\_BALANCE1.USER\_ID(+)

AND T.ACCOUNT\_ID=T\_BALANCE2.ACCT\_ID(+)

###### 3G手机

维度

指标

套外语音收入

IF(V\_MONTH\_ID > '201312') THEN

V\_BCHARGE\_TABLE := 'SELECT USER\_ID , TOTAL\_FEE,MOBILE\_NET\_FEE,NVL(BASE\_CALL\_FEE, 0) + NVL(PROV\_LONG\_FEE, 0) +

NVL(COUN\_LONG\_LFEE, 0) + NVL(INTER\_LONG\_LFEE, 0) +

NVL(GAT\_LONG\_LFEE, 0) + NVL(COUN\_ROAM\_BFEE, 0) +

NVL(INTER\_ROAM\_BFEE, 0) + NVL(GAT\_RAOM\_BFEE, 0) +

NVL(OTHER\_CALL\_LFEE, 0) + NVL(VP\_FEE, 0) OUT\_CALL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_010

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

';

ELSE

V\_BCHARGE\_TABLE := 'SELECT SUBS\_INSTANCE\_ID USER\_ID, TOTAL\_FEE,MOBILE\_NET\_FEE,

NVL(BASE\_CALL\_FEE, 0) + NVL(PROV\_LONG\_FEE, 0) +

NVL(COUN\_LONG\_LFEE, 0) + NVL(INTER\_LONG\_LFEE, 0) +

NVL(GAT\_LONG\_LFEE, 0) + NVL(COUN\_ROAM\_BFEE, 0) +

NVL(INTER\_ROAM\_BFEE, 0) + NVL(GAT\_RAOM\_BFEE, 0) +

NVL(OTHER\_CALL\_LFEE, 0) + NVL(VP\_FEE, 0) OUT\_CALL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_BCHARGE\_010

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

';

END IF;

套外流量收入（包含流量包收入）

SELECT SUM(NVL(C.MOBILE\_NET\_FEE, 0)) MOBILE\_NET\_FEE *--套外流量收入（包含流量包收入）*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_011

WHERE MONTH\_ID = '201506'

套餐内语音分摊收入

SELECT SUM(CASE

WHEN M.CALL\_DURA = 0 OR M.CALL\_DURA IS NULL THEN

0

WHEN M.CALL\_DURA > 0 THEN

NVL(M.CALL\_FTFEE, 0)

ELSE

0

END) CALL\_FTFEE *--套餐内语音分摊收入(其它无法归类的3G手机套餐、3G-20 元预付费套餐、3G手机标准资费、36元/月数据套餐 、关联不到的)*

FROM (SELECT USER\_ID,

PRODUCT\_MODE,

CASE

WHEN PKG\_PROD\_CLASS = '0201' THEN

100

WHEN PKG\_PROD\_CLASS = '0202' THEN

300

WHEN PKG\_PROD\_CLASS = '0203' THEN

500

ELSE

0

END CONT\_FLUX, *--流量包*

USER\_ACT\_TYPE,

IS\_THIS\_ACCT,

PKG\_PROD\_CLASS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND MONTH\_ID = '201505'

AND IS\_THIS\_ACCT = '1') A, *--当月出账*

(SELECT H.PRODUCT\_CLASS,

J.PRODUCT\_CLASS\_DESC,

J.PRODUCT\_BASE\_CLASS,

R.MON\_FEE,

R.PRODUCT\_CLASS RATE\_CLASS,

R.CALL\_DURA,

R.FLUX\_M,

T.FLUX\_FTFEE,

T.CALL\_FTFEE,

J.PRODUCT\_CLASSIFY\_VALUE

FROM (SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') H,

(SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') J,

ZB\_DIM.DIM\_PRODUCT\_RATE R,

TEMP\_3G\_AL\_PRODUCT\_FTFEE T

WHERE H.PRODUCT\_CLASSIFY\_VALUE = J.PRODUCT\_CLASS(+)

AND J.PRODUCT\_CLASSIFY\_VALUE = '02' || R.PRODUCT\_CLASS(+)

AND H.PRODUCT\_CLASS = T.PRODUCT\_CLASS(+)) M

WHERE A.PRODUCT\_MODE = M.PRODUCT\_CLASS(+)

套外语音收入

IF(V\_MONTH\_ID > '201312') THEN

V\_BCHARGE\_TABLE :=

'SELECT USER\_ID,

TOTAL\_FEE,

MOBILE\_NET\_FEE,

NVL(BASE\_CALL\_FEE, 0) + NVL(PROV\_LONG\_FEE, 0) +

NVL(COUN\_LONG\_LFEE, 0) + NVL(INTER\_LONG\_LFEE, 0) +

NVL(GAT\_LONG\_LFEE, 0) + NVL(COUN\_ROAM\_BFEE, 0) +

NVL(INTER\_ROAM\_BFEE, 0) + NVL(GAT\_RAOM\_BFEE, 0) +

NVL(OTHER\_CALL\_LFEE, 0) + NVL(VP\_FEE, 0) OUT\_CALL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_'||V\_PROV\_ID||'

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

';

ELSE

V\_BCHARGE\_TABLE := '

SELECT SUBS\_INSTANCE\_ID USER\_ID,

TOTAL\_FEE,

MOBILE\_NET\_FEE,

NVL(BASE\_CALL\_FEE, 0) + NVL(PROV\_LONG\_FEE, 0) +

NVL(COUN\_LONG\_LFEE, 0) + NVL(INTER\_LONG\_LFEE, 0) +

NVL(GAT\_LONG\_LFEE, 0) + NVL(COUN\_ROAM\_BFEE, 0) +

NVL(INTER\_ROAM\_BFEE, 0) + NVL(GAT\_RAOM\_BFEE, 0) +

NVL(OTHER\_CALL\_LFEE, 0) + NVL(VP\_FEE, 0) OUT\_CALL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_BCHARGE\_'||V\_PROV\_ID||'

WHERE MONTH\_ID = '''||V\_MONTH\_ID||'''

';

END IF;

增值业务出账收入

页面核对路径：报表中心—基础报表--3G手机业务收入月报： CZSR0011：增值业务出账收入。页面口径如下：

SELECT SUM(VAS\_FEE + FLUX\_FEE + FUNCTION\_FEE + OT\_FIX\_FEE)

FROM ZBA\_DMA.DM\_C\_M\_INC\_3G\_CHARGE  ***--16库***

WHERE MONTH\_ID = '201509'

AND IS\_CARD = '0'

**224库对应表：ZBA\_DM.DM\_C\_M\_INC\_3G\_CHARGE 过程：P\_DM\_C\_M\_INC\_3G\_CHARGE**

**与收入表ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_对应字段：**

**VAS\_FEE *--->增值业务费*：**

NVL(SUM(P2P\_FEE) ,0)+ NVL(SUM( LTZX\_FEE ),0)+ NVL(SUM( RBT\_FEE ) ,0)+ NVL(SUM( NICAM\_FEE ) ,0) + SUM(NVL(OTHER\_INCR\_FEE,0))

+ SUM(MMS\_FEE)+SUM(INFO\_MMS\_FEE)+ SUM(MOBILE\_NET\_FEE)+ SUM(MOBILE\_TV\_FEE)+SUM(MOBILE\_PAPER\_FEE)+

SUM(MOBILE\_MUSIC\_FEE)+SUM(MOBILE\_EMAIL\_FEE)+ SUM(INSTANT\_MESSAGE\_FEE)+SUM(MOBILE\_SEARCH\_FEE+WIDEBRAND\_FEE +OTHER\_NET\_FEE)

**FLUX\_FEE *--->上网费*：**

SUM(OTHER\_INTERNET\_FEE+ WIRLESS\_CARD\_FEE+ WLAN\_FEE )

**FUNCTION\_FEE *--->->功能费*：**

SUM(NVL(FUNCATION\_RENT\_FEE,0) ) +SUM(NVL(FUNCATION\_FEE,0))

**OT\_FIX\_FEE *--->->其他固定费*：**

SUM(NVL(OTHER\_RENT\_FEE ,0))

###### 23G融合套餐

维度

指标

总流量收入=套内流量收入+套外流量收入

SELECT USER\_ID,

NVL(T3.MON\_FEE, NVL(T4.MON\_FEE, 0)) + NVL(T2. MOBILE\_NET\_FEE, 0)

FROM (SELECT USER\_ID, PRODUCT\_MODE, PKG\_PROD\_CLASS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011

WHERE MONTH\_ID = '201410'

AND IS\_STAT = '1'

AND IS\_CARD = '2') T1,

(SELECT SUBS\_INSTANCE\_ID, MOBILE\_NET\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_BCHARGE\_011

WHERE MONTH\_ID = '201410') T2,

(SELECT \*

FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS

WHERE IS\_CARD = '2'

AND IS\_PKG = '1') T3,

(SELECT \*

FROM TEMP\_DX\_3G\_PKG\_PROD\_CLASS

WHERE IS\_CARD = '2'

AND IS\_PKG = '0') T4

WHERE T1.USER\_ID = T2. SUBS\_INSTANCE\_ID(+)

AND T1.PKG\_PROD\_CLASS = T3.PRODUCT\_CLASS(+)

AND T1.PRODUCT\_MODE = T4.PRODUCT\_CLASS(+)

套外语音收入

IF V\_MONTH < '201401' THEN

V\_CHARGE\_TABLE:='SELECT SUBS\_INSTANCE\_ID USER\_ID,

NVL(TOTAL\_FEE, 0) TOTAL\_FEE,

NVL(T.BASE\_CALL\_FEE, 0) + NVL(T.PROV\_LONG\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEE, --套外语音收入

NVL(T.BASE\_CALL\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEENOTPROV, --语音收入(不包含省际)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_BCHARGE\_'||V\_PROV||' T

WHERE MONTH\_ID = '''||V\_MONTH||'''';

ELSE

V\_CHARGE\_TABLE :='SELECT USER\_ID, NVL(TOTAL\_FEE, 0) TOTAL\_FEE,

NVL(T.BASE\_CALL\_FEE, 0) + NVL(T.PROV\_LONG\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEE, -- 套外语音收入

NVL(T.BASE\_CALL\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEENOTPROV --语音收入(不包含省级)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_'||V\_PROV||' T

WHERE MONTH\_ID = '''||V\_MONTH||''' '; *--2014年*

END IF;

###### 3G上网卡

维度

指标

###### OCS上网卡

维度

指标

出账收入

SELECT SUM(TOTAL\_FEE)

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE MONTH\_ID = '201505'

AND PROV\_ID = '011'

AND STATUS\_ID NOT IN ('51', '13')

AND IS\_TEST = '0'

##### 2G套餐

###### 维度

###### 指标

正常出账费用

SELECT */\*+PARALLEL(A,4)(B,4)\*/*

A.AREA\_ID, '2G', SUM(B.NOMAL\_TOTAL\_FEE)

FROM (SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201505') A,

(SELECT USER\_ID, NOMAL\_TOTAL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_011

WHERE MONTH\_ID = '201505') B

WHERE A.USER\_ID = B.USER\_ID(+)

GROUP BY A.AREA\_ID

总流量收入（与页面一致）

路径：报表中心🡪基础报表🡪统一报表🡪月报🡪2G业务🡪2G业务收入月报

IF V\_MONTH < '201401' THEN

V\_CHARGE\_TABLE:='SELECT SUBS\_INSTANCE\_ID USER\_ID,

NVL(MOBILE\_NET\_FEE, 0) FLUX\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_BCHARGE\_'||V\_PROV||' T

WHERE MONTH\_ID = '''||V\_MONTH||'''';

ELSE

V\_CHARGE\_TABLE :='SELECT USER\_ID,

NVL(MOBILE\_NET\_FEE, 0) FLUX\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_'||V\_PROV||' T

WHERE MONTH\_ID = '''||V\_MONTH||''' '; *--2014年*

END IF;

语音收入

IF V\_MONTH < '201401' THEN

V\_CHARGE\_TABLE:='SELECT SUBS\_INSTANCE\_ID USER\_ID,

NVL(T.BASE\_CALL\_FEE, 0) + NVL(T.PROV\_LONG\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEE --语音收入

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_BCHARGE\_'||V\_PROV||' T

WHERE MONTH\_ID = '''||V\_MONTH||'''';

ELSE

V\_CHARGE\_TABLE :='SELECT USER\_ID,

NVL(T.BASE\_CALL\_FEE, 0) + NVL(T.PROV\_LONG\_FEE, 0) +

NVL(T.COUN\_LONG\_LFEE, 0) + NVL(T.INTER\_LONG\_LFEE, 0) +

NVL(T.GAT\_LONG\_LFEE, 0) + NVL(T.COUN\_ROAM\_BFEE, 0) +

NVL(T.INTER\_ROAM\_BFEE, 0) + NVL(T.GAT\_RAOM\_BFEE, 0) +

NVL(T.OTHER\_CALL\_LFEE, 0) + NVL(T.VP\_FEE, 0) OUT\_CALL\_FEE --语音收入

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_RH\_SCHARGE\_'||V\_PROV||' T

WHERE MONTH\_ID = '''||V\_MONTH||''' '; *--2014年*

END IF;

2G用户缴费次数及缴费金额

SELECT T1.USER\_ID,

CASE WHEN T3.USER\_ID IS NOT NULL THEN T3.PAY\_METHOD

WHEN T4.ACCT\_ID IS NOT NULL THEN T4.PAY\_METHOD

ELSE '本月无缴费'

END PAY\_METHOD,

SUM(NVL(T3.PAY\_NUM, NVL(T4.PAY\_NUM, 0))) PAY\_NUM,*--优先通过USER\_ID关联，其次通过ACCOUT\_ID关联*

SUM(NVL(T3.PAY\_FEE, NVL(T4.PAY\_FEE, 0))) PAY\_FEE

FROM (SELECT A.USER\_ID, A.ACCOUNT\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_010 A

WHERE A.MONTH\_ID = '201508'

AND A.IS\_STAT = '1'

AND A.IS\_THIS\_ACCT = '1'

) T1,

(SELECT C.USER\_ID,

C.PAY\_METHOD,*--缴费方式*

*--参见ZB\_DIM.DIM\_BI\_PAY\_METHOD，或纵向明细接口规范《7.37 缴费方式》（SVN地址：http://132.35.224.234/svn/dssdat/ZBJF\_接口规范/04-纵向明细规范/纵向明细/中国联通总部与省分数据分析系统纵向数据接口规范\_20150525(实施稿).doc）*

COUNT(1) PAY\_NUM,

SUM(C.PAY\_FEE) PAY\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_PAY\_LOG\_010 C *--不是单用户表，注意聚合*

WHERE C.MONTH\_ID = '201508'

AND C.PAY\_OPR\_TYPE = '01' *--储值操作类型为“01 储值”（必加条件）*

*--参见ZB\_DIM.DIM\_BI\_PAY\_OPR\_TYPE，或纵向明细接口规范《7.38 储值操作类型》（SVN地址：http://132.35.224.234/svn/dssdat/ZBJF\_接口规范/04-纵向明细规范/纵向明细/中国联通总部与省分数据分析系统纵向数据接口规范\_20150525(实施稿).doc）*

GROUP BY C.USER\_ID, C.PAY\_METHOD) T3,

(SELECT D.ACCT\_ID,

D.PAY\_METHOD,

COUNT(1) PAY\_NUM,

SUM(D.PAY\_FEE) PAY\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_PAY\_LOG\_010 D*--不是单用户表，注意聚合*

WHERE D.MONTH\_ID = '201508'

AND D.PAY\_OPR\_TYPE = '01' *--储值操作类型为“01 储值”（必加条件）*

GROUP BY D.ACCT\_ID, D.PAY\_METHOD) T4

WHERE T1.USER\_ID = T3.USER\_ID(+)

AND T1.ACCOUNT\_ID = T4.ACCT\_ID(+)

GROUP BY T1.USER\_ID,

CASE WHEN T3.USER\_ID IS NOT NULL THEN T3.PAY\_METHOD

WHEN T4.ACCT\_ID IS NOT NULL THEN T4.PAY\_METHOD

ELSE '本月无缴费'

END;

2G账户余额

SELECT USER\_ID,

NVL(T\_BALANCE1.BALANCE\_FEE,NVL(T\_BALANCE2.BALANCE\_FEE,0)) BALANCE\_FEE

FROM (SELECT T.USER\_ID, T.IS\_CARD,T.DEVICE\_NUMBER, T.PRODUCT\_MODE, T.ACCOUNT\_ID,T.CUST\_ID,T.AREA\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T*--可根据需要增加账本类型限制：ACCT\_BALANCE\_TYPE,参考 SELECT \* FROM ZB\_DIM.DIM\_BI\_PAY\_BALANCE\_TYPE*

WHERE MONTH\_ID = '201606'

AND IS\_STAT = '1'

AND IS\_THIS\_ACCT = '1') T,

(SELECT SUBS\_INSTANCE\_ID USER\_ID,SUM(BALANCE\_FEE) BALANCE\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_ACCT\_BALANCE\_011*--可根据需要增加账本类型限制：ACCT\_BALANCE\_TYPE,参考 SELECT \* FROM ZB\_DIM.DIM\_BI\_PAY\_BALANCE\_TYPE*

WHERE MONTH\_ID = '201606'*--注意，BEGIN\_DATE END\_DATE大部分省是空值*

GROUP BY SUBS\_INSTANCE\_ID

)T\_BALANCE1,

(SELECT ACCT\_ID ,SUM(BALANCE\_FEE) BALANCE\_FEE

FROM ZB\_DWD.DWD\_M\_ACC\_AL\_ACCT\_BALANCE\_011

WHERE MONTH\_ID = '201606'*--注意，BEGIN\_DATE END\_DATE大部分省是空值*

GROUP BY ACCT\_ID

)T\_BALANCE2

WHERE T.USER\_ID=T\_BALANCE1.USER\_ID(+)

AND T.ACCOUNT\_ID=T\_BALANCE2.ACCT\_ID(+)

#### 按照网络分类

按照用户使用的网络进行分类，分为4G网络、3G网络、2G网络和无法识别的网络四种。

##### 公共部分

注意：

无法识别网络用户包括两部分：

1. [ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE](mailto:ZBG_DWA.DWA_V_M_CUS_NM_USER_INFO_&prov_id@LINK_DSSDWE)中SERVICE\_TYPE LIKE '90%'部分，该部分各维度取法详见“公共部分--维度（不含OCS上网卡）”部分；

2. 3GOCS无线上网卡部分，目前不能区分网络类型，直接归属为其他网络，该部分维度和指标取法详见“按照套餐分类—3G套餐—OCS上网卡”部分

###### 维度

###### 指标

收入表

SELECT A.USER\_ID, NVL(A.TOTAL\_FEE, 0) TOTAL\_FEE *--当月话费总额*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_CHARGE\_&PROV\_ID@LINK\_DSSDWE A

WHERE A.MONTH\_ID = '&MONTH\_ID';

#### 物联网（1454、1457）

##### 维度

##### 指标

###### [收入表](javascript:;)

指标路径：移动业务🡪月关注🡪运营关注，[物联网（1454、1457）出帐用户](javascript:;)

SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_WLW\_CHARGE\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201606'

### 宽带业务

#### BSS侧

##### 维度

##### 指标

###### 出账收入

**201401账期及之后：**

SELECT USER\_ID, TOTAL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_BB\_RH\_SCHARGE\_011

WHERE MONTH\_ID = '201401'

**201401之前账期，不含201401：**

SELECT USER\_ID, TOTAL\_FEE

FROM ZBA\_DWA.DWA\_DS\_M\_ACC\_CHARGE

WHERE MONTH\_ID = '201309'

AND PROV\_ID = '011'

###### 出账收入DM层

SELECT MONTH\_ID, PROV\_ID, SUM(TOT\_CHARGE) TOTAL\_FEE

FROM ZBA\_DM.DM\_C\_M\_BI\_BB\_INFO*—宽带*

WHERE MONTH\_ID = '201410'

GROUP BY MONTH\_ID, PROV\_ID

#### CBSS侧

该部分相关维度和指标取法详见“按照套餐分类—CBSS套餐—公共部分”

### 固话业务

#### BSS侧

##### 维度

##### 指标

###### 出账收入

SELECT USER\_ID, TOTAL\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_FX\_RH\_CHARGE\_011

WHERE MONTH\_ID = '201604'

###### 出账收入DM层

SELECT MONTH\_ID, PROV\_ID, SUM(TOTAL\_FEE) TOTAL\_FEE

FROM ZBA\_DM.DM\_C\_M\_INC\_FX\_MANAGE\_CHARGE*—固定电话*

WHERE MONTH\_ID = '201410'

AND SUBSTR(SERVICE\_TYPE, 1, 2) = '01'

AND SUBSTR(SERVICE\_TYPE, 1, 4) <> '0105'

GROUP BY MONTH\_ID, PROV\_ID

###### 出账收入(固网主营收入) DM层指标

与“报表中心-基础报表-月报-固网业务-固网收入月报”中“合计”一致

SELECT T2.PROV\_DESC,

SUM(CASE

WHEN T1.MONTH\_ID = '201410' THEN

T1.TOTAL\_FEE

ELSE

0

END)

FROM (SELECT PROV\_ID, MONTH\_NO MONTH\_ID, SUM(KPI\_VALUE) TOTAL\_FEE

FROM DM.DM\_REP\_M\_GW\_INCO\_NEW\_TZ T

WHERE MONTH\_NO IN ('201410')

AND CITY\_NO = '-1'

AND KPI\_CODE = '0506' *--IN ('0001','0117','0173','0213','0266','0276','0288','0411','0436','0450','0479','0689','0491')*

GROUP BY PROV\_ID, MONTH\_NO

) T1,

DIM\_PROV T2

WHERE T1.PROV\_ID = T2.PROV\_ID

GROUP BY T2.PROV\_DESC, T2.ORD\_ID3

ORDER BY T2.ORD\_ID3

#### CBSS侧

该部分相关维度和指标取法详见“按照套餐分类—CBSS套餐—公共部分”

### 融合业务

首先要确定用户属于哪种套餐类型（2G/3G/4G），然后参见不同套餐相关指标的取法，取出对应的维度或指标信息

### 收入管理取数方法

*--根据收入目录取对应的收入。因该模型中的收入目录编码都是最细的编码及对应的收入，所以当不能确定一个目录编码是不是最细的编码 而要取该编码的收入，需用LIKE,然后SUM所有的收入就可以。如下例：*

SELECT '&MONTH\_ID' MONTH\_ID, '&PROV\_ID' PROV\_ID, INCOME\_CODE, TOTAL\_CHARGE

FROM ZBA\_ODS.ZB\_M\_ACC\_AL\_REV\_SUMM\_&PROV\_ID

WHERE MONTH\_ID = '&MONTH\_ID'

AND INCOME\_CODE LIKE 'B4020317P12010200%'

## 资源域

### 移动业务

#### 按照套餐分类

按照用户使用的套餐进行分类

##### CBSS套餐

###### 手机

维度

指标

###### 上网卡

维度

指标

##### 3G套餐

###### 3G手机

维度

存费送机合约区分终端是否iphone

3G用户资料表(ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_)通过用户ID关联合约表（ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_ACT\_INFO）,之后合约表通过RES\_MODE与ZBA\_CODE.DIM\_C\_TERM\_MODEL表的TERM\_MODEL关联取

IPHONE 终端（term\_type5为空的部分也为iPhone终端）：

SELECT \*

FROM ZBA\_CODE.DIM\_C\_TERM\_MODEL

WHERE UPPER(DEVICE\_MODEL\_DESC) LIKE '%IPHONE%'

其中根据TERML\_TYPE5可部分区分iphone型号，以'01','0105','0106','0107','0108'开头，TERML\_TYPE5为空的根据DEVICE\_MODEL\_DESC可进行再次区分。其他为非iphone终端，另需要限制合约类型存费送机。

3G用户ID与IMSI的对应关系

主要工作在于用户ID与IMSI的对应关系，提供模型如下：

ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_RES\_省份

具体结构为：

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 序号 | 中文名 | 字段名 | 类型(长度) | 使用说明 |
| 1 | 订购实例标识 | USER\_ID | 6 |  |
| 2 | 资源属性编码 | RES\_ATTR\_CODE | 2 | 01：IMSI  02：ICCID |
| 3 | 资源属性值 | RES\_ATTR\_VALUE | 20 | 当资源属性编码为01时，资源属性值应该满足IMSI的标准格式。  当资源属性编码为02时，资源属性值应该满足ICCID的标准格式。 |
| 4 | 更新时间 | UPDATE\_DATE | 20 |  |
| 5 | 省份 | PROV\_ID | 20 |  |
| 6 | 账期 | MONTH\_ID | 4 |  |

SQL语句：

SELECT USER\_ID, RES\_ATTR\_VALUE

FROM ZB\_DWD.DWD\_M\_PRD\_AL\_USER\_RES\_010 T

WHERE MONTH\_ID = '201406'

AND RES\_ATTR\_CODE = '01'

注意：

User\_id 与RES\_ATTR\_VALUE不是一一对应的关系，取update\_time最晚的一条

不唯一是因为用户换sim卡了，所以一个用户对应了多个imsi

接口规范：纵向明细接口规范里的3.1.1.5 订购实例资源属性(日)

**注:**

ICCID：Integrate circuit card identity 集成电路卡识别码（固化在手机SIM卡中） ICCID为IC卡的唯一识别号码，共有20位数字组成。

IMSI： International Mobile SubscriberIdentification Number 国际移动用户识别码，是区别移动用户的标志，储存在SIM卡中，可用于区别移动用户的有效信息。其总长度不超过15位，同样使用0～9的数字。其中MCC是移动用户所属国家代号，占3位数字，中国的MCC规定为460；MNC是移动网号码，最多由两位数字组成，用于识别移动用户所归属的移动通信网；MSIN是移动用户识别码，用以识别某一移动通信网中的移动用户。例如开头是46000是中国移动用户，46001是联通用户，46003是电信用户。

一张SIM卡，里面有ICCID，也有IMSI。 ICCID是卡的标识，IMSI是用户的标识。

ICCID只是用来区别SIM卡，不作接入网络的鉴权认证。而IMSI在接入网络的时候，会到运营商的服务器中进行验证。

ICCID可以伪造，可以用一张空白多号卡，写入IMSI和KI，只要是经过破解的IMSI和KI，就可以接入网络，而ICCID可以任意20位数字。

iPhone手机在激活的时候，会把ICCID和IMSI一起发送到苹果服务器端进行验证。特别是有锁的手机，就使用IMSI来判断是否合法运营商，如果不合法，就无法激活。ICCID作为SIM卡标识，在激活的时候被记录下来，直到下次刷机，在服务端的记录都不会被改变。

以下是iPhone激活时发送到苹果服务器的部分验证数据

IntegratedCircuitCardIdentity

89011200000056767\*\*\*

InternationalMobileEquipmentIdentity

990002252729\*\*\*

InternationalMobileSubscriberIdentity

310120005676\*\*\*

MobileEquipmentIdentifier

99000225272\*\*\*

区分手机支撑网络类型

适用所有移动手机业务，2G,3G,4G

ZB\_OUT.ZB\_M\_TAC\_INFO里的NET\_TYPE：

0-2G,1-3G,2-TD,3-FDD,4-同时支撑TD和FDD

是否IPHONE

适用所有移动手机业务，2G,3G,4G

ZB\_OUT.ZB\_M\_TAC\_INFO模型is\_iphone字段

指标

3G裸机销售量

SELECT '&month\_id',

SUM(CASE WHEN IS\_BACK = '1' THEN -1 ELSE 1 END), *--销售量*

FROM ZBA\_DWD.DWD\_D\_RES\_3G\_TERM\_SALE\_&prov\_id*--日增量表*

WHERE MONTH\_ID = '&month\_id'

AND SALE\_TYPE = '3'; *--销售类型 1 存费送机 2 购机送费 3 裸机*

3G裸机销售明细（剔除返销）

SELECT LJ\_3G1.MONTH\_ID,

LJ\_3G1.CHANNEL\_TYPE,

LJ\_3G1.SALE\_TYPE ACTIVITY\_TYPE, *--销售类型*

LJ\_3G1.PURCHASE\_PRICE MOB\_COST\_FEE, *--手机成本价*

LJ\_3G1.SALE\_FEE TERMINAL\_FEE, *--终端款（销售金额）*

0 CON\_PLAN\_FEE, *--合约计划总价*

SUBSTR(LJ\_3G1.IMEI, 1, 8) IMEI\_8,

SUBSTR(LJ\_3G1.

, 1, 14) IMEI\_14,

LJ\_3G1.TERMINAL\_ID,

LJ\_3G1.TERM\_TYPE,

NULL PRODUCT\_ID

FROM (SELECT A.\*,

ROW\_NUMBER() OVER(PARTITION BY SUBSTR(IMEI, 1, 14) ORDER BY DAY\_ID DESC NULLS LAST) RN

FROM ZBA\_DWD.DWD\_D\_RES\_3G\_TERM\_SALE\_&prov\_id A*--日增量表*

WHERE MONTH\_ID = '&month\_id'

AND SALE\_TYPE = '3' *--销售类型 1 存费送机 2 购机送费 3 裸机*

AND IS\_BACK = '0' *--是否返销*

AND (CHANNEL\_TYPE LIKE '10%' OR CHANNEL\_TYPE LIKE '01%') *--自有渠道*

) LJ\_3G1,

(SELECT SUBSTR(IMEI, 1, 14) IMEI, *--电子串号*

SUM(CASE WHEN IS\_BACK = '1' THEN -1 ELSE 1 END) SALE\_NUM *--销售量*

FROM ZBA\_DWD.DWD\_D\_RES\_3G\_TERM\_SALE\_&prov\_id

WHERE MONTH\_ID = '&month\_id'

AND SALE\_TYPE = '3' *--裸机*

GROUP BY SUBSTR(IMEI, 1, 14)

HAVING SUM(CASE WHEN IS\_BACK = '1' THEN -1 ELSE 1 END) >= 1

) LJ\_3G2

WHERE LJ\_3G1.RN = 1

AND SUBSTR(LJ\_3G1.IMEI, 1, 14) = LJ\_3G2.IMEI;

###### 23G融合套餐

维度

指标

###### 3G上网卡

维度

指标

##### 2G套餐

###### 维度

###### 指标

#### 按照网络分类

按照用户使用的网络进行分类，分为4G网络、3G网络、2G网络和无法识别的网络四种。

相关维度和指标可根据用户的套餐类型（2G/3G/4G）分别按对应口径去取

### 宽带业务

#### BSS侧

##### 维度

##### 指标

#### CBSS侧

##### 维度

##### 指标

### 固话业务

#### BSS侧

##### 维度

##### 指标

#### CBSS侧

##### 维度

##### 指标

### 融合业务

首先要确定用户属于哪种套餐类型（2G/3G/4G），然后参见不同套餐相关指标的取法，取出对应的维度或指标信息

## 市场营销域

### 集客名单制

#### 根据关键字求收入

ZB.ZB\_INCO\_M\_MD\_02的账期加CUSTOMER\_NAME LIKE '%关键字%' 求

通讯收入： SUM(TX\_TOTAL\_INCOME)

固网业务收入SUM(NVL(GW\_TOTAL\_INCOME, 0))

移动业务收入：SUM(NVL(YD\_TOTAL\_INCOME, 0))

普通电话收入：SUM(NVL(NP\_TOTAL\_INCOME, 0))

CENTREX电话收入：SUM(NVL(CENTREX\_TOTAL\_INCOME, 0))

模拟中继线收入：SUM(NVL(SIMULATION\_TRUNK\_TOTAL\_INCOME, 0))

数字中继线收入： SUM(NVL(DSL\_TRUNK\_TOTAL\_INCOME, 0))

其他基础语音业务收入：SUM(NVL(OTHER\_VOICE\_TOTAL\_INCOME, 0)) 、

数据通信业务收入：SUM(NVL(DATA\_TX\_TOTAL\_INCOME, 0))

网元出租收入： SUM(NVL(WY\_RENT\_TOTAL\_INCOME, 0))

互联网接入及数据收入：SUM(NVL(INTERNET\_DATA\_TOTAL\_INCOME, 0))

互联网接入业务收入： SUM(NVL(INTERNET\_TOTAL\_INCOME, 0))

互联网增值收入：SUM(NVL(INET\_INC\_TOTAL\_INCOME, 0))

#### 根据关键字统计业务量

ZB.ZB\_INCO\_M\_MD\_02的账期加CUSTOMER\_NAME LIKE '%关键字%' 求业务量

语音增值400业务：SUM(NVL(VOICE\_INC\_400\_INCOME,0))

移动非数据增值业务短信：SUM(NVL(YD\_FSJ\_DX\_INCOME, 0))

移动数据增值业务彩信： SUM(NVL(YD\_SJ\_CX\_INCOME, 0))

ICT业务：SUM(NVL(ICT\_INCOME, 0))

### 集中渠道

#### 3G出账用户分集中渠道7种类型

SELECT CASE

WHEN D.LEVEL\_2\_CODE LIKE '%渠道%' THEN

LEVEL\_1\_CODE || LEVEL\_2\_CODE || '渠道'

WHEN D.LEVEL\_2\_CODE IS NOT NULL THEN

LEVEL\_1\_CODE || LEVEL\_2\_CODE || '渠道'

ELSE

'无渠道'

END QD,

COUNT(A.USER\_ID)

FROM (SELECT */\*+parallel(b,3)\*/*

USER\_ID, PRODUCT\_MODE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011@DSSDWYZ B

WHERE IS\_STAT = '1'

AND IS\_CARD = '0'

AND IS\_THIS\_ACCT = '1'

AND MONTH\_ID = '201403') A, *--出账用户*

(SELECT A.ACCT\_MONTH, A.PROV\_ID, A.CHNL\_ID, A.SUBS\_ID

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI@DSSDWYZ A

WHERE A.ACCT\_MONTH = '201403'

AND A.PROV\_ID = '011') B,

(SELECT B.CHNL\_ID, B.CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S@DSSDWYZ B

WHERE B.PROV\_ID = '011'

AND B.MONTH\_ID = '201403') C,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM@DSSDWYZ D

WHERE A.USER\_ID = B.SUBS\_ID(+)

AND B.CHNL\_ID = C.CHNL\_ID(+)

AND C.CHNL\_KIND\_ID = D.LEVEL\_3(+)

GROUP BY CASE

WHEN D.LEVEL\_2\_CODE LIKE '%渠道%' THEN

LEVEL\_1\_CODE || LEVEL\_2\_CODE || '渠道'

WHEN D.LEVEL\_2\_CODE IS NOT NULL THEN

LEVEL\_1\_CODE || LEVEL\_2\_CODE || '渠道'

ELSE

'无渠道'

END

#### 4G出账用户分集中渠道7种类型

SELECT CASE

WHEN D.LEVEL\_2\_CODE LIKE '%渠道%' THEN

LEVEL\_1\_CODE || LEVEL\_2\_CODE || '渠道'

WHEN D.LEVEL\_2\_CODE IS NOT NULL THEN

LEVEL\_1\_CODE|| LEVEL\_2\_CODE || '渠道'

ELSE

'无渠道'

END QD,

SUM(NVL(A.IS\_ACCT, 0)) ACCT\_NUM

FROM (SELECT */\*+parallel(T,2)\*/*

USER\_ID, IS\_ACCT, CHANNEL\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201410'

AND IS\_STAT = '1'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_CARD = '0') A,

(SELECT B.CHNL\_ID, C.LEVEL\_2\_CODE, C.LEVEL\_1\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S B,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM C

WHERE B.PROV\_ID = '011'

AND B.MONTH\_ID = '201410'

AND B.CHNL\_KIND\_ID = C.LEVEL\_3(+)) D

WHERE A.CHANNEL\_ID = D.CHNL\_ID(+)

GROUP BY CASE

WHEN D.LEVEL\_2\_CODE LIKE '%渠道%' THEN

LEVEL\_1\_CODE || LEVEL\_2\_CODE || '渠道'

WHEN D.LEVEL\_2\_CODE IS NOT NULL THEN

LEVEL\_1\_CODE || LEVEL\_2\_CODE || '渠道'

ELSE

'无渠道'

END

#### 3G-2013名单厅用户

SELECT '201410', '011', T.SUBS\_ID, T.QD

FROM (SELECT */\*+parallel(a,2)(b,2)\*/*

A.SUBS\_ID,

CASE

WHEN C.LEVEL\_2 IS NOT NULL AND C.LEVEL\_2 LIKE '10%' THEN

'名单厅'

ELSE

NULL

END QD

FROM (SELECT A.ACCT\_MONTH, A.PROV\_ID, A.CHNL\_ID, A.SUBS\_ID

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI A

WHERE A.ACCT\_MONTH = '201410'

AND A.PROV\_ID = '011') A,

(SELECT B.CHNL\_ID, B.CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S B

WHERE B.PROV\_ID = '011'

AND B.MONTH\_ID = '201410') B,

(SELECT A.SOCIETYCHNL\_CODE CHNL\_ID,

A.OWNNERCHNL\_CODE SELF\_CHNL\_ID

FROM ZB\_DWD.DIM\_SOCIETY\_CHNL\_CODE A, ZB\_DWD.DIM\_HALL\_LIST B

WHERE B.CHNL\_CODE = A.OWNNERCHNL\_CODE(+)

AND A.OWNNERCHNL\_CODE IS NOT NULL

UNION ALL

SELECT A.CHNL\_CODE CHNL\_ID, ‘ SELF\_CHNL\_ID

FROM ZB\_DWD.DIM\_HALL\_LIST A) D,

(SELECT \* FROM ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM) C

WHERE A.CHNL\_ID = D.CHNL\_ID(+)

AND CASE

WHEN D.SELF\_CHNL\_ID IS NOT NULL THEN

D.SELF\_CHNL\_ID

ELSE

D.CHNL\_ID

END = B.CHNL\_ID(+)

AND B.CHNL\_KIND\_ID = C.LEVEL\_3(+)) T

WHERE T.QD IS NOT NULL

#### 4G-2013名单厅用户

SELECT '201410', '011', T.USER\_ID, T.QD

FROM (SELECT */\*+parallel(a,2)(b,2)\*/*

A.USER\_ID,

CASE

WHEN C.LEVEL\_2 IS NOT NULL AND C.LEVEL\_2 LIKE '10%' THEN

'名单厅'

ELSE

NULL

END QD

FROM (SELECT */\*+parallel(T,2)\*/*

T.USER\_ID, T.CHANNEL\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE T

WHERE MONTH\_ID = '201410'

AND IS\_STAT = '1'

AND SERVICE\_TYPE = '40AAAAAA') A,

(SELECT B.CHNL\_ID, B.CHNL\_KIND\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S B

WHERE B.PROV\_ID = '011'

AND B.MONTH\_ID = '201410') B,

(SELECT A.SOCIETYCHNL\_CODE CHNL\_ID,

A.OWNNERCHNL\_CODE SELF\_CHNL\_ID

FROM ZB\_DWD.DIM\_SOCIETY\_CHNL\_CODE A, ZB\_DWD.DIM\_HALL\_LIST B

WHERE B.CHNL\_CODE = A.OWNNERCHNL\_CODE(+)

AND A.OWNNERCHNL\_CODE IS NOT NULL

UNION ALL

SELECT A.CHNL\_CODE CHNL\_ID, ‘ SELF\_CHNL\_ID

FROM ZB\_DWD.DIM\_HALL\_LIST A) D,

(SELECT \* FROM ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM) C

WHERE A.CHANNEL\_ID = D.CHNL\_ID(+)

AND CASE

WHEN D.SELF\_CHNL\_ID IS NOT NULL THEN

D.SELF\_CHNL\_ID

ELSE

D.CHNL\_ID

END = B.CHNL\_ID(+)

AND B.CHNL\_KIND\_ID = C.LEVEL\_3(+)) T

WHERE T.QD IS NOT NULL

#### 渠道用户明细报表3G新增

路径：报表中心->专业报表->渠道用户月报->渠道用户明细报表

筛选：浙江，3G，新增用户数，其余为全部。

SELECT */\*+parallel(A,2)(B,2)(C,2)(D,2)\*/*

F.AREA\_DESC,

C.DEVICE\_NUMBER,

NVL(G.STATUS\_DESC1, '无法区分') STATUS\_DESC,

NVL(H.PAY\_MODE\_DESC, '无法区分') PAY\_MODE,

'不支撑',

CASE

WHEN D.SUBS\_INSTANCE\_ID IS NOT NULL THEN

'是'

ELSE

'否'

END IS\_ACTIVITY,

NVL(E.PRODUCT\_CLASS\_DESC, '无法识别3G套餐') PRODUCT\_CLASS\_DESC,

C.INNET\_DATE,

'暂不支撑',

A.CHNL\_ID,

B.CHNL\_NAME,

'暂不支撑',

'暂不支撑',

B.LEVEL\_1\_CODE || B.LEVEL\_2\_CODE || '渠道' CHNL\_TYPE,

CASE

WHEN A.DEV\_FLAG = '1' THEN

'新发展'

WHEN A.IS\_SWITCH\_USER = '1' THEN

'2G转3G'

ELSE

'其他新增'

END ADD\_TYPE

FROM (SELECT SUBS\_ID,

CHNL\_ID,

AREA\_ID,

DEV\_FLAG,

IS\_SWITCH\_USER,

SUM(CASE

WHEN T.INC\_USER >= '1' THEN

T.INC\_USER

ELSE

'0'

END)

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI T

WHERE T.ACCT\_MONTH = '201412'

AND T.PROV\_ID = '036'

AND T.INC\_USER >= '1'

AND AREA\_ID = 'V0330100'

AND SVC\_TYPE = '02'

AND IS\_BF\_OCS = '1'

GROUP BY SUBS\_ID, CHNL\_ID, AREA\_ID, DEV\_FLAG, IS\_SWITCH\_USER) A,

(SELECT CHNL\_ID, CHNL\_NAME, B.LEVEL\_2\_CODE, B.LEVEL\_1\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '036'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3(+)) B,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_036 T

WHERE MONTH\_ID = '201412'

AND IS\_STAT = '1') C,

(SELECT T.IS\_THIS\_ADD, T.ACTIVITY\_TYPE, T.SUBS\_INSTANCE\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_ACT\_INFO\_036 T

WHERE MONTH\_ID = '201412'

AND ACTIVITY\_TYPE IN ('01', '02', '03', '06', '07', '08')

AND IS\_CARD = '0'

AND IS\_THIS\_ADD = '1') D,

(SELECT J.PRODUCT\_CLASS\_DESC,

H.PRODUCT\_CLASS,

J.PRODUCT\_CLASSIFY\_VALUE,

J.PRODUCT\_BASE\_CLASS,

R.MON\_FEE,

R.CALL\_DURA,

R.FLUX\_M

FROM (SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') H,

(SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') J,

ZB\_DIM.DIM\_PRODUCT\_RATE R

WHERE H.PRODUCT\_CLASSIFY\_VALUE = J.PRODUCT\_CLASS(+)

AND J.PRODUCT\_CLASSIFY\_VALUE = '02' || R.PRODUCT\_CLASS(+)) E,

(SELECT \* FROM ZB\_DIM.V\_DIM\_AREA) F,

(SELECT \* FROM ZB\_DIM.DIM\_BI\_STATUS) G,

(SELECT \* FROM ZB\_DIM.DIM\_BI\_PAY\_MODE) H

WHERE A.CHNL\_ID = B.CHNL\_ID(+)

AND A.SUBS\_ID = C.USER\_ID(+)

AND A.SUBS\_ID = D.SUBS\_INSTANCE\_ID(+)

AND C.PRODUCT\_MODE = E.PRODUCT\_CLASS(+)

AND A.AREA\_ID = F.AREA\_ID(+)

AND C.USER\_STATUS = G.STATUS\_ID(+)

AND C.PAY\_MODE = H.PAY\_MODE(+)

AND B.LEVEL\_1\_CODE = '自有'

AND B.LEVEL\_2\_CODE = '实体'

#### 渠道用户明细报表4G新增

路径：报表中心->专业报表->渠道用户月报->渠道用户明细报表

筛选：浙江，4G，新增用户数，其余为全部。

SELECT F.AREA\_DESC,

T.CHANNEL\_ID,

C.CHNL\_NAME,

A.ACCEPT\_TIME,

A.START\_DATE,

A.END\_DATE,

T.DEVICE\_NUMBER,

CASE

WHEN SUBSTR(B.DIM\_1, 1, 2) = '03' THEN

DIM\_1\_DESC

ELSE

B.MON\_FEE || '元' || B.DIM\_1\_DESC

END PRODUCT\_CLASS\_DESC,

DECODE(SUBSTR(B.DIM\_1, 1, 2),

'01',

'3/4G一体化套餐',

'02',

'共享套餐',

'03',

'自由组合套餐',

'04',

'校园套餐',

'05',

'4G本地套餐',

'06',

'智慧沃家共享',

'其他套餐') PRODUCT\_TYPE,

NVL(E.ACTIVITY\_TYPE\_DESC, '单卡') ACTIVITY\_TYPE,

T.INNET\_DATE,

'暂不支撑',

'暂不支撑',

T.USER\_ID,

D.DEV\_NAME,

CASE

WHEN T.DEV\_NUM >= 1 THEN

'新发展'

WHEN T.SWICH\_NUM >= 1 THEN

'转网'

ELSE

'其他新增'

END ADD\_TYPE

FROM (SELECT USER\_ID,

AREA\_ID,

DEVICE\_NUMBER,

INNET\_DATE,

DEVELOPER\_ID,

CHANNEL\_ID,

PRODUCT\_CLASS,

SUM(CASE

WHEN ADD\_TYPE IN ('101', '105', '108') THEN

1

ELSE

0

END) DEV\_NUM,

SUM(CASE

WHEN IS\_CHANGE = '1' THEN

1

ELSE

0

END) SWICH\_NUM,

COUNT(\*) ADD\_NUM

FROM ZB\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_ADD\_036

WHERE MONTH\_ID = '201412'

AND SERVICE\_TYPE = '40AAAAAA'

AND AREA\_ID = 'V0330100'

GROUP BY USER\_ID,

AREA\_ID,

DEVICE\_NUMBER,

INNET\_DATE,

DEVELOPER\_ID,

CHANNEL\_ID,

PRODUCT\_CLASS) T,

(SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACT\_INFO\_036@LINK\_DSSDWE T

WHERE MONTH\_ID = '201412'

AND ACTIVITY\_TYPE IN

(SELECT ACTIVITY\_TYPE

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1'

AND ACTIVITY\_TYPE <> '04')

AND IS\_CARD = '0'

AND IS\_THIS\_ADD = '1') A,

(SELECT \*

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_CBSS = '1') B,

(SELECT CHNL\_ID, CHNL\_NAME, B.LEVEL\_2\_CODE, B.LEVEL\_1\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '036'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3(+)) C,

(SELECT DEV\_CODE, DEV\_NAME

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_036

WHERE MONTH\_ID = '201412'

AND AREA\_ID = 'V0330100') D,

(SELECT ACTIVITY\_TYPE, ACTIVITY\_TYPE\_DESC

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1'

AND ACTIVITY\_TYPE <> '04') E,

(SELECT \* FROM ZB\_DIM.V\_DIM\_AREA) F

WHERE T.CHANNEL\_ID = C.CHNL\_ID(+)

AND C.LEVEL\_1\_CODE = '自有'

AND C.LEVEL\_2\_CODE = '实体'

AND T.PRODUCT\_CLASS = B.PRODUCT\_CLASS(+)

AND T.DEVELOPER\_ID = D.DEV\_CODE(+)

AND A.ACTIVITY\_TYPE = E.ACTIVITY\_TYPE(+)

AND T.AREA\_ID = F.AREA\_ID(+)

AND T.USER\_ID = A.USER\_ID(+)

#### 自有营业厅用户报表3G新增

路径：报表中心->专业报表->渠道用户月报->自有营业厅用户报表

筛选：浙江，3G，新增用户数，其余为全部。

SELECT */\*+parallel(A,2)(B,2)(C,2)(D,2)\*/*

F.AREA\_DESC,

C.DEVICE\_NUMBER,

NVL(G.STATUS\_DESC1, '无法区分') STATUS\_DESC,

NVL(H.PAY\_MODE\_DESC, '无法区分') PAY\_MODE,

CASE

WHEN D.SUBS\_INSTANCE\_ID IS NOT NULL THEN

'是'

ELSE

'否'

END IS\_ACTIVITY,

NVL(E.PRODUCT\_CLASS\_DESC, '无法识别3G套餐') PRODUCT\_CLASS\_DESC,

C.INNET\_DATE,

A.CHNL\_ID,

B.CHNL\_NAME,

B.LEVEL\_1\_CODE || B.LEVEL\_2\_CODE || '渠道' CHNL\_TYPE,

CASE

WHEN A.DEV\_FLAG = '1' THEN

'新发展'

WHEN A.IS\_SWITCH\_USER = '1' THEN

'2G转3G'

ELSE

'其他新增'

END ADD\_TYPE,

CASE

WHEN J.SELF\_OPER\_TYPE = '0' THEN

'自有自营'

WHEN J.SELF\_OPER\_TYPE = '1' THEN

'自有他营'

WHEN J.OPER\_TYPE = '2' THEN

'柜台外包-自营'

WHEN J.SELF\_OPER\_TYPE = '2' AND J.OPER\_TYPE = '9' THEN

'柜台外包-外包代理商'

ELSE

'其他自有营业厅类型'

END ZY\_TYPE

FROM (SELECT SUBS\_ID,

CHNL\_ID,

AREA\_ID,

DEV\_FLAG,

IS\_SWITCH\_USER,

SUM(CASE

WHEN T.INC\_USER >= '1' THEN

T.INC\_USER

ELSE

'0'

END)

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI T

WHERE T.ACCT\_MONTH = '201412'

AND T.PROV\_ID = '036'

AND T.INC\_USER >= '1'

AND SVC\_TYPE = '02'

AND IS\_BF\_OCS = '1'

GROUP BY SUBS\_ID, CHNL\_ID, AREA\_ID, DEV\_FLAG, IS\_SWITCH\_USER) A,

(SELECT CHNL\_ID, CHNL\_NAME, B.LEVEL\_2\_CODE, B.LEVEL\_1\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '036'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3(+)) B,

(SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_036 T

WHERE MONTH\_ID = '201412'

AND IS\_STAT = '1') C,

(SELECT T.IS\_THIS\_ADD, T.ACTIVITY\_TYPE, T.SUBS\_INSTANCE\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_ACT\_INFO\_036 T

WHERE MONTH\_ID = '201412'

AND ACTIVITY\_TYPE IN ('01', '02', '03', '06', '07', '08')

AND IS\_CARD = '0'

AND IS\_THIS\_ADD = '1') D,

(SELECT J.PRODUCT\_CLASS\_DESC,

H.PRODUCT\_CLASS,

J.PRODUCT\_CLASSIFY\_VALUE,

J.PRODUCT\_BASE\_CLASS,

R.MON\_FEE,

R.CALL\_DURA,

R.FLUX\_M

FROM (SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') H,

(SELECT \*

FROM ZB\_DIM.DIM\_PRODUCT\_CLASS

WHERE SERVICE\_TYPE = '30AAAAAA'

AND IS\_CARD = '0') J,

ZB\_DIM.DIM\_PRODUCT\_RATE R

WHERE H.PRODUCT\_CLASSIFY\_VALUE = J.PRODUCT\_CLASS(+)

AND J.PRODUCT\_CLASSIFY\_VALUE = '02' || R.PRODUCT\_CLASS(+)) E,

(SELECT \* FROM ZB\_DIM.V\_DIM\_AREA) F,

(SELECT \* FROM ZB\_DIM.DIM\_BI\_STATUS) G,

(SELECT \* FROM ZB\_DIM.DIM\_BI\_PAY\_MODE) H,

(SELECT CHNL\_ID, CHNL\_ID\_SH, OPER\_TYPE, SELF\_OPER\_TYPE

FROM ZBA\_DMA.CH\_RPT\_CHNL\_INFO\_ZY@DSSMSS\_BA

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '036') J

WHERE A.CHNL\_ID = B.CHNL\_ID(+)

AND A.SUBS\_ID = C.USER\_ID(+)

AND A.SUBS\_ID = D.SUBS\_INSTANCE\_ID(+)

AND C.PRODUCT\_MODE = E.PRODUCT\_CLASS(+)

AND A.AREA\_ID = F.AREA\_ID(+)

AND C.USER\_STATUS = G.STATUS\_ID(+)

AND C.PAY\_MODE = H.PAY\_MODE(+)

AND J.CHNL\_ID\_SH = A.CHNL\_ID

#### 自有营业厅用户报表4G新增

路径：报表中心->专业报表->渠道用户月报->自有营业厅用户报表

筛选：浙江，4G，新增用户数，其余为全部。

SELECT F.AREA\_DESC,

T.CHANNEL\_ID,

C.CHNL\_NAME,

C.LEVEL\_1\_CODE || C.LEVEL\_2\_CODE || '渠道' CHNL\_TYPE,

A.ACCEPT\_TIME,

A.START\_DATE,

A.END\_DATE,

T.DEVICE\_NUMBER,

CASE

WHEN SUBSTR(B.DIM\_1, 1, 2) = '03' THEN

DIM\_1\_DESC

ELSE

B.MON\_FEE || '元' || B.DIM\_1\_DESC

END PRODUCT\_CLASS\_DESC,

DECODE(SUBSTR(B.DIM\_1, 1, 2),

'01',

'3/4G一体化套餐',

'02',

'共享套餐',

'03',

'自由组合套餐',

'04',

'校园套餐',

'05',

'4G本地套餐',

'06',

'智慧沃家共享',

'其他套餐') PRODUCT\_TYPE,

NVL(E.ACTIVITY\_TYPE\_DESC, '单卡') ACTIVITY\_TYPE,

T.INNET\_DATE,

T.USER\_ID,

D.DEV\_NAME,

CASE

WHEN T.DEV\_NUM >= 1 THEN

'新发展'

WHEN T.SWICH\_NUM >= 1 THEN

'转网'

ELSE

'其他新增'

END ADD\_TYPE,

CASE

WHEN G.SELF\_OPER\_TYPE = '0' THEN

'自有自营'

WHEN G.SELF\_OPER\_TYPE = '1' THEN

'自有他营'

WHEN G.OPER\_TYPE = '2' THEN

'柜台外包-自营'

WHEN G.SELF\_OPER\_TYPE = '2' AND G.OPER\_TYPE = '9' THEN

'柜台外包-外包代理商'

ELSE

'其他自有营业厅类型'

END ZY\_TYPE

FROM (SELECT USER\_ID,

AREA\_ID,

DEVICE\_NUMBER,

INNET\_DATE,

DEVELOPER\_ID,

CHANNEL\_ID,

PRODUCT\_CLASS,

SUM(CASE

WHEN ADD\_TYPE IN ('101', '105', '108') THEN

1

ELSE

0

END) DEV\_NUM,

SUM(CASE

WHEN IS\_CHANGE = '1' THEN

1

ELSE

0

END) SWICH\_NUM,

COUNT(\*) ADD\_NUM

FROM ZB\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_ADD\_036

WHERE MONTH\_ID = '201412'

AND SERVICE\_TYPE = '40AAAAAA'

*/\* AND AREA\_ID = 'V0330100'*

*\*/*

GROUP BY USER\_ID,

AREA\_ID,

DEVICE\_NUMBER,

INNET\_DATE,

DEVELOPER\_ID,

CHANNEL\_ID,

PRODUCT\_CLASS) T,

(SELECT \*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_ACT\_INFO\_036@LINK\_DSSDWE T

WHERE MONTH\_ID = '201412'

AND ACTIVITY\_TYPE IN

(SELECT ACTIVITY\_TYPE

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1'

AND ACTIVITY\_TYPE <> '04')

AND IS\_CARD = '0'

AND IS\_THIS\_ADD = '1') A,

(SELECT \*

FROM ZBG\_DIM.DIM\_PRODUCT\_CLASS@LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_CBSS = '1') B,

(SELECT CHNL\_ID, CHNL\_NAME, B.LEVEL\_2\_CODE, B.LEVEL\_1\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '036'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3(+)) C,

(SELECT DEV\_CODE, DEV\_NAME

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_036

WHERE MONTH\_ID = '201412'

*/\*AND AREA\_ID = 'V0330100'\*/*

) D,

(SELECT ACTIVITY\_TYPE, ACTIVITY\_TYPE\_DESC

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1'

AND ACTIVITY\_TYPE <> '04') E,

(SELECT \* FROM ZB\_DIM.V\_DIM\_AREA) F,

(SELECT CHNL\_ID, CHNL\_ID\_SH, OPER\_TYPE, SELF\_OPER\_TYPE

FROM ZBA\_DMA.CH\_RPT\_CHNL\_INFO\_ZY@DSSMSS\_BA

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '036') G

WHERE T.CHANNEL\_ID = C.CHNL\_ID(+)

AND T.PRODUCT\_CLASS = B.PRODUCT\_CLASS(+)

AND T.DEVELOPER\_ID = D.DEV\_CODE(+)

AND A.ACTIVITY\_TYPE = E.ACTIVITY\_TYPE(+)

AND T.AREA\_ID = F.AREA\_ID(+)

AND T.USER\_ID = A.USER\_ID(+)

AND G.CHNL\_ID\_SH = T.CHANNEL\_ID

#### 自有营业厅用户发展量

**以3G手机为例：**

SELECT */\*PARALLEL(A,20)(B,20)\*/*

SUM(DECODE(B.SELF\_OPER\_TYPE, '0', NVL(DEV\_NUM, 0), 0)) OP\_DEV, */\*自由自营发展量\*/*

SUM(DECODE(B.SELF\_OPER\_TYPE, '1', NVL(DEV\_NUM, 0), 0)) CODO\_DEV, */\*自由他营发展量\*/*

SUM(DECODE(B.OPER\_TYPE, '2', NVL(DEV\_NUM, 0), 0)) CO\_SELE\_DEV, */\*柜台外包-自营发展量\*/*

SUM(CASE

WHEN B.SELF\_OPER\_TYPE = '2' AND B.OPER\_TYPE = '9' THEN

NVL(DEV\_NUM, 0)

ELSE

0

END) CO\_AGENT\_DEV */\*柜台外包-外包代理商发展量\*/*

FROM (SELECT SUBS\_ID,

CHNL\_ID,

SUM(CASE

WHEN T.DEV\_FLAG >= '1' THEN

T.DEV\_FLAG

ELSE

'0'

END) DEV\_NUM

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI T

WHERE T.ACCT\_MONTH = '201511'

AND T.PROV\_ID = '011'

AND SVC\_TYPE = '02'

AND SVC\_TYPE\_3G = '0'

AND T.INC\_USER >= '1'

AND IS\_BF\_OCS = '1'

GROUP BY SUBS\_ID, CHNL\_ID) A,

(SELECT MONTH\_ID,

CHNL\_ID,

CHNL\_ID CHNL\_ID\_SH,

OPER\_TYPE,

CHNL\_KIND\_ID,

PROV\_ID,

AREA\_ID,

OPER\_TYPE SELF\_OPER\_TYPE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S B

WHERE MONTH\_ID = '201511'

AND B.OPER\_TYPE <> '9' *--自有营业厅运营方式 0 自营；1 他营；2 柜台外包*

AND B.PROV\_ID = '011'

AND B.CHNL\_KIND\_ID IN

('1010100', '1010200', '1010300', '1010400') *--自有自营、自有他营、柜台外包中的自有渠道*

UNION ALL

SELECT B.MONTH\_ID,

B.SELF\_CHNL\_ID CHNL\_ID,

B.CHNL\_ID CHNL\_ID\_SH,

B.OPER\_TYPE,

B.CHNL\_KIND\_ID,

B.PROV\_ID,

B.AREA\_ID,

C.OPER\_TYPE SELF\_OPER\_TYPE

FROM (SELECT \*

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S B

WHERE MONTH\_ID = '201511'

AND B.OPER\_TYPE = '9' *--上层加工时关联运营信息ZB\_ODS.ZB\_M\_MRT\_AL\_HALL\_INFO（OPER\_TYPE：0 1 2 null）时 NVL(B.OPER\_TYPE, ''9'') OPER\_TYPE,*

AND B.PROV\_ID = '011'

AND SELF\_CHNL\_ID IS NOT NULL) B, *--自有他营的社会渠道、 --柜台外包的社会渠道*

(SELECT \*

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S C

WHERE C.OPER\_TYPE IN ('1', '2')

AND MONTH\_ID = '201511'

AND C.PROV\_ID = '011'

AND C.CHNL\_KIND\_ID IN

('1010100', '1010200', '1010300', '1010400')) C

WHERE C.CHNL\_ID = B.SELF\_CHNL\_ID) B *--SELF\_CHNL\_ID 归属自有渠道*

WHERE A.CHNL\_ID = B.CHNL\_ID\_SH

#### 渠道用户月报

##### 指标类型：发展用户数

###### 3G

SELECT */\*+parallel(A,4)(B,4)\*/*

'201506',

'011',

B.AREA\_ID,

B.CHNL\_ID,

B.CHNL\_NAME,

CASE

WHEN A.SVC\_TYPE\_3G = '0' THEN

'3G手机'

WHEN A.SVC\_TYPE\_3G = '2' THEN

'23G融合'

ELSE

'3G上网卡'

END SERV\_TYPE,

SUM(DEV\_NUM) DEV\_NUM

FROM (SELECT SUBS\_ID,

CHNL\_ID,

SVC\_TYPE\_3G,

SUM(CASE

WHEN T.DEV\_FLAG >= '1' THEN

T.DEV\_FLAG

ELSE

'0'

END) DEV\_NUM

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI T

WHERE T.ACCT\_MONTH = '201506'

AND T.PROV\_ID = '011'

AND SVC\_TYPE = '02'

AND T.INC\_USER >= '1'

AND IS\_BF\_OCS = '1'

GROUP BY SUBS\_ID, CHNL\_ID, SVC\_TYPE\_3G) A,

(SELECT CHNL\_ID, CHNL\_NAME, AREA\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S

WHERE MONTH\_ID = '201506'

AND PROV\_ID = '011'

AND CHNL\_KIND\_ID IN ('2010100', '2010200', '2010300') *--渠道类型*

AND STATE = '10'*--渠道状态：10 正常；11 清算；12 终止) B*

WHERE A.CHNL\_ID = B.CHNL\_ID

GROUP BY B.AREA\_ID,

B.CHNL\_ID,

B.CHNL\_NAME,

CASE

WHEN A.SVC\_TYPE\_3G = '0' THEN

'3G手机'

WHEN A.SVC\_TYPE\_3G = '2' THEN

'23G融合'

ELSE

'3G上网卡'

END

###### 4G

SELECT */\*+parallel(A,4)(B,4)\*/*

B.CHNL\_ID,

B.CHNL\_NAME,

CASE

WHEN IS\_CARD = '0' THEN

'4G手机'

ELSE

'4G数据卡'

END SERV\_TYPE,

SUM(DEV\_NUM) DEV\_NUM

FROM (SELECT USER\_ID,

CHANNEL\_ID,

IS\_CARD,

SUM(CASE

WHEN ADD\_TYPE IN ('101', '105', '108') THEN

1

ELSE

0

END) DEV\_NUM

FROM ZB\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_ADD\_011

WHERE MONTH\_ID = '201501'

AND SERVICE\_TYPE = '40AAAAAA'

GROUP BY USER\_ID, CHANNEL\_ID，IS\_CARD) A,

(SELECT CHNL\_ID, CHNL\_NAME, AREA\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011'

AND CHNL\_KIND\_ID IN ('2010100', '2010200', '2010300')

AND STATE = '10') B

WHERE A.CHANNEL\_ID = B.CHNL\_ID

GROUP BY B.CHNL\_ID,

B.CHNL\_NAME,

CASE

WHEN IS\_CARD = '0' THEN

'4G手机'

ELSE

'4G数据卡'

END

##### 指标类型：合约销售量

来源路径：专业报表—》市场营销部—》渠道用户月报（渠道用户明细报表）—》指标类型：iPhone合约销售量

###### 3G

SELECT */\*+PARALLEL(A,4)\*/*

'3G',

CASE

WHEN LENGTH(A.CHANNEL\_ID) > 8 THEN

SUBSTR(A.CHANNEL\_ID, 3, 7)

ELSE

A.CHANNEL\_ID

END CHNL\_ID,

B.CHNL\_NAME,

A.AGREE\_TYPE,

SUM(CASE

WHEN A.IS\_BACK = '1' THEN

-1

ELSE

1

END) SALE\_NUM

FROM (SELECT \*

FROM ZB\_DWD.DW\_M\_ESS\_ALL\_USER\_T\_ZL *-- ESS移动业务销售订单统计-针对担保租机用户*

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011'

AND CHANNEL\_TYPE IN ('2010000',

'2010100',

'2010200',

'2010300',

'2040000',

'2040100',

'2040200',

'2040300',

'2040400')

AND SERVICE\_TYPE = '0301' *--手机用户*

AND AGREE\_TYPE IN ('01', '02')) A, *--01 存费送机 02 购机送费*

(SELECT CHNL\_ID, CHNL\_NAME, CITY\_NO, AREA\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011') B

WHERE (CASE

WHEN LENGTH(A.CHANNEL\_ID) > 8 THEN

SUBSTR(A.CHANNEL\_ID, 3, 7)

ELSE

A.CHANNEL\_ID

END) = B.CHNL\_ID(+)

GROUP BY CASE

WHEN LENGTH(A.CHANNEL\_ID) > 8 THEN

SUBSTR(A.CHANNEL\_ID, 3, 7)

ELSE

A.CHANNEL\_ID

END,

B.CHNL\_NAME,

A.AGREE\_TYPE

###### 4G

SELECT */\*+PARALLEL(A,4)\*/*

'4G', A.TRADE\_DEPART\_ID, B.CHNL\_NAME, ACTIVITY\_TYPE, COUNT(A.USER\_ID)

FROM (SELECT \*

FROM ZBG\_DWA.DWA\_S\_M\_EVT\_CB\_ACT\_TRADE\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201501'

AND SUBSTR(ACCEPT\_DATE, 1，6) = '201501'

AND CANCEL\_FLAG = '0'

AND ACTIVITY\_TYPE IN ('01', '02', '12')

AND CHNL\_TYPE IN ('2010000',

'2010100',

'2010200',

'2010300',

'2040000',

'2040100',

'2040200',

'2040300',

'2040400')) A,

(SELECT CHNL\_ID, CHNL\_NAME, CITY\_NO, AREA\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011') B

WHERE A.TRADE\_DEPART\_ID = B.CHNL\_ID(+)

GROUP BY TRADE\_DEPART\_ID, CHNL\_NAME, ACTIVITY\_TYPE

#### 渠道出账收入月报

##### 2G

SELECT */\*+parallel(A,2)(B,2)(C,2)(D,2)\*/*

A.SUBS\_ID,

C.DEVICE\_NUMBER,

'2G' SERV\_TYPE,

D.DEV\_CODE,

D.DEV\_NAME,

A.CHNL\_ID,

B.CHNL\_NAME,

C.INNET\_DATE,

B.LEVEL\_1\_CODE || B.LEVEL\_2\_CODE CHNL\_TYPE2,

B.LEVEL\_3\_CODE CHNL\_TYPE3,

CASE

WHEN B.STATE = '10' THEN

'正常'

WHEN B.STATE = '11' THEN

'清算'

WHEN B.STATE = '12' THEN

'终止'

ELSE

'其他'

END CHNL\_STATE, *--渠道状态*

A.INCOME

FROM (SELECT SUBS\_ID,

CHNL\_ID,

AREA\_ID,

DEVELOPER\_NO,

SUM(NVL(TOTAL\_FEE, 0)) INCOME

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_2G\_BI T

WHERE T.ACCT\_MONTH = '201501'

AND T.PROV\_ID = '011'

AND SVC\_TYPE = '01'

AND IS\_BF\_OCS = '1'

GROUP BY SUBS\_ID, CHNL\_ID, AREA\_ID, DEVELOPER\_NO) A,

(SELECT A.CHNL\_KIND\_ID,

CHNL\_ID,

CHNL\_NAME,

STATE,

B.LEVEL\_1\_CODE,

B.LEVEL\_2\_CODE,

B.LEVEL\_3\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011'

AND B.LEVEL\_2\_CODE = '电子'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3) B,

(SELECT USER\_ID, DEVICE\_NUMBER, INNET\_DATE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201501'

AND IS\_STAT = '1') C,

(SELECT DEV\_CODE, DEV\_NAME, CHNL\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_011

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011') D

WHERE A.CHNL\_ID = B.CHNL\_ID

AND A.SUBS\_ID = C.USER\_ID(+)

AND A.DEVELOPER\_NO = D.DEV\_CODE(+)

##### 3G

SELECT */\*+parallel(A,2)(B,2)(C,2)(D,2)\*/*

A.SUBS\_ID,

C.DEVICE\_NUMBER,

'3G' SERV\_TYPE,

D.DEV\_CODE,

D.DEV\_NAME,

A.CHNL\_ID,

B.CHNL\_NAME,

C.INNET\_DATE,

B.LEVEL\_1\_CODE || B.LEVEL\_2\_CODE CHNL\_TYPE2,

B.LEVEL\_3\_CODE CHNL\_TYPE3,

CASE

WHEN B.STATE = '10' THEN

'正常'

WHEN B.STATE = '11' THEN

'清算'

WHEN B.STATE = '12' THEN

'终止'

ELSE

'其他'

END CHNL\_STATE,

A.INCOME

FROM (SELECT SUBS\_ID,

CHNL\_ID,

AREA\_ID,

DEVELOPER\_NO,

SUM(NVL(TOTAL\_FEE, 0)) INCOME

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_3G\_BI T

WHERE T.ACCT\_MONTH = '201501'

AND T.PROV\_ID = '011'

AND SVC\_TYPE = '02'

AND IS\_BF\_OCS = '1'

GROUP BY SUBS\_ID, CHNL\_ID, AREA\_ID, DEVELOPER\_NO) A,

(SELECT A.CHNL\_KIND\_ID,

CHNL\_ID,

CHNL\_NAME,

STATE,

B.LEVEL\_1\_CODE,

B.LEVEL\_2\_CODE,

B.LEVEL\_3\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011'

AND B.LEVEL\_2\_CODE = '电子'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3) B,

(SELECT USER\_ID, DEVICE\_NUMBER, INNET\_DATE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 T

WHERE MONTH\_ID = '201501'

AND IS\_STAT = '1') C,

(SELECT DEV\_CODE, DEV\_NAME

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_011

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011') D

WHERE A.CHNL\_ID = B.CHNL\_ID

AND A.SUBS\_ID = C.USER\_ID(+)

AND A.DEVELOPER\_NO = D.DEV\_CODE(+)

##### 4G

SELECT */\*+parallel(T,2)(A,2)(B,2)(C,2)\*/*

T.USER\_ID,

A.DEVICE\_NUMBER,

'4G' SERV\_TYPE,

C.DEV\_CODE,

C.DEV\_NAME,

T.CHANNEL\_ID,

B.CHNL\_NAME,

A.INNET\_DATE,

B.LEVEL\_1\_CODE || B.LEVEL\_2\_CODE CHNL\_TYPE2,

B.LEVEL\_3\_CODE CHNL\_TYPE3,

CASE

WHEN B.STATE = '10' THEN

'正常'

WHEN B.STATE = '11' THEN

'清算'

WHEN B.STATE = '12' THEN

'终止'

ELSE

'其他'

END CHNL\_STATE,

T.INCOME

FROM (SELECT USER\_ID,

AREA\_ID,

DEVELOPER\_ID,

CHANNEL\_ID,

SUM(NVL(TOTAL\_FEE, 0)) INCOME

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_CB\_BI

WHERE MONTH\_ID = '201501'

AND SERVICE\_TYPE = '40AAAAAA'

AND PROV\_ID = '011'

GROUP BY USER\_ID, AREA\_ID, DEVELOPER\_ID, CHANNEL\_ID) T,

(SELECT USER\_ID, DEVICE\_NUMBER, INNET\_DATE

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201501'

AND SERVICE\_TYPE = '40AAAAAA'

AND IS\_STAT = '1') A,

(SELECT CHNL\_ID,

CHNL\_NAME,

STATE,

B.LEVEL\_1\_CODE,

B.LEVEL\_2\_CODE,

B.LEVEL\_3\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011'

AND B.LEVEL\_2\_CODE = '电子'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3) B,

(SELECT DEV\_CODE, DEV\_NAME

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_011

WHERE MONTH\_ID = '201501') C,

(SELECT \* FROM ZB\_DIM.V\_DIM\_AREA) E

WHERE T.CHANNEL\_ID = B.CHNL\_ID

AND T.DEVELOPER\_ID = C.DEV\_CODE(+)

AND T.AREA\_ID = E.AREA\_ID(+)

AND T.USER\_ID = A.USER\_ID(+)

##### 固话

SELECT */\*+parallel(T,2)(A,2)(B,2)(C,2)\*/*

T.SUBS\_ID,

A.DEVICE\_NUMBER,

'固话' SERV\_TYPE,

C.DEV\_CODE,

C.DEV\_NAME,

T.CHNL\_ID,

B.CHNL\_NAME,

A.INNET\_DATE,

B.LEVEL\_1\_CODE || B.LEVEL\_2\_CODE CHNL\_TYPE2,

B.LEVEL\_3\_CODE CHNL\_TYPE3,

CASE

WHEN B.STATE = '10' THEN

'正常'

WHEN B.STATE = '11' THEN

'清算'

WHEN B.STATE = '12' THEN

'终止'

ELSE

'其他'

END CHNL\_STATE,

T.INCOME

FROM （SELECT SUBS\_ID,

AREA\_ID,

CHNL\_ID,

DEVELOPER\_NO， SUM(NVL(TOTAL\_FEE, 0)) INCOME

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_MID1\_BI *--固网*

WHERE ACCT\_MONTH = '201501'

AND PROV\_ID = '011'

GROUP BY SUBS\_ID, AREA\_ID, CHNL\_ID, DEVELOPER\_NO

UNION ALL

SELECT SUBS\_ID,

AREA\_ID,

CHNL\_ID,

DEVELOPER\_NO， SUM(NVL(TOTAL\_FEE, 0)) INCOME

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_BB\_BI –宽带

WHERE ACCT\_MONTH = '201501'

AND PROV\_ID = '011'

AND SVC\_TYPE = '04'

GROUP BY SUBS\_ID,

AREA\_ID,

CHNL\_ID,

DEVELOPER\_NO）T,

(SELECT USER\_ID,

DEVICE\_NUMBER,

TO\_CHAR(INNET\_DATE, 'YYYYMMDD') INNET\_DATE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_FX\_USER\_INFO\_011

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201501'

UNION ALL

SELECT USER\_ID,

SERVICE\_ID DEVICE\_NUMBER,

TO\_CHAR(INNET\_DATE, 'YYYYMMDD') INNET\_DATE

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE PROV\_ID = '011'

AND MONTH\_ID = '201501'

AND (SERVICE\_TYPE LIKE '0401%' OR SERVICE\_TYPE LIKE '0403%')) A,

(SELECT A.CHNL\_KIND\_ID,

CHNL\_ID,

CHNL\_CODE,

CHNL\_NAME,

STATE,

B.LEVEL\_1\_CODE,

B.LEVEL\_2\_CODE,

B.LEVEL\_3\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011'

AND B.LEVEL\_2\_CODE = '电子'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3) B,

(SELECT DEV\_CODE, DEV\_NAME, CHNL\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_011

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011') C *--发展人信息*

WHERE T.CHNL\_ID = B.CHNL\_ID

AND T.DEVELOPER\_NO = C.DEV\_CODE(+)

AND T.SUBS\_ID = A.USER\_ID(+)

##### 其他

SELECT */\*+parallel(T,2)(A,2)(B,2)(C,2)\*/*

T.SUBS\_ID,

A.SERVICE\_ID,

'其他' SERV\_TYPE,

C.DEV\_CODE,

C.DEV\_NAME,

T.CHNL\_ID,

B.CHNL\_NAME,

A.INNET\_DATE,

B.LEVEL\_1\_CODE || B.LEVEL\_2\_CODE CHNL\_TYPE2,

B.LEVEL\_3\_CODE CHNL\_TYPE3,

CASE

WHEN B.STATE = '10' THEN

'正常'

WHEN B.STATE = '11' THEN

'清算'

WHEN B.STATE = '12' THEN

'终止'

ELSE

'其他'

END CHNL\_STATE,

T.INCOME

FROM （SELECT SUBS\_ID,

AREA\_ID,

CHNL\_ID,

DEVELOPER\_NO,

SUM(NVL(TOTAL\_FEE, 0)) INCOME

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_BB\_BI

WHERE ACCT\_MONTH = '201501'

AND PROV\_ID = '011'

AND SVC\_TYPE <> '04'

GROUP BY SUBS\_ID,

AREA\_ID,

CHNL\_ID,

DEVELOPER\_NO）T,

(SELECT USER\_ID,

SERVICE\_ID,

TO\_CHAR(INNET\_DATE, 'YYYYMMDD') INNET\_DATE

FROM ZBA\_DWA.DWA\_DS\_M\_USER\_INFO

WHERE PROV\_ID = '011'

AND MONTH\_ID = '201501'

AND (SERVICE\_TYPE LIKE '0401%' OR SERVICE\_TYPE LIKE '0403%')) A,

(SELECT A.CHNL\_KIND\_ID,

CHNL\_ID,

CHNL\_CODE,

CHNL\_NAME,

STATE,

B.LEVEL\_1\_CODE,

B.LEVEL\_2\_CODE,

B.LEVEL\_3\_CODE

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S A,

ZB\_DIM.DIM\_CHANNEL\_TYPE\_BSDM B

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011'

AND B.LEVEL\_2\_CODE = '电子'

AND A.CHNL\_KIND\_ID = B.LEVEL\_3) B,

(SELECT DEV\_CODE, DEV\_NAME, CHNL\_ID

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_DEV\_MAN\_INFO\_011

WHERE MONTH\_ID = '201501'

AND PROV\_ID = '011') C *--发展人信息*

WHERE T.CHNL\_ID = B.CHNL\_ID

AND T.DEVELOPER\_NO = C.DEV\_CODE(+)

AND T.AREA\_ID = D.AREA\_ID(+)

#### 应付佣金（计提佣金）

##### 渠道级的佣金

SELECT MONTH\_ID,

CHANNEL\_ID,

CHANNEL\_COMM\_TYPE, *--佣金类型*

RECORD\_TYPE, *--数据类型（1、非现返佣金2、补贴佣金，3、现返佣金4、手工调整佣金）*

SUM(NVL(CHANNEL\_COMM\_AMOUNT, 0)) COMM\_AMMOUNT

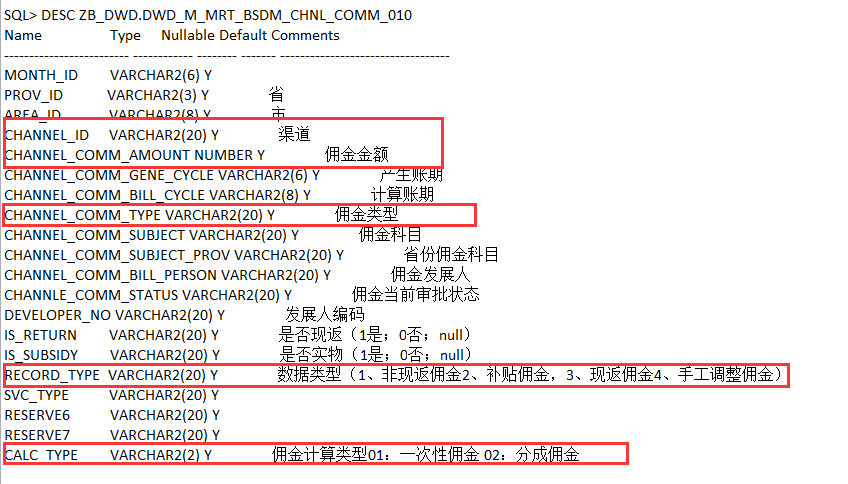
FROM ZB\_DWD.DWD\_M\_MRT\_BSDM\_CHNL\_COMM\_011

WHERE MONTH\_ID = '201602'

GROUP BY MONTH\_ID, CHANNEL\_ID, CHANNEL\_COMM\_TYPE, RECORD\_TYPE

**使用规则：**

**1.** **常用字段如下图方框所示：**



**2. 数据类型中，**补贴佣金也叫渠道补贴；非现返佣金和现返佣金加起来即等同于用户级佣金（即可以落到用户身上的，渠道发展用户所得的佣金）；

**3. 佣金类型**分为四种，01 ：销售佣金，02 ：清欠佣金，03 ：服务佣金，04 ：奖罚佣金；只有非现返佣金和现返佣金（即用户级佣金）有区分佣金类型，其余两种（补贴佣金和手工调整佣金）不区分佣金类型，对应的列值为空。

##### 用户级佣金

SELECT USER\_ID, SUM(NVL(CHANNEL\_USER\_COMM\_AMMOUNT, 0)) COMM\_AMMOUNT

FROM ZB\_DWD.DWD\_M\_MRT\_BSDM\_USER\_COMM\_011

WHERE MONTH\_ID = '201602'

AND SERVICE\_TYPE = '01' *--业务类型*

GROUP BY USER\_ID

**使用规则**

1. **具体各字段取值含义如下所示：**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| 序号 | 字段编码 | 字段名称 | 数据类型 | 最大长度 | 说明 |
|  | USER\_NO | 用户编号/卡号/渠道ID | CHAR | 20 |  |
|  | SVC\_TYPE | 业务类型 | CHAR | 2 | 取值范围： 01:2G 02:3G 03:固网 04:融合 05:共用  06:4G |
|  | COMM\_TYPE | 佣金类型 | CHAR | 2 | 01 ：销售佣金 02 ：清欠佣金 03 ：服务佣金 04 ：奖罚佣金 |

1. SERVICE\_TYPE = ‘03’ 为固网，含固话和宽带

#### 预提佣金

##### 渠道级佣金

*/\*使用方法同应付佣金口径\*/*

SELECT MONTH\_ID,

CHANNEL\_ID,

CHANNEL\_COMM\_TYPE,

RECORD\_TYPE,

SUM(NVL(CHANNEL\_COMM\_AMOUNT, 0)) COMM\_AMMOUNT

FROM ZB\_DWD.DWD\_M\_MRT\_BSDM\_CHNL\_YTCOMM\_011

WHERE MONTH\_ID = '201602'

GROUP BY MONTH\_ID, CHANNEL\_ID, CHANNEL\_COMM\_TYPE, RECORD\_TYPE

##### 用户级佣金

*/\*使用方法同应付佣金口径\*/*

SELECT USER\_ID, SUM(NVL(CHANNEL\_USER\_COMM\_AMMOUNT, 0)) COMM\_AMMOUNT

FROM ZB\_DWD.DWD\_M\_MRT\_BSDM\_USER\_YTCOMM\_011

WHERE MONTH\_ID = '201602'

AND SERVICE\_TYPE = '01' *--业务类型*

GROUP BY USER\_ID

#### 上层渠道与下属渠道之间关系表（战略渠道相关需求需利用此表）

##### 月表

SELECT \*

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_COL\_MID C

WHERE C.MONTH\_ID = '201510'

AND PROV\_ID = '011'

AND CHNL\_NO = '09b01ao'

使用规则：

1. CHNL\_NO 为上层渠道，CHNL\_ID 为下层渠道，限制CHNL\_NO可取出其所有下属渠道；

2. CHNL\_NO，CHNL\_ID 均可和渠道表ZB\_DWD.DWD\_D\_MRT\_AL\_BSDM\_CHANNEL\_S进行关联；

3. 因为渠道有分级，一个下级渠道会对应多个上级渠道，一个上级渠道也可能为其他渠道的下级渠道。

若想取最上层的渠道及其下属渠道的方法如下（以管理本部为例）：

SELECT \*

FROM ZB\_DWA.DWA\_C\_M\_BDSM\_CHNLKPI\_COL\_MID C

WHERE C.MONTH\_ID = '201506'

AND EXISTS (SELECT 1

FROM ZB\_DWD.DWD\_M\_MRT\_AL\_BSDM\_CHANNEL\_S B

WHERE B.CHNL\_KIND\_ID = '2040100' *--依据实际情况限制*

AND B.MONTH\_ID = '201506'

AND B.SUPER\_CHNL\_ID IS NULL

AND B.IS\_SUPER\_CHNL = '1'

AND B.STATE IN ('10', '11') *-- 渠道状态：10 正常；11 清算；12 终止，是否限制依据需求情况*

AND B.CHNL\_ID = C.CHNL\_NO)

##### 日表

SELECT CHNL\_NO, CHNL\_ID,COUNT(1)

FROM ZB\_DWA.DWA\_C\_D\_BDSM\_CHNLKPI\_COL\_MID C

WHERE C.MONTH\_ID = '201510'

AND C.DAY\_ID BETWEEN '01' AND '15'

AND PROV\_ID = '011'

GROUP BY CHNL\_NO, CHNL\_ID *--GROUP BY 是为了排重*

使用规则：

1. 表中字段含义同月表；
2. 因为日表每天的数据会有重复，如果要取某一段时间的渠道，必须排重；故按照以上SQL对渠道进行排重之后再去和其他表进行关联。

##### 上层加工表

ZB\_DWD.DWD\_D\_A\_MRT\_CHANNEL\_ADDREASS

### ESS侧订单

#### 合约理信息表

存费送机和购机送费 订单表：ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM

注意：ACTIVITY\_TYPE： 2:上网卡,4 存费送机,5购机送费。主要涉及机卡分离、零预存、终端补贴等。

存费送费及存费送业务 订单表：ZB\_DWA.DWA\_D\_ESS\_ORD\_SAVE\_CHARGE

ACTIVITY\_TYPE：3:存费送费;6:存费送流量;7:存费送语音;8:存费送短信

#### 零预存

适用范围：存费送机用户 ACTIVITY\_TYPE ：4

是否零预存按照担保类型来判断，可参考码表ZB\_DIM.DIM\_ESS\_DEPOSIT\_TYPE查看：

04 无担保

05 社保卡担保

07 银行信贷担保

01 担保人

02 保证金担保

03 零信用度

10 专业担保公司担保

11 集客专用银行存款担保(三方协议)

12 基于新险种的保险公司担保

99 固网免预存

06 单位担保

08 银行保险担保

09 银行存款担保

定义：订单里担保类型为如下九种类型的即为零预存

单位担保、固网免预存、银行存款担保、银行保险担保、押金担保（保证金担保）、专业担保公司担保、集客专用银行存款担保、基于新险种的保险公司、中小企业客户固网免预存

其中“中小企业客户固网免预存”已确认目前这个还没有业务，暂时零预存用户按照八类来统计。

对应模型：订单表ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM

DEPOSIT\_TYPE 担保类型

**('10', '11', '12', '06', '99', '09', '08', '02')**

注意：使用订单表要剔除返销，目前我们常用到的是剔除当月受理当月返销且仅有一条有效订单，对于隔月返销没有剔除，对于连续受理多条有效订单剔除，需要在邮件中注明，语句：

SELECT \*

FROM (SELECT */\*+parallel(a,3)\*/*

A.\*,

ROW\_NUMBER() OVER(PARTITION BY DEVICE\_NUMBER ORDER BY ACCEPT\_TIME DESC NULLS LAST) RN

FROM ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM A

WHERE IS\_STA\_ORD = '1'

AND MONTH\_ID = '201505'

AND OPER\_PROV\_ID = '011') A

WHERE RN = 1) C, (SELECT */\*+parallel(a,3)\*/*

DEVICE\_NUMBER, SUM(IS\_STA\_ORD)

FROM ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM A

WHERE MONTH\_ID = '201505'

AND OPER\_PROV\_ID = '011'

GROUP BY DEVICE\_NUMBER

HAVING SUM(IS\_STA\_ORD) = 1) B

WHERE B.DEVICE\_NUMBER = C.DEVICE\_NUMBER

#### 3G机卡分离

SELECT */\*+PARALLEL(T,8)\*/*

T.BSS\_DEVICE\_NUMBER,

T.ESS\_TERMINAL\_ID,

T.ESS\_ACTIVITY\_TYPE,

T.ESS\_CHANNEL\_ID,

CASE

WHEN T.IMEI\_TYPE = '04' THEN

'01' *--机卡匹配*

WHEN T.IMEI\_TYPE = '03' THEN

'03' *--全月无使用*

WHEN T.IMEI\_TYPE = '10' AND IS\_INTROAM = '1' AND IS\_SPEC = '0' THEN

'04' *--发生国际漫游*

WHEN T.IMEI\_TYPE = '10' AND T.IS\_SPEC = '0' AND T.IS\_INTROAM = '0'

AND (T.IS\_IMEI\_UNNOR = '1' OR T.IS\_IMEI\_NULL = '1' OR T.ESS\_IS\_IMEI\_UNNOR = '1') THEN

'05' *--手机IMEI异常*

WHEN T.IMEI\_TYPE = '10' AND T.IS\_SPEC = '0' AND T.IS\_INTROAM = '0'

AND T.IS\_IMEI\_UNNOR = '0' AND T.IS\_IMEI\_NULL = '0' AND T.ESS\_IS\_IMEI\_UNNOR = '0'

AND T.IS\_OPER = '1' THEN

'06' *--挂失*

WHEN IMEI\_TYPE = '10' AND IS\_SPEC = '1' THEN

'07' *--白名单*

ELSE

'02' *--机卡分离*

END USER\_TYPE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_JKFL\_USE\_INFO T

WHERE T.MONTH\_ID = ''|| V\_YEARMONTH\_OBS ||'' *--观察机卡分离账期*

AND T.ESS\_MONTH = ''|| V\_YEARMONTH\_ACPT ||'' *--受理账期*

AND T.PROV\_ID='011'

AND ESS\_ACTIVITY\_TYPE = '4'

1. 分终端

取上表中的ESS\_TERMINAL\_ID与ZBA\_CODE.DIM\_C\_TERM\_MODEL的TERM\_MODEL关联

取ZBA\_CODE.DIM\_C\_TERM\_MODEL的TERM\_BRAND\_DESC品牌，DEVICE\_MODEL\_DESC终端型号

1. 受理量

机卡分离需求里的受理量是取的机卡匹配及机卡分离用户之和，而不是所有的受理用户，剔除不参与比对的特殊用户：白名单用户、国际漫游用户、手机IMEI异常的用户、无使用记录的用户、挂失用户。邮件中告知用户上表中。

SUM(CASE WHEN T.USER\_TYPE IN (''01'',''02'') THEN 1 ELSE 0 END)

1. 机卡分离用户数

取上表的SUM(CASE WHEN T.USER\_TYPE=''02'' THEN 1 ELSE 0 END)

1. 分渠道

取上表中ESS\_CHANNEL\_TYPE：

CASE

WHEN SUBSTR(T.ESS\_CHANNEL\_TYPE, 1, 2) IN ('01','10') THEN

'自有渠道'

WHEN SUBSTR(T.ESS\_CHANNEL\_TYPE,1,2) IN ('02','20') THEN

'社会渠道'

ELSE

'其他渠道'

END

1. 分IPHONE,千元智能机、其他

取上表中的ESS\_TERMINAL\_ID与ZBA\_CODE.DIM\_C\_TERM\_MODEL的TERM\_MODEL关联取ZBA\_CODE.DIM\_C\_TERM\_MODEL的TERM\_TYPE5

IPHONE 终端：

SELECT \*

FROM ZBA\_CODE.DIM\_C\_TERM\_MODEL

WHERE UPPER(DEVICE\_MODEL\_DESC) LIKE '%IPHONE%'

其中根据TERML\_TYPE5可部分区分iphone型号，以'01','0105','0106','0107','0108'开头，TERML\_TYPE5为空的根据DEVICE\_MODEL\_DESC可进行再次区分。

千元智能机：TERML\_TYPE5 = '02'

#### 终端补贴金额（公允价值法）

取自ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM里的SUM(-MOBILE\_LOSS\_FEE2)

#### 终端补贴金额（剩余价值法）

取自ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM里的SUM(-MOBILE\_LOSS\_FEE1)

#### 终端补贴成本(剩余价值法)

取自ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM里的ALLOWANCE\_FEE

#### 受理套餐月费

取自ZB\_DWA.DWA\_D\_ESS\_ORD\_AGRM里的PRO\_FEE

注意：套餐名称ess侧取不到，ess侧只能取到套餐月费；

   但是针对终端ess侧详细记录了用户办理合约的时候的终端，这个要比省份上传的合约计划表中的终端准确的多

#### 3G公允值终端补贴金额分摊

SELECT DEVICE\_NUMBER,

AREA\_ID,

SUM(NVL(MON\_SHARE\_FEE, 0)) / 100 MON\_SHARE\_FEE

FROM ZBA\_DWA.DWA\_V\_M\_RES\_AL\_TERMSUBSIDY\_N T

WHERE MONTH\_ID = '201505'

AND PROV\_ID = '011'

GROUP BY DEVICE\_NUMBER, AREA\_ID *--终端补贴金额分摊*

### CBSS侧订单

#### 4**G合约受理信息表**

1. 关于返销字段 CANCEL\_FLAG ：正常订单的话，订单标识为0（如果一个订单返销，比如用户2号办理了一个存费送机合约，则2号存在记录标识为0，用户在20号返销这条合约，则先UPDATE表中的订单记录，即把2号订单的标识改为1，然后插入一条新纪录标识为2）.

2. 关于USER\_ID，存在-100的USER\_ID，这些用户是因为次月或者次次月才开户的用户，暂时没有分配用户ID导致的

SELECT \*

FROM ZBG\_DWA.DWA\_S\_M\_EVT\_CB\_ACT\_TRADE\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201501' *--受理账期*

AND CANCEL\_FLAG = '0' 　 *--剔除返销*

**注意：**使用trade\_type来剔重，01:开户，02：单卡老用户办理合约，03：合约用户续约，04：迁转合约用户，为空的注意保留。

3. 关于SERIAL\_NUMBER，表中存在某些不是电话号码的订单，是因为订购“共享组合套餐”的用户的记录中USER\_ID和SERIAL\_NUMBER存储的都是组ID和组电话号码字段。如果涉及取“共享组合套餐”的话，需要关联DWA\_V\_D\_CUS\_CB\_OM\_DERIVE\_011表，如下。COMP\_ID是组USER\_ID.

SELECT \*

FROM ZBG\_DWA.DWA\_V\_D\_CUS\_CB\_OM\_DERIVE\_011@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201412'

AND T.DAY\_ID = '05'

AND T.COMP\_ID = '1114112827882401'

#### 4G零预存

SELECT T.\*,

CASE

WHEN DEPOSIT\_TYPE\_CBSS IN ('2', '6', '8', 'D', 'L', 'M', 'N') THEN

'零预存'

ELSE

'非零预存'

END DEPOSIT\_TYPE

FROM ZBG\_DIM.DIM\_MAP\_CBSS\_DEPOSIT\_TYPE@LINK\_DSSDWE T

#### 4G机卡分离

SELECT \*

FROM ZB\_MAC\_CD.DW\_V\_M\_CB\_USER\_PLAN\_DTL@LINK\_DSSDWE T

WHERE T.IF\_VAILD = '1'

AND T.IMEI\_TYPE = '10' *--违约用户 机卡分离*

AND T.UNCOMPARE\_TYPE IN ('00', '05') *--00：参与比对，05：合约期已超过6个月*

AND T.CONTRACT\_TYPE IN ('01', '02', '12') */\*01：存费送机，12：合约惠机，02：购机送费\*/*

AND T.PROV\_ID = '011'

AND T.MONTH\_ID = '201602' *--观察机卡分离月*

*--AND SUBSTR(PLAN\_ACCEPT\_DATE, 1, 6) = '201601' --合约受理月*

#### 4G裸机销售

SELECT '&month\_id',

SUM(SALE\_NUMS)

FROM ZBG\_DWA.DWA\_S\_D\_RES\_CB\_TERM\_SALE\_&prov\_id@LINK\_DSSDWE*--日全量表*

WHERE MONTH\_ID = '&month\_id'

AND DAY\_ID = '&v\_day\_end'

AND SALE\_TYPE = '3'*--销售类型 1 存费送机 2 购机送费 3 裸机 4 合约惠机*

AND SUBSTR(SALE\_TIME, 1, 6) = '&month\_id';

#### 4G裸机销售明细（剔除返销）

SELECT LJ\_4G1.MONTH\_ID,

LJ\_4G1.CHANNEL\_TYPE,

LJ\_4G1.SALE\_TYPE ACTIVITY\_TYPE, *--销售类型*

LJ\_4G1.PURCHASE\_PRICE MOB\_COST\_FEE, *--手机成本价*

LJ\_4G1.SALE\_FEE TERMINAL\_FEE, *--终端款（销售金额）*

0 CON\_PLAN\_FEE, *--合约计划总价*

SUBSTR(LJ\_4G1.IMEI, 1, 8) IMEI\_8,

SUBSTR(LJ\_4G1.IMEI, 1, 14) IMEI\_14,

LJ\_4G1.TERMINAL\_ID,

LJ\_4G1.TERM\_TYPE,

NULL PRODUCT\_ID

FROM (SELECT */\*+PARALLEL(A,8)\*/*

A.\*,

ROW\_NUMBER() OVER(PARTITION BY SUBSTR(IMEI, 1, 14) ORDER BY DAY\_ID DESC NULLS LAST) RN

FROM ZBG\_DWD.DWD\_D\_RES\_CB\_TERM\_SALE\_&prov\_id@LINK\_DSSDWE A*--日全量表*

WHERE MONTH\_ID = '&month\_id'

AND DAY\_ID = '&v\_day\_end'

AND SALE\_TYPE = '3'*--销售类型 1 存费送机 2 购机送费 3 裸机 4 合约惠机*

AND IS\_BACK = '0'

AND SUBSTR(SALE\_TIME, 0, 6) = '&month\_id'

AND (CHANNEL\_TYPE LIKE '01%' OR CHANNEL\_TYPE LIKE '10%') *--自有渠道*

) LJ\_4G1,

(SELECT SUBSTR(IMEI, 1, 14) IMEI, *--电子串号*

SUM(CASE WHEN IS\_BACK = '1' THEN -1 ELSE 1 END) SALE\_NUM *--销售量*

FROM ZBG\_DWD.DWD\_D\_RES\_CB\_TERM\_SALE\_&prov\_id@LINK\_DSSDWE

WHERE MONTH\_ID = '&month\_id'

AND DAY\_ID = '&v\_day\_end'

AND SALE\_TYPE = '3' *--裸机*

AND SUBSTR(SALE\_TIME, 1, 6) = '&month\_id'

GROUP BY SUBSTR(IMEI, 1, 14)

HAVING SUM(CASE WHEN IS\_BACK = '1' THEN -1 ELSE 1 END) >= 1

) LJ\_4G2

WHERE LJ\_4G1.RN = 1

AND SUBSTR(LJ\_4G1.IMEI, 1, 14) = LJ\_4G2.IMEI;

### 手厅APP

指使用了手机营业厅APP的用户，炎黄厂商按天和按月给经分系统传过来接口表。

#### 手厅APP用户月表

SELECT MONTH\_ID, DEVICE\_NUMBER, PROVINCE\_CODE PROV\_ID

FROM ZBA\_DWD.DWD\_M\_ECS\_APP\_ACTIVE

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND PROVINCE\_CODE ='''||V\_PROV||'''

AND CHNL\_TYPE IN (''iphone\_c'', ''android'')

GROUP BY MONTH\_ID, DEVICE\_NUMBER, PROVINCE\_CODE

#### 手厅APP日表

SELECT MONTH\_ID, PROV\_ID, DAY\_ID, DEVICE\_NUMBER

FROM ZBA\_DWD.DWD\_D\_EVT\_AL\_ECS\_PHONEHALL

WHERE MONTH\_ID = '''||V\_MONTH||'''

AND DAY\_ID = '''||V\_DAY||'''

AND PROV\_ID = '''||V\_PROV||'''

AND RESULT\_CODE = ''1''

AND CHANNEL\_ID IN (''113000004'', ''113000005'')

GROUP BY MONTH\_ID, PROV\_ID, DAY\_ID, DEVICE\_NUMBER

## 客户服务域

### 移动业务

#### 按照套餐分类

按照用户使用的套餐进行分类

##### CBSS套餐

###### 手机

维度

信用等级和信用额度

4G用户资料表里的CREDIT\_CLASS字段

信用等级A级：CREDIT\_CLASS='65'

信用等级B级：CREDIT\_CLASS='66'

信用等级C级：CREDIT\_CLASS='67'

*--4G信用额度，信用等级*

SELECT CREDIT\_VALUE, *--信用额度：单位是分*

CREDIT\_CLASS *--信用等级：65代表A 66代表B 67代表C*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_'||V\_PROV||' @LINK\_DSSDWE

WHERE MONTH\_ID = ''201409''

AND SERVICE\_TYPE = ''40AAAAAA''

AND IS\_STAT = ''1''

4G高价值（客服部张驰）

**高价值用户口径：**入网时间6个月及以上，剔除降欠收入的出账用户，入网时长>=24**或者**连续6个月ARPU>=90元，包含4G手机。

参考过程P\_TEMP\_YCH\_SNAP\_GJZ\_4G。高价值用户细分类：

SELECT USER\_ID,

CASE

WHEN INNET\_MONTHS >= 24 AND TOTAL\_FEE\_6 < 540 THEN

1 *--指入网24个月（含）以上，但不满足连续6个月ARPU大于等于90元*

WHEN INNET\_MONTHS < 24 AND TOTAL\_FEE\_6 >= 540 THEN

2 *--指入网不满足24个月（含）以上，但连续6个月ARPU大于等于90元*

WHEN INNET\_MONTHS >= 24 AND TOTAL\_FEE\_6 >= 540 THEN

3 *--指入网24个月（含）以上且连续6个月ARPU大于等于90元*

END GJZ\_TYPE

FROM TEMP\_YCH\_SNAP\_GJZ\_4G

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '011'

4G用户价值标签

SELECT CASE

WHEN (TA8.USER\_LEVEL = '5' AND TA9.STABLE\_FLAG = '01') OR

(TA8.USER\_LEVEL = '4' AND TA9.STABLE\_FLAG = '01') THEN

'01' *--黄金客户*

WHEN (TA8.USER\_LEVEL = '5' AND TA9.STABLE\_FLAG = '03') OR

(TA8.USER\_LEVEL = '4' AND TA9.STABLE\_FLAG = '03') OR

(TA8.USER\_LEVEL = '3' AND TA9.STABLE\_FLAG = '03') THEN

'02' *--高危客户*

WHEN (TA8.USER\_LEVEL = '5' AND TA9.STABLE\_FLAG = '02') OR

(TA8.USER\_LEVEL = '4' AND TA9.STABLE\_FLAG = '02') OR

(TA8.USER\_LEVEL = '3' AND TA9.STABLE\_FLAG = '02') THEN

'03' *--波动客户*

WHEN (TA8.USER\_LEVEL = '2' AND TA9.STABLE\_FLAG = '03') OR

(TA8.USER\_LEVEL = '1' AND TA9.STABLE\_FLAG = '02') OR

(TA8.USER\_LEVEL = '2' AND TA9.STABLE\_FLAG = '02') THEN

'04' *--低端客户*

WHEN (TA8.USER\_LEVEL = '3' AND TA9.STABLE\_FLAG = '01') OR

(TA8.USER\_LEVEL = '2' AND TA9.STABLE\_FLAG = '01') OR

(TA8.USER\_LEVEL = '1' AND TA9.STABLE\_FLAG = '01') THEN

'05' *--潜力客户*

WHEN TA8.USER\_LEVEL = '1' AND TA9.STABLE\_FLAG = '03' THEN

'06' *--潮汐客户*

ELSE

'07'

END

FROM (SELECT USER\_ID,

IS\_CARD,

NVL(INNET\_DATE, '209901') INNET\_DATE,

PRODUCT\_CLASS,

CHANNEL\_ID

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_011 @LINK\_DSSDWE

WHERE SERVICE\_TYPE = '40AAAAAA'

AND IS\_STAT = '1'

AND IS\_CARD = '0'

AND MONTH\_ID = '201506') T1,

(SELECT USER\_ID, USER\_LEVEL

FROM (SELECT USER\_ID,

USER\_LEVEL,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY MONTH\_ID DESC NULLS LAST) RN

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CBM\_VALUE\_LIST\_011 @LINK\_DSSDWE *--CBSS用户价值评级模型*

WHERE MONTH\_ID >= '201505'

AND MONTH\_ID <= '201506')

WHERE RN = 1) TA8, *--CBSS用户价值评级模型*

(SELECT SUBS\_INSTANCE\_ID USER\_ID, STABLE\_FLAG *--稳定度*

FROM ZBA\_DEV.DWA\_V\_M\_4G\_LOST\_END *--CBSS用户稳定度模型*

WHERE MONTH\_ID = '201506'

AND PROV\_ID = '011') TA9 *--CBSS用户稳定度模型*

WHERE T1.USER\_ID = TA8.USER\_ID(+)

AND T1.USER\_ID = TA9.USER\_ID(+)

AND C.PAYMENT\_OP = '16000' *--储值操作类型为“16000 储值”（必加条件）（16000 储值;16001 清退;16003 返销;16004 转出;16005 转入）*

GROUP BY C.USER\_ID,C.PAY\_METHOD) T3

WHERE T1.USER\_ID = T3.USER\_ID(+)

GROUP BY T1.USER\_ID, NVL(T3.PAY\_METHOD, '本月无缴费')

指标

###### 上网卡

维度

指标

##### 3G套餐

###### 3G手机

维度

3G高价值（客服部张驰）

**高价值用户口径：**入网时间6个月及以上，剔除降欠收入的出账用户，入网时长>=24**或者**连续6个月ARPU>=90元，包含3G手机及23G融合用户。

参考过程P\_TEMP\_YCH\_SNAP\_GJZ\_3G。高价值用户细分类：

SELECT USER\_ID,

CASE

WHEN INNET\_MONTHS >= 24 AND TOTAL\_FEE\_6 < 540 THEN

1 *--指入网24个月（含）以上，但不满足连续6个月ARPU大于等于90元*

WHEN INNET\_MONTHS < 24 AND TOTAL\_FEE\_6 >= 540 THEN

2 *--指入网不满足24个月（含）以上，但连续6个月ARPU大于等于90元*

WHEN INNET\_MONTHS >= 24 AND TOTAL\_FEE\_6 >= 540 THEN

3 *--指入网24个月（含）以上且连续6个月ARPU大于等于90元*

END GJZ\_TYPE

FROM TEMP\_YCH\_SNAP\_GJZ\_3G

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '011'

3G用户价值（客户标签）

SELECT CASE

WHEN (TA7.USER\_LEVEL = '5' AND TA8.STABLE\_FLAG = '01') OR

(TA7.USER\_LEVEL = '4' AND TA8.STABLE\_FLAG = '01') THEN

'01' *--黄金客户*

WHEN (TA7.USER\_LEVEL = '5' AND TA8.STABLE\_FLAG = '03') OR

(TA7.USER\_LEVEL = '4' AND TA8.STABLE\_FLAG = '03') OR

(TA7.USER\_LEVEL = '3' AND TA8.STABLE\_FLAG = '03') THEN

'02' *--高危客户*

WHEN (TA7.USER\_LEVEL = '5' AND TA8.STABLE\_FLAG = '02') OR

(TA7.USER\_LEVEL = '4' AND TA8.STABLE\_FLAG = '02') OR

(TA7.USER\_LEVEL = '3' AND TA8.STABLE\_FLAG = '02') THEN

'03' *--波动客户*

WHEN (TA7.USER\_LEVEL = '2' AND TA8.STABLE\_FLAG = '03') OR

(TA7.USER\_LEVEL = '1' AND TA8.STABLE\_FLAG = '02') OR

(TA7.USER\_LEVEL = '2' AND TA8.STABLE\_FLAG = '02') THEN

'04' *--低端客户*

WHEN (TA7.USER\_LEVEL = '3' AND TA8.STABLE\_FLAG = '01') OR

(TA7.USER\_LEVEL = '2' AND TA8.STABLE\_FLAG = '01') OR

(TA7.USER\_LEVEL = '1' AND TA8.STABLE\_FLAG = '01') THEN

'05' *--潜力客户*

WHEN TA7.USER\_LEVEL = '1' AND TA8.STABLE\_FLAG = '03' THEN

'06' *--潮汐客户*

ELSE

'07'

END

FROM (SELECT USER\_ID,

IS\_CARD,

NVL(INNET\_DATE, '209901') INNET\_DATE,

IS\_THIS\_ACCT,

NVL(PRODUCT\_MODE, '020299') PRODUCT\_MODE,

PKG\_PROD\_CLASS

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_011 A

WHERE IS\_CARD IN ('0', '2')

AND IS\_STAT = '1'

AND MONTH\_ID = '201506') T1,

(SELECT USER\_ID, USER\_LEVEL

FROM (SELECT USER\_ID,

USER\_LEVEL,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY MONTH\_ID DESC NULLS LAST) RN

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_VALUE\_LIST\_011 *--BSS用户价值评级模型*

WHERE MONTH\_ID >= '201505'

AND MONTH\_ID <= '201506')

WHERE RN = 1) TA7, *--BSS用户价值评级模型*

(SELECT SUBS\_INSTANCE\_ID USER\_ID, STABLE\_FLAG *--稳定度*

FROM ZBA\_DEV.DWA\_V\_M\_3G\_LOST\_END *--3G用户稳定度模型*

WHERE MONTH\_ID = '201506'

AND PROV\_ID = '011') TA8 *--3G用户稳定度模型*

WHERE T1.USER\_ID = TA7.USER\_ID(+)

AND T1.USER\_ID = TA8.USER\_ID(+)

指标

3G用户积分

SELECT SUM(NVL(T.ALL\_APPT\_SCORE, 0)) USE\_SCORES, *--本期总应用积分数*

SUM(NVL(T.REW\_SCORE, 0)) NEW\_REWARD\_SCORES, *--其中本期新增奖励积分*

SUM(NVL(T.COMM\_CONS\_SCORE, 0)) NEW\_CALL\_SCORES, *--其中本期新增通信消费积分*

SUM(NVL(T.ALL\_PRO\_SCORE, 0)) NEW\_SCORES, *--本期新增积分数,*

'3G',

IS\_THIS\_ACCT

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SCORE\_INFO\_011 T

GROUP BY IS\_THIS\_ACCT

积分用户

SELECT SUBS\_INSTANCE\_ID,

IS\_SCORE, *--是否积分用户*

IS\_EXCH\_SCORE *--是本年内否兑换积分*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_SCORE\_INFO\_011

WHERE MONTH\_ID = '201506'

信用额度

SELECT SUBS\_INSTANCE\_ID, SUM(NOW\_CREDIT) NOW\_CREDIT

FROM ZBA\_DWD.DWD\_M\_ACC\_AL\_CREDIT\_011

WHERE MONTH\_ID = '201506'

GROUP BY SUBS\_INSTANCE\_ID

###### 23G融合

维度

指标

###### 3G上网卡

维度

指标

##### 2G套餐

###### 维度

###### 指标

用户积分

SELECT SUM(NVL(T.ALL\_APPT\_SCORE, 0)) USE\_SCORES, *--本期总应用积分数*

SUM(NVL(T.REW\_SCORE, 0)) NEW\_REWARD\_SCORES, *--其中本期新增奖励积分*

SUM(NVL(T.COMM\_CONS\_SCORE, 0)) NEW\_CALL\_SCORES, *--其中本期新增通信消费积分*

SUM(NVL(T.ALL\_PRO\_SCORE, 0)) NEW\_SCORES, *--本期新增积分数,*

'2G',

IS\_THIS\_ACCT

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_SCORE\_INFO\_011 T

WHERE MONTH\_ID = '201505'

GROUP BY IS\_THIS\_ACCT

是否积分用户

SELECT USER\_ID,

IS\_SCORE, *--是否积分用户*

IS\_EXCH\_SCORE *--是本年内否兑换积分*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_SCORE\_INFO\_011

WHERE MONTH\_ID = '201506'

2G高价值（客服部张驰）

**高价值用户口径：**入网时间6个月及以上，剔除降欠收入的出账用户，入网时长>=24**或者**连续6个月ARPU>=90元，包含2G手机。

参考过程P\_TEMP\_YCH\_SNAP\_GJZ\_2G。高价值用户细分类：

SELECT USER\_ID,

CASE

WHEN INNET\_MONTHS >= 24 AND TOTAL\_FEE\_6 < 540 THEN

1 *--指入网24个月（含）以上，但不满足连续6个月ARPU大于等于90元*

WHEN INNET\_MONTHS < 24 AND TOTAL\_FEE\_6 >= 540 THEN

2 *--指入网不满足24个月（含）以上，但连续6个月ARPU大于等于90元*

WHEN INNET\_MONTHS >= 24 AND TOTAL\_FEE\_6 >= 540 THEN

3 *--指入网24个月（含）以上且连续6个月ARPU大于等于90元*

END GJZ\_TYPE

FROM TEMP\_YCH\_SNAP\_GJZ\_2G

WHERE MONTH\_ID = '201412'

AND PROV\_ID = '011'

2G用户价值（客户标签）

SELECT CASE

WHEN (TA6.USER\_LEVEL = '5' AND TA7.STABLE\_FLAG = '01') OR

(TA6.USER\_LEVEL = '4' AND TA7.STABLE\_FLAG = '01') THEN

'01' *--黄金客户*

WHEN (TA6.USER\_LEVEL = '5' AND TA7.STABLE\_FLAG = '03') OR

(TA6.USER\_LEVEL = '4' AND TA7.STABLE\_FLAG = '03') OR

(TA6.USER\_LEVEL = '3' AND TA7.STABLE\_FLAG = '03') THEN

'02' *--高危客户*

WHEN (TA6.USER\_LEVEL = '5' AND TA7.STABLE\_FLAG = '02') OR

(TA6.USER\_LEVEL = '4' AND TA7.STABLE\_FLAG = '02') OR

(TA6.USER\_LEVEL = '3' AND TA7.STABLE\_FLAG = '02') THEN

'03' *--波动客户*

WHEN (TA6.USER\_LEVEL = '2' AND TA7.STABLE\_FLAG = '03') OR

(TA6.USER\_LEVEL = '1' AND TA7.STABLE\_FLAG = '02') OR

(TA6.USER\_LEVEL = '2' AND TA7.STABLE\_FLAG = '02') THEN

'04' *--低端客户*

WHEN (TA6.USER\_LEVEL = '3' AND TA7.STABLE\_FLAG = '01') OR

(TA6.USER\_LEVEL = '2' AND TA7.STABLE\_FLAG = '01') OR

(TA6.USER\_LEVEL = '1' AND TA7.STABLE\_FLAG = '01') THEN

'05' *--潜力客户*

WHEN TA6.USER\_LEVEL = '1' AND TA7.STABLE\_FLAG = '03' THEN

'06' *--潮汐客户*

ELSE

'07'

END

FROM (SELECT USER\_ID, IS\_THIS\_ACCT, INNET\_DATE, PAY\_MODE

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_2G\_USER\_INFO\_011 A

WHERE IS\_STAT = '1'

AND MONTH\_ID = '201506') T1,

(SELECT USER\_ID, USER\_LEVEL

FROM (SELECT USER\_ID,

USER\_LEVEL,

ROW\_NUMBER() OVER(PARTITION BY USER\_ID ORDER BY MONTH\_ID DESC NULLS LAST) RN

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_VALUE\_LIST\_011 *--BSS用户价值评级模型*

WHERE MONTH\_ID >= '201505'

AND MONTH\_ID <= '201506')

WHERE RN = 1) TA6, *--BSS用户价值评级模型*

(SELECT USER\_ID, STABLE\_FLAG *--稳定度*

FROM ZBA\_DEV.DYL\_2G\_LOST\_FLAG\_END2 *--2G用户稳定度模型*

WHERE MONTH\_ID = '201506'

AND PROV\_ID = '011') TA7 *--2G用户稳定度模型*

WHERE T1.USER\_ID = TA6.USER\_ID(+)

AND T1.USER\_ID = TA7.USER\_ID(+)

#### 按照网络分类

按照用户使用的网络进行分类，分为4G网络、3G网络、2G网络和无法识别的网络四种。

相关维度和指标可根据用户的套餐类型（2G/3G/4G）分别按对应口径去取

### 宽带业务

#### BSS侧

##### 维度

##### 指标

#### CBSS侧

##### 维度

##### 指标

### 固话业务

#### BSS侧

##### 维度

##### 指标

#### CBSS侧

##### 维度

##### 指标

### 融合业务

首先要确定用户属于哪种套餐类型（2G/3G/4G），然后参见不同套餐相关指标的取法，取出对应的维度或指标信息

## 合作伙伴域

### VOP业务

#### 网上用户

SELECT */\*+PARALLEL(T,2)\*/* \*

FROM ZBA\_DWA.DWA\_V\_M\_PRD\_VOP\_USER\_INFO

WHERE MONTH\_ID = '201603'

AND PROV\_ID = '011'

AND IS\_STAT = '1'

AND IS\_INNET = '1';

#### 出账用户

SELECT */\*+PARALLEL(T,2)\*/*  \*

FROM ZBA\_DWA.DWA\_V\_M\_PRD\_VOP\_USER\_INFO

WHERE MONTH\_ID = '201603'

AND PROV\_ID = '011'

AND IS\_STAT = '1'

AND IS\_ACCT = '1';

#### 活跃用户

SELECT \*

FROM (SELECT */\*+PARALLEL(T,2)\*/*

USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_PRD\_VOP\_USER\_INFO

WHERE MONTH\_ID = '201603'

AND PROV\_ID = '011'

AND IS\_STAT = '1'

AND IS\_INNET = '1') T,

(SELECT USER\_ID

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_VOP\_SING\_USE

WHERE MONTH\_ID = '201603'

AND PROV\_ID = '011'

AND IS\_ACTIVE = '1') T2 *--活跃用户*

WHERE T.USER\_ID = T2.USER\_ID(+)

AND T2.USER\_ID IS NOT NULL;

#### 三无用户

SELECT T2.USER\_ID,

CASE WHEN NVL(T2.IS\_FLUX, '0') = '0' *--无流量*

AND NVL(T2.SMS\_NUM, 0) = 0 *--无短信*

AND NVL(T2.IS\_CALL, '0') = '0' *--无语音*

THEN '1'

ELSE '0'

END IS\_SANWU1

FROM (SELECT \*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_VOP\_SING\_USE *--VOP单用户使用表*

WHERE MONTH\_ID = '201603'

AND PROV\_ID = '011'

) T2;

#### 来电显示业务用户

SELECT USER\_ID

FROM ZBA\_DWD.DWD\_M\_ACC\_VOP\_MONTHLY\_FEE T

WHERE T.MONTH\_ID = '201603'

AND FEE\_CODE = 'LDXSJR ' *--来电显示*

AND PROV\_ID = '011'

AND FEE > 0

GROUP BY USER\_ID;

#### 用户收入

SELECT USER\_ID, *--用户ID*

TOTAL\_FEE, *--总的收入*

VOICE\_FEE, *--其中：语音收入*

SMS\_FEE, *-- 其中：短信收入*

FLUX\_FEE, *--其中：流量收入*

VAC\_FEE, *--其中：增值收入*

MON\_FEE, *--其中：包月收入*

BEF\_TOTAL\_FEE *--优惠前收入*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_VOP\_CHARGE

WHERE MONTH\_ID = '201603';

AND PROV\_ID = '011'

#### 计费时长区分漫游地统计

SELECT USER\_ID,

VISIT\_AREA\_CODE, *--漫游地市*

SUM(BASE\_BILL\_TIMES) TOTAL\_BILL\_TIMES, *--计费时长*

SUM(CASE WHEN CALL\_TYPE IN ('01', '03') THEN BASE\_BILL\_TIMES

ELSE 0

END) ZJ\_BILL\_TIMES, *--主叫计费时长*

SUM(CASE WHEN CALL\_TYPE IN ('02', '04') THEN BASE\_BILL\_TIMES

ELSE 0

END) BJ\_BILL\_TIMES *--被叫计费时长*

FROM ZBA\_DWA.DWA\_S\_D\_USE\_VOP\_VOICE T

WHERE MONTH\_ID = '201603'

AND PROV\_ID = '011'

GROUP BY USER\_ID, VISIT\_AREA\_CODE;

## 公共域

### 码表

#### BSS侧

##### 地市编码

ZB\_DIM.V\_DIM\_BI\_AREA，用于DW库分地市。此数据与ZB\_DIM.V\_DIM\_AREA一致，但考虑到后期的编码维护会逐步转移到DIM\_BI\_XXX，故以后使用此编码表

注意：遇到从DM侧提供分地市数据的时候使用以下码表，不用加限制条件。

  SELECT \* FROM [DMCODE\_PUB.DMCODE\_AREA@](mailto:DMCODE_PUB.DMCODE_AREA@CUJFBA_YZ)DSSMSS\_BA

##### 套**餐**码表

ZB\_DIM.DIM\_PRODUCT\_CLASS

1、套餐产品表ZB\_DIM.DIM\_PRODUCT\_CLASS 在使用时，限定业务类型（SERVICE\_TYPE）及是否卡类（IS\_CARD），但不限定产品是否有效（IS\_VALID），剩余关联不到的，统一ESLE 为其他

2、针对下面两个问题，统一对外解释如下：

* 【出现无效产品问题】解释为存在之前办理的用户，但套餐失效后，用户依然存在，故有失效套餐
* 【其他套餐相关问题】解释为非3G手机标准产品的套餐，如果问到上网卡套餐，则应是省份上传问题，现阶段已不存在此类问题

##### 合约类型

SELECT \* FROM ZB\_DIM.DIM\_BI\_ACTIVITY\_TYPE WHERE IS\_ZB\_ACTIVITY = '1'

01 预存话费送手机

02 购手机送话费

03 存费送费

06 预存话费送业务(送语音)

07 预存话费送业务(送流量)

08 预存话费送业务(送短信)

注意：

存费送业务从201310月账期开始生效，而页面上是从201311月才展现存费送业务数据。

##### 业务类型

SELECT \* FROM ZB\_DIM.DIM\_BI\_SERVICE\_TYPE WHERE IS\_VALID='1'

注意：从8月账期开始增加了以下编码：

2001AAAA 2G移动电话

200101AA GSM电话

200102AA 无线座机

2002AAAA 2G公用电话

2099AAAA 2G其他基础语音业务

以后所有涉及要限制SERVICE\_TYPE为2G的都要做如下设置

SERVICE\_TYPE IN ('20AAAAAA','2001AAAA','200101AA','200102AA','2002AAAA','2099AAAA')

##### 计费模式

SELECT \* FROM ZB\_DIM.DIM\_BI\_PROD\_BILL\_MODE

01 包年

02 包季度

03 包月限时

04 包月不限时

05 包天

06 按时

07 按业务量

08 包半年

09 包多月

99 其它

##### 城乡类型

01 城市

02 乡村

99 其它

##### 服务标识

SELECT \* FROM ZB\_DIM.DIM\_BI\_SERVE\_ID

0001 基本语音

0002 国内长途

0003 国际长途

0004 国内漫游

0005 国际漫游

0101 短信

0102 GPRS

0103 WCDMA

0104 WLAN

0201 来电显示

0202 呼叫转移

9999 其他

0105 LTE

##### 省会城市码表

DIM\_PROV\_AREA

##### 国家代码表

ZB\_DIM.DIM\_BI\_STATE\_CODE

可以与ZBG\_DWA.DWA\_S\_M\_USE\_CB\_FLUX\_011@LINK\_DSSDWE 里的 ROAM\_AREA\_CODE关联，由于ROAM\_AREA\_CODE数据长度不一致，需做如下处理：

SELECT DISTINCT T.ROAM\_AREA\_CODE, T1.STATE\_CODE\_DESC

FROM (SELECT SUBSTR('00000' || ROAM\_AREA\_CODE, -5, 5) ROAM\_AREA\_CODE,

LPAD(ROAM\_AREA\_CODE, 5, 0) *--自动在左边补0*

FROM ZBG\_DWA.DWA\_S\_M\_USE\_CB\_FLUX\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201509'

AND ROAM\_TYPE IN ('0203', '0204')) T,

ZB\_DIM.DIM\_BI\_STATE\_CODE T1

WHERE T.ROAM\_AREA\_CODE = T1.STATE\_CODE(+)

##### 漫游类型

SELECT \* FROM ZB\_DIM.DIM\_BI\_ROAM\_TYPE

##### 终端品牌、终端型号

使用imei前八位与ZB\_OUT.ZB\_M\_TAC\_INFO中TAC字段关联，MANU\_NAME 终端品牌,MODEL\_NAME 终端型号

SELECT \* FROM ZB\_OUT.ZB\_M\_TAC\_INFO

#### CBSS侧

##### 合约码表

SELECT \*

FROM ZBG\_DIM.DIM\_CBSS\_ACTIVITY\_TYPE@LINK\_DSSDWE

WHERE IS\_VALID = '1' –在网

AND ACTIVITY\_TYPE <> '04'

### 渠道偏好

SELECT USER\_ID, CHNL\_TYPE1

FROM ZB\_CSM.DWA\_V\_M\_QUDAO\_ALL\_ST8\_2

WHERE PROV\_ID = '079'

AND MONTH\_ID = '&max\_month' *--取模型支撑的最大账期值，使用之前注意查一下数据的最新账期*

AND NET\_TYPE LIKE '4G%' *--注意修改业务类型：4G,3G,2G*

### 归集标签

取用户资料表中的USER\_ID字段，与 [ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV（集客标签表）](mailto:码表ZBG_DIM.DIM_PRODUCT_CLASS@LINK_DSSDWE) 中 USER\_ID 进行关联，取集客标签表中BELONG\_FLAG字段，无需限定其他条件，取值为0集团，1和空为公众。

注意：

1. 集客标签表ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_PROV数据从201308账期开始具备

2. 2013年10月账期之前如下集客标签表一直使用

SELECT */\*+PARALLEL(T,2)\*/*

T.USER\_ID, T.INCOME\_BELONG\_FLAG *-- 1和空的都是公众，0是集团*

FROM ZBA\_DWA.DWA\_V\_D\_CUS\_GROUP\_FLAG\_011 T

WHERE MONTH\_ID = '201306'

AND DAY\_ID = '03'

**3. OCS上网卡部分关联集客标签的时候只需要关联北京的集客标签表,如下例：**

SELECT '201404',

'011',

AREA\_ID,

'OCS' NETTYPE,

A.USER\_ID,

NVL(BELONG\_FLAG, '1') BELONG\_FLAG,

NVL(USER\_GROUP\_FLAG, '1') USER\_GROUP\_FLAG,

IS\_INNET,

IS\_THIS\_ACCT

FROM (SELECT SUBS\_INSTANCE\_ID USER\_ID, AREA\_ID, IS\_INNET, IS\_THIS\_ACCT

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_OCS\_USER\_INFO

WHERE IS\_TEST = '0'

AND STATUS\_ID NOT IN ('51', '13')

AND PROV\_ID = '011'

AND MONTH\_ID = '201404') A,

(SELECT USER\_ID, BELONG\_FLAG, USER\_GROUP\_FLAG

FROM ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG\_011

WHERE MONTH\_ID = '201404') B

WHERE A.USER\_ID = B.USER\_ID(+)

### 用户群标签

取ZBA\_DWD.DWD\_M\_PRD\_AL\_GC\_USER\_FLAG表的USER\_GROUP\_FLAG，0为集团客户，空和1为公众用户，与用户资料表的关联方法详见公共域—归集标签。

### 中小企业（只针对集客用户）

首先限定集客用户（集客用户取法详见公共域—归集标签），

再通过USER\_ID与ZBA\_DWA.DWA\_V\_M\_CUS\_AL\_GC\_RELATION模型关联，利用该模型中CUST\_SIZE来区分用户的企业类型。

利用CUST\_SIZE区分用户企业类型的方法如下：

DECODE(CUST\_SIZE,'1','小微','2','中小企业','3','大客户','其他')

### 终端模型

#### 老终端模型

##### 2G套餐&3G套餐

###### 201403账期之前

SELECT USER\_ID, ONEIN1MON\_TERM\_TYPE *--00,2G，3G，4G*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_SI\_IMEI\_IF\_&PROV\_ID

WHERE MONTH\_ID = '&MONTH\_ID'

AND IS\_RECOGNIZABLE\_TERM = '1';

###### 201403账期及之后

SELECT USER\_ID, ONEIN1MON\_TERM\_TYPE\_4G *--00,2G，3G，4G*

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_SI\_IMEI\_IF\_&PROV\_ID

WHERE MONTH\_ID = '&MONTH\_ID'

AND IS\_RECOGNIZABLE\_TERM = '1';

##### 4G套餐

SELECT USER\_ID, ONEIN1MON\_TERM\_TYPE *--00,2G，3G，4G*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_SING\_IMEI\_&PROV\_ID@LINK\_DSSDWE

WHERE MONTH\_ID = '&MONTH\_ID'

AND IS\_RECOGNIZABLE\_TERM = '1';

#### 新终端模型

1.  DATA\_SOURCE 1 ESS 2 CB

2.      3G部分渠道类型不可用，渠道编码从第三位截取

3.      包含转网用户终端

4.      自备机办理合约也包括在内

先裸机购买终端，然后再办理合约，保留的是合约销售的记录

SELECT A.\*

  FROM ZBG\_DWA.DWA\_V\_M\_TERM\_SALE@LINK\_DSSDWE A

WHERE MONTH\_ID = '201708'

   AND IS\_BACK = '0'

   AND PROV\_ID = '011'

#### 纯综采终端模型（2G套餐&3G套餐&4G套餐）

SELECT USER\_ID, *--对应ZBG\_DWA.DWA\_V\_M\_CUS\_NM\_USER\_INFO\_&prov\_id@LINK\_DSSDWE中user\_id，即新网络模型新user\_id*

ONEIN1MON\_NET\_TYPE\_REV*-- 00=无法区分，04=4G、03=3G、02=2G*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_ALL\_ZCTMF2\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201602'

AND SERVICE\_TYPE LIKE '40%'; *--套餐类型 2G套餐：LIKE '20%'；3G套餐：LIKE '30%'；4G套餐：LIKE '40%'；*

### 分网络流量模型

#### O域模型(DEVICE\_NUMBER唯一)

##### 2G套餐&3G套餐

2G、3G、4G的O域流量都是取自表ZBA\_DWA.DWA\_V\_CUS\_ALL\_IMEI\_FLUX，通过DEVICE\_NUMBER与对应的用户资料表进行关联

SELECT CASE

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在2G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在3G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'只在4G网络上使用'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/4G网络上都使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在3G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/3G网络/4G网络/无法区分的网络上使用过'

WHEN NVL(FLUX, 0) = 0 THEN

'0流量'

ELSE

'完全无法区分'

END NET\_TYPE,

SUM(FLUX\_2G) FLUX\_2G\_ALL,

SUM(FLUX\_3G) FLUX\_3G\_ALL,

SUM(FLUX\_4G) FLUX\_4G\_ALL,

SUM(FLUX\_WZ) FLUX\_WZ\_ALL

FROM (SELECT MONTH\_ID, PROV\_ID, AREA\_ID, USER\_ID, DEVICE\_NUMBER, IS\_CARD

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_3G\_USER\_INFO\_030

WHERE IS\_THIS\_ACCT = '1'

AND IS\_STAT = '1'

AND IS\_CARD IN ('0', '2')

AND MONTH\_ID = '201504') A,

(SELECT MONTH\_ID,

PROV\_DESC,

DEVICE\_NUMBER,

SUM(FLUX\_2G) FLUX\_2G, *--2G流量*

SUM(FLUX\_3G) FLUX\_3G, *--3G流量*

SUM(FLUX\_4G) FLUX\_4G, *--4G流量*

SUM(FLUX) FLUX, *--总流量*

SUM(FLUX\_WZ) FLUX\_WZ *--无法区分流量*

FROM ZBA\_DWA.DWA\_V\_CUS\_ALL\_IMEI\_FLUX

WHERE MONTH\_ID = '201504'

AND PROV\_DESC = '030'

GROUP BY MONTH\_ID, PROV\_DESC, DEVICE\_NUMBER) B

WHERE A.DEVICE\_NUMBER = B.DEVICE\_NUMBER(+)

GROUP BY CASE

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在2G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在3G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'只在4G网络上使用'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/4G网络上都使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在3G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/3G网络/4G网络/无法区分的网络上使用过'

WHEN NVL(FLUX, 0) = 0 THEN

'0流量'

ELSE

'完全无法区分'

END;

##### 4G套餐

SELECT CASE

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在2G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在3G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'只在4G网络上使用'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/4G网络上都使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在3G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/3G网络/4G网络/无法区分的网络上使用过'

WHEN NVL(FLUX, 0) = 0 THEN

'0流量'

ELSE

'完全无法区分'

END NET\_TYPE,

SUM(FLUX\_2G) FLUX\_2G\_ALL,

SUM(FLUX\_3G) FLUX\_3G\_ALL,

SUM(FLUX\_4G) FLUX\_4G\_ALL,

SUM(FLUX\_WZ) FLUX\_WZ\_ALL

FROM (SELECT */\*+parallel(t,2)\*/*

MONTH\_ID, PROV\_ID, AREA\_ID, USER\_ID, DEVICE\_NUMBER

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_USER\_INFO\_030@LINK\_DSSDWE T

WHERE T.MONTH\_ID = '201504'

AND T.IS\_STAT = '1' *---观察*

AND T.SERVICE\_TYPE = '40AAAAAA'

AND T.IS\_ACCT = '1') A,

(SELECT MONTH\_ID,

PROV\_DESC,

DEVICE\_NUMBER,

SUM(FLUX\_2G) FLUX\_2G, *--2G流量*

SUM(FLUX\_3G) FLUX\_3G, *--3G流量*

SUM(FLUX\_4G) FLUX\_4G, *--4G流量*

SUM(FLUX) FLUX, *--总流量*

SUM(FLUX\_WZ) FLUX\_WZ *--无法区分流量*

FROM ZBA\_DWA.DWA\_V\_CUS\_ALL\_IMEI\_FLUX

WHERE MONTH\_ID = '201504'

AND PROV\_DESC = '030'

GROUP BY MONTH\_ID, PROV\_DESC, DEVICE\_NUMBER) B

WHERE A.DEVICE\_NUMBER = B.DEVICE\_NUMBER(+)

GROUP BY CASE

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在2G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'只在3G网络上使用'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'只在4G网络上使用'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/4G网络上都使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ = 0 THEN

'在2G网络/3G网络/4G网络上都使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G = 0 AND FLUX\_WZ > 0 THEN

'在2G网络/3G网络/无法区分的网络上使用过'

WHEN FLUX\_2G = 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'在3G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G = 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/4G网络/无法区分的网络上使用过'

WHEN FLUX\_2G > 0 AND FLUX\_3G > 0 AND FLUX\_4G > 0 AND FLUX\_WZ > 0 THEN

'2G网络/3G网络/4G网络/无法区分的网络上使用过'

WHEN NVL(FLUX, 0) = 0 THEN

'0流量'

ELSE

'完全无法区分'

END;

#### O域模型(USER\_ID唯一)

##### 2G套餐&3G套餐

SELECT MONTH\_ID,

PROV\_ID,

USER\_ID,

MAX(NET\_TYPE) *--00 无法区分,02 2G,03 3G,04 4G*

SUM(FLUX\_2G) FLUX\_2G,

SUM(FLUX\_3G) FLUX\_3G,

SUM(FLUX\_4G) FLUX\_4G,

SUM(FLUX) FLUX,

SUM(FLUX\_WZ) FLUX\_WZ

FROM ZBA\_DWA.DWA\_V\_M\_CUS\_MB\_NET\_CARRY\_010 T

WHERE MONTH\_ID = '201512'

GROUP BY MONTH\_ID, PROV\_ID, USER\_ID;

##### 4G套餐

SELECT MONTH\_ID,

PROV\_ID,

USER\_ID,

MAX(NET\_TYPE) *--00 无法区分,02 2G,03 3G,04 4G*

SUM(FLUX\_2G) FLUX\_2G,

SUM(FLUX\_3G) FLUX\_3G,

SUM(FLUX\_4G) FLUX\_4G,

SUM(FLUX) FLUX,

SUM(FLUX\_WZ) FLUX\_WZ

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_CB\_NET\_CARRY\_010@LINK\_DSSDWE T

WHERE MONTH\_ID = '201512'

GROUP BY MONTH\_ID, PROV\_ID, USER\_ID

#### 纯综采模型（2G套餐&3G套餐&4G套餐）

SELECT DEVICE\_NUMBER,

SUM(NVL(FLUX\_2G, 0)),*--2G网络流量*

SUM(NVL(FLUX\_3G, 0)),*--3G网络流量*

SUM(NVL(FLUX\_4G, 0)),*--4G网络流量*

SUM(NVL(FLUX\_NULL, 0) + NVL(FLUX\_OTHER, 0)) FLUX\_OTHER,*--其他网络流量*

SUM(NVL(FLUX, 0)) FLUX*--总流量*

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_PP\_USER\_NET\_011@LINK\_DSSDWE

WHERE MONTH\_ID = '201603'

GROUP BY DEVICE\_NUMBER;

### 取综采使用的终端的价值(不区分234G)

select \* from (SELECT USER\_ID,

ONEIN1MON\_VERSION\_TYPE,

ONEIN1MON\_TERM\_IMEI,

ONEIN1MON\_TERM\_TAC

FROM ZBG\_DWA.DWA\_V\_M\_CUS\_ALL\_ZCTMF2\_'||V\_PROV||'@LINK\_DSSDWE

WHERE MONTH\_ID = '''||V\_MONTH||''') A,

(SELECT TAC, MODEL\_ID

FROM ZBG\_DWA.DIM\_TAC\_LABEL@LINK\_DSSDWE

GROUP BY TAC,MODEL\_ID) B,

(SELECT SUBSTR(IMEI, 1, 14) IMEI\_14,

MODEL\_ID

FROM ZBG\_DWA.DIM\_IMEI\_LABEL@LINK\_DSSDWE

GROUP BY SUBSTR(IMEI, 1, 14),

MODEL\_ID) C,

terbi.marketing\_name\_price201708 D1,

terbi.marketing\_name\_price201708 D2

where SUBSTR(A.ONEIN1MON\_TERM\_IMEI, 0, 8) = B.TAC(+)

AND SUBSTR(A.ONEIN1MON\_TERM\_IMEI, 0, 14) = C.IMEI\_14(+)

and B.MODEL\_ID=D1.MODEL\_ID(+)

and C.MODEL\_ID=D2.MODEL\_ID(+);

select \* from terbi.marketing\_name\_price201708

## 查询指标/来源表/过程常用语句

### 指标来源表查询

16库上，或Dblink @DSSMSS\_BA连接：

**根据指标名称模糊查询：**

SELECT \*

FROM ZBA\_DM\_MAN.ISP\_ENTITY\_KPI\_ORDER

WHERE IS\_VALID = '1'

AND KPI\_NAME LIKE '%积分%';

**组合指标查询可参考：**

SELECT \*

FROM ZBA\_DM\_MAN.DMCODE\_COMP\_KPI

WHERE COMP\_KPI\_NAME LIKE '%上网出账%';

**其余方法：**

SELECT */\* + PARALLEL (T, 8)\*/*

\*

FROM ZBA\_DM\_MAN.DMCODE\_ALL\_KPI\_LIB T

WHERE T.COMP\_KPI\_CODE IN ('NZHTJ1104'); *--指标配置表（M域）*

SELECT */\* + PARALLEL (T, 4)\*/*

T.IS\_VALID, T.\*

FROM ZBA\_DM\_MAN.DMCODE\_COMP\_KPI T

WHERE T.COMP\_KPI\_CODE IN = 'CKP\_10763' *--指标配置表*

### 查询来源表/过程

#### DM层查询来源表

SELECT \*

FROM ZBA\_DM\_MAN.ISP\_ENTITY\_KPI\_ORDER T *--指标订购表*

WHERE T.DST\_ENTITY\_NAME = 'DM\_C\_D\_CNT\_RH\_WIT\_USER';

SELECT \*

FROM ZBA\_DM\_MAN.ISP\_ENTITY\_ETL T *--指标字段映射表*

WHERE T.DST\_ENTITY\_NAME = 'DM\_C\_D\_CNT\_RH\_WIT\_USER';

**页面s\_表查询数据源：**

SELECT \*

FROM ZBA\_DM\_MAN.ISP\_ENTITY\_ETL\_STG

WHERE DST\_ENTITY\_NAME = 'S\_DM\_C\_CNT\_RH\_WIT\_BASE\_D';

#### 模糊查询过程（DM层、DW层、33库都适用）

ALL\_SOURCE表，可用于各种过程查询。不能登陆的数据库，利用dblink连接查询。

以4G过程举例：

1. 只知道表或模糊的描述，不知道过程：

SELECT \*

FROM ALL\_SOURCE @LINK\_DSSDWE

WHERE UPPER(TEXT) LIKE '%DWA\_V\_M\_CUS\_CB\_USER\_INFO%'

1. 知道过程：

SELECT \*

FROM ALL\_SOURCE @LINK\_DSSDWE

WHERE NAME = 'P\_DWA\_V\_M\_CUS\_CB\_USER\_INFO'

### 模糊查询表

适用于找表、表的用户名、或模糊的表名

SELECT TABLE\_NAME,OWNER FROM ALL\_TABLES WHERE TABLE\_NAME LIKE '%CITY%' AND OWNER='ZB\_DIM';

### 33库视图查询

SELECT \* FROM ALL\_VIEWS@LINK\_DSSDWE WHERE VIEW\_NAME LIKE '%V\_DM\_C\_D\_CNT\_RH\_WIT\_BASE%'

### 查找接口表

#### BSS

***--明细对应表及流程的表***

SELECT \* FROM ZB\_SRC.ZB\_SYS\_FILE\_TABLE\_MAP WHERE TAB\_NAME LIKE '%BIDWMB02003%'; *--接口文档编码*

SELECT \* FROM ZB\_SRC.ZB\_SYS\_FILE\_TABLE\_MAP WHERE FILE\_NAME LIKE '%彩信%'; *--文件名查询*

接口文档名称含义解释：例CMYY02AYYYYMM001

C 代表正式, A 表示第一次上传，要是这位是“B”，表示重传的文件，YYYYMM 是年月，这几个都去掉。

#### CBSS

***--接口表查询***

SELECT \*

FROM ZBG\_DI.ZB\_SYS\_CBSS\_TABLE\_MAP@LINK\_DSSDWE

WHERE TABLE\_NAME LIKE '%SRC\_D\_BCD02003%'; *--知道接口表*

SELECT \*

FROM ZBG\_DI.ZB\_SYS\_CBSS\_TABLE\_MAP@LINK\_DSSDWE

WHERE TABLE\_NAME\_ODS LIKE '%TD\_S\_CODE\_STATIC%'*---接口规范对应表*

### 页面指标查询举例

#### 举例

3G套餐-->3G业务-->计费收入(日)，3G业务计费收入

1、查询页面表和对应的模块编码、模块对应表名

SELECT \*

FROM ISP\_DSS.KC\_DIM\_APP\_BASE\_INFO

WHERE DATE\_TYPE = 'D'

AND UPPER(APP\_CLASS) = '3G'

AND APP\_NAME = '计费收入';

2、查询指标名称对应的KPI\_CODE

SELECT \*

FROM ISP\_DSS.KC\_DM\_APPKPI\_MAP\_INFO T

WHERE DATE\_TYPE = 'D'

AND APP\_CODE = '000211'

AND T.DISPLAY\_KPI\_NAME LIKE '%3G业务计费收入%';

3、查询页面表中数据

SELECT \*

FROM DM.V\_DM\_KPI\_D\_000211 T

WHERE T.MONTH\_ID = '201404'

AND T.DAY\_ID = '15'

AND T.PROV\_ID = '111'

AND T.KPI\_CODE = 'CKP\_6000';

4、查询DM.DM\_KPI\_DATA\_D表中数据

视图DM.V\_DM\_KPI\_D\_000211对应来源表DM.DM\_KPI\_D\_000211

SELECT \*

FROM DM.DM\_KPI\_D\_000211 T

WHERE T.MONTH\_ID = '201404'

AND T.DAY\_ID = '15'

AND T.PROV\_ID = '111'

AND T.KPI\_CODE = 'CKP\_6000';

5、使用ALL\_SOURCE查询对应包体或过程

SELECT \* FROM ALL\_SOURCE WHERE UPPER(TEXT) LIKE '%INSERT%INTO%DM\_KPI\_DATA\_D%';

一般找OWNER='ZBA\_DM\_MAN'的，NAME 字段可能对应包，也可能对应的过程，一般找TYPE字段为PACKAGE BODY的

#### 总结

1、沉淀表

表名是S开头的（如：ZBA\_DMA.S\_DM\_C\_M\_DEV\_CB\_BASE),直接通过配置表ZBA\_DM\_MAN.ISP\_ENTITY\_ETL\_STG即可查询

SELECT \* FROM ZBA\_DM\_MAN.ISP\_ENTITY\_ETL\_STG WHERE DST\_ENTITY\_OWNER='ZBA\_DMA' AND DST\_ENTITY\_NAME='S\_DM\_C\_M\_DEV\_CB\_BASE';

SELECT SUM(ACCT\_USER)

FROM ZBG\_DM.V\_DM\_C\_M\_DEV\_CB\_BASE@LINK\_DSSDWE

WHERE MONTH\_ID='201506'

AND PROV\_ID='017'

AND SERVICE\_TYPE = '40AAAAAA'; *--4502290*

2、符合指标表

查到DM.DM\_KPI\_DATA\_M 、DM.DM\_KPI\_DATA\_D、ZBA\_DMA.DM\_KPI\_COMP\_D、ZBA\_DMA.DM\_KPI\_COMP\_M，即可直接从ZBA\_DM\_MAN.DMCODE\_COMP\_KPI表中直接查脚本

SELECT \* FROM ZBA\_DM\_MAN.DMCODE\_COMP\_KPI T WHERE T.COMP\_KPI\_CODE = 'YDBG0049';*--3G手机用户户均流量*

若查得的结果是计算指标DECODE(NVL({UABG2302,AVG,0,-1},0),0,NULL,NVL({MSWG2026},0)/NVL({UABG2302,AVG,0,-1},0))，则需要将编码进行转换，继续查ZBA\_DM\_MAN.DMCODE\_COMP\_KPI表

如此处的UABG2302，先在ZBA\_DM\_MAN.DM\_KPI\_DETIAL\_RELATION表中找到COMP\_KPI\_CODE对应的值，再在ZBA\_DM\_MAN.DMCODE\_COMP\_KPI中查找指标出处

SELECT \* FROM ZBA\_DM\_MAN.DM\_KPI\_DETIAL\_RELATION T WHERE T.KPI\_CODE = 'UABG2302';*--月编码转换表*

SELECT \* FROM ZBA\_DM\_MAN.DMCODE\_COMP\_KPI T WHERE T.COMP\_KPI\_CODE = 'CKP\_782';

3、订购表

用ALL\_SOURCE搜下,查询结果都是FROM的，一般都是通过订购跑的 ,通过配置表ZBA\_DM\_MAN.ISP\_ENTITY\_ETL查询

SELECT \* FROM ZBA\_DM\_MAN.ISP\_ENTITY\_ETL T WHERE T.DST\_ENTITY\_NAME = 'DM\_KPI\_ACC\_AL\_REV\_SUM\_M\_1';

### 通过REPORT\_ID或页面报表名称找SQL

16库

SELECT \*

FROM REPORT\_NEW.INFO\_REPORT

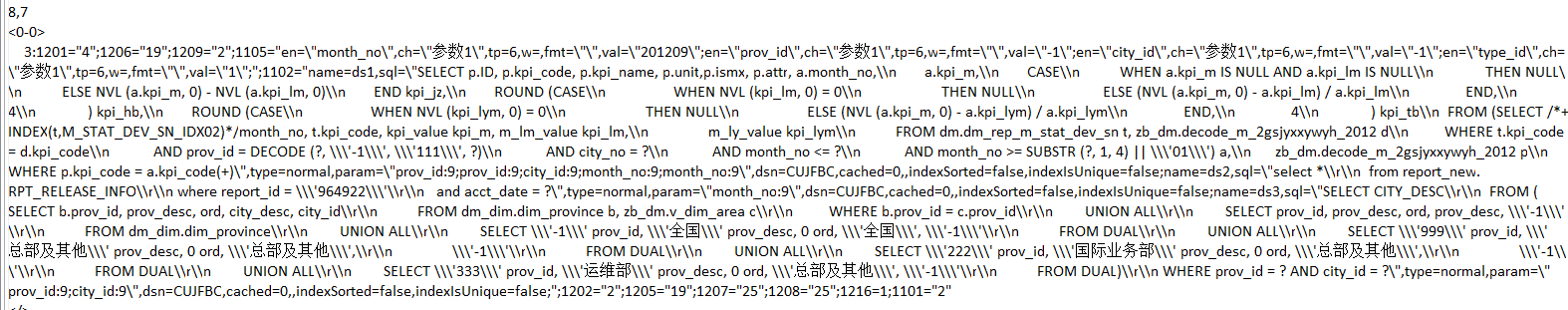
WHERE REPORT\_NAME LIKE '%2G数据与信息业务用户月报（逐月）%';

1.运行完之后点击如下图1红框所示部分，就可以看到报表加工代码如图2

图1



图2



2. 对图2代码做一些处理，就可以看到一段完整的SQL，从而找到来源表

1. [\\n](file:///\\n) ，\\r\\n替换为换行符；

2. \\\ 替换为空

### 查询日志

#### DM层查询日志

SELECT */\* + PARALLEL (A, 4)\*/*

\*

FROM ZBA\_DM\_MAN.DM\_EXECUTE\_LOG T

WHERE T.PKG\_NAME = 'PKG\_DM\_KPI\_PORTAL\_FIRE'

AND T.ACCT\_MONTH = '201504';

#### DW层查询日志

SELECT \*

FROM ZB\_DWA.ODS\_EXECUTE\_LOG

WHERE PROCNAME LIKE 'P\_DWA\_C\_M\_BDSM\_CHNLKPI\_COL\_BI'

AND ACCT\_MONTH = '201505'

AND RESULT = 'SUCCESS'

ORDER BY ENDDATE DESC;

#### Hadoop日志查询

*/\*月账单的加工过程已迁至Hadoop，4G全国是099\*/*

SELECT \*

FROM ZBG\_DWA.ODS\_EXECUTE\_LOG\_HD@LINK\_DSSDWE

WHERE ACCT\_MONTH = '201602'

AND PROCNAME = 'P\_DWA\_V\_M\_CUS\_CB\_USER\_INFO'

## 业务知识理解补充

### 本地、长途、漫游区分

考虑元素： “本号码”归属地 、“通话号码”归属地、“本号码”到访地

#### 本地(市话)：

**公式：**“本号码”归属地=“本号码”到访地 且 “本号码”归属地= “通话号码”归属地。

***描述：***在“本号码”归属地拨打与“本号码”**相同**的归属地的号码，在“本号码”归属地接听所有电话都是本地市话。

#### 长途：

**公式：**“本号码”归属地 = “本号码”到访地 且 “本号码”归属地<> “通话号码”归属地。

***描述：***在“本号码”归属地拨打与“本号码”**不同**的归属地的号码。

#### 漫游：

***首要条件：***“本号码”归属地<> “本号码”到访地。不在“本号码”归属地拨打接听的所有通话。

**漫游本地：**

**公式：**“本号码”归属地<> “本号码”到访地 且 “本号码”归属地 = “通话号码”归属地。

**描述：**在漫游地（非“本号码”归属地，到访地）拨打与“本号码”**相同**的归属地的号码。

**漫游长途：**

**公式：**“本号码”归属地<> “本号码”到访地 且 “本号码”归属地 <> “通话号码”归属地。

**描述：**在漫游地（非“本号码”归属地，到访地）拨打与“本号码”**不同**的归属地的号码。

### 分星级模型加工口径

***描述：***根据星级评定沉淀结果，标记用户所属星级，分为：一星、二星、三星、四星、五星、未评星。星级评分规则为综合得分按照码表进行等级划分，综合得分是根据平均值和网龄以及相关系数计算得出。

MB\_VALUE\_A=30

综合得分分档：

MB\_VALUE\_B=90

MB\_VALUE\_C=140

MB\_VALUE\_D=260

根据综合得分分档评定等级：

CASE WHEN INTEGRATE\_SCORE >= MB\_VALUE\_A AND INTEGRATE\_SCORE< MB\_VALUE\_B THEN ''2''

WHEN INTEGRATE\_SCORE >= MB\_VALUE\_B AND INTEGRATE\_SCORE< MB\_VALUE\_C THEN ''3''

WHEN INTEGRATE\_SCORE >= MB\_VALUE\_C AND INTEGRATE\_SCORE< MB\_VALUE\_D THEN ''4''

WHEN INTEGRATE\_SCORE >= MB\_VALUE\_D THEN ''5''

ELSE ''1'' END USER\_LEVEL , --用户等级

根据网龄和平均值计算综合得分：

CASE WHEN INNET\_MONTHS > 60 THEN AVG\_ARPU\*2

WHEN INNET\_MONTHS >=49 AND INNET\_MONTHS <=60 THEN AVG\_ARPU\*1.9

WHEN INNET\_MONTHS >=37 AND INNET\_MONTHS <=48 THEN AVG\_ARPU\*1.7

WHEN INNET\_MONTHS >=25 AND INNET\_MONTHS <=36 THEN AVG\_ARPU\*1.5

WHEN INNET\_MONTHS >=13 AND INNET\_MONTHS <=24 THEN AVG\_ARPU\*1.1

ELSE AVG\_ARPU END INTEGRATE\_SCORE, --综合得分

定义收入分档

THIS\_FEE ,------本月

LAST\_FEE , ----上月

LAST2\_FEE , ----上2个月

LAST3\_FEE , ----上3个月

LAST4\_FEE , ----上4个月

LAST5\_FEE , ----上5个月

LAST6\_FEE , ----上6个月

LAST7\_FEE , ----上7个月

LAST8\_FEE , ----上8个月

LAST9\_FEE , ----上9个月

LAST10\_FEE , ----上10个月

LAST11\_FEE ,----上11个月

根据网龄和分档收入计算平均值：

CASE WHEN A.INNET\_MONTHS >= 12 THEN (THIS\_FEE + LAST\_FEE + LAST2\_FEE + LAST3\_FEE + LAST4\_FEE + LAST5\_FEE + LAST6\_FEE + LAST7\_FEE + LAST8\_FEE + LAST9\_FEE + LAST10\_FEE + LAST11\_FEE)/12

WHEN A.INNET\_MONTHS = 11 THEN (THIS\_FEE + LAST\_FEE + LAST2\_FEE + LAST3\_FEE + LAST4\_FEE + LAST5\_FEE + LAST6\_FEE + LAST7\_FEE + LAST8\_FEE + LAST9\_FEE + LAST10\_FEE)/11

WHEN A.INNET\_MONTHS = 10 THEN (THIS\_FEE + LAST\_FEE + LAST2\_FEE + LAST3\_FEE + LAST4\_FEE + LAST5\_FEE + LAST6\_FEE + LAST7\_FEE + LAST8\_FEE + LAST9\_FEE)/10

WHEN A.INNET\_MONTHS = 9 THEN (THIS\_FEE + LAST\_FEE + LAST2\_FEE + LAST3\_FEE + LAST4\_FEE + LAST5\_FEE + LAST6\_FEE + LAST7\_FEE + LAST8\_FEE)/9

WHEN A.INNET\_MONTHS = 8 THEN (THIS\_FEE + LAST\_FEE + LAST2\_FEE + LAST3\_FEE + LAST4\_FEE + LAST5\_FEE + LAST6\_FEE + LAST7\_FEE)/8

WHEN A.INNET\_MONTHS = 7 THEN (THIS\_FEE + LAST\_FEE + LAST2\_FEE + LAST3\_FEE + LAST4\_FEE + LAST5\_FEE + LAST6\_FEE)/7

WHEN A.INNET\_MONTHS = 6 THEN (THIS\_FEE + LAST\_FEE + LAST2\_FEE + LAST3\_FEE + LAST4\_FEE + LAST5\_FEE)/6

END AVG\_ARPU --平均值

根据以上评定规则，

一星：综合得分小于30

二星：综合得分大于等于30小于90

三星：综合得分大于等于90小于140

四星：综合得分大于等于140小于260

五星：综合得分大于等于260

相关过程：ZBA\_DWA.P\_DWA\_V\_M\_CUS\_MB\_VALUE\_LIST

ZBA\_DWA.P\_DWA\_V\_M\_CUS\_MB\_STAR\_LIST、

ZBA\_DWA.P\_DWA\_V\_M\_CUS\_MB\_VALUE、

ZBA\_DWA.P\_DWA\_V\_M\_CUS\_MB\_AVG\_ARPU 、

ZBA\_DWA.P\_DWA\_V\_M\_CUS\_MB\_FEE\_HIS

### 稳定度模型加工口径

用户稳定度定义：

根据得分情况升序排名等分三区间

第一区间为 03

第二区间为 02

第三区间为 01

CASE WHEN SUM(COUNT(1)) OVER ( ORDER BY ROUND(USER\_SCORE))/SUM(COUNT(1)) OVER (PARTITION BY 1) <= 0.3333 THEN '03'

WHEN SUM(COUNT(1)) OVER ( ORDER BY ROUND(USER\_SCORE))/SUM(COUNT(1)) OVER (PARTITION BY 1) >= 0.6666 THEN '01'

ELSE '02'

END STABLE\_FLAG

计算得分参数：

LAST\_STOP\_DATE --最近一次停机日期

INNET\_MONTH --在网时长

CALL\_RATIO --语音使用度

STREAM\_RATIO --流量使用度

ACCT\_FEE --出账费用

JF\_TIMES --计费时长

TOTAL\_FLUX --总流量

FLUX\_34G\_CN --

ACCT\_CN --出账费用较上月使用增长比例

FLUX\_CN --流量较上月使用增长比例

TIMES\_CN --计费时长较上月使用增长比例

VALID\_CALL\_RING --有效交往圈

YIWANG\_CNT --与异网通话次数

DEV\_NUM\_SHANG --号码熵

CHANNEL\_TYPE --发展渠道类型

AGREE\_EXP --合约到期时间

TERM\_TYPE --终端类型

USE\_STATUS\_INNET --在网使用情况

LAST\_IS\_ACCT --上期是否出账

IF\_MBTOCB --是否来自迁转

MEMBER\_LVL --俱乐部会员级别

P2P\_SMS\_CNT --点对点短信次数

NET\_TYPE --终端网络制式

MANU\_NAME --终端品牌

计算得分规则：

100-ROUND(1/(1+EXP(-(

-0.008729 \* LAST\_STOP\_DATE +

-0.149 \* INNET\_MONTH +

0.01835 \* CALL\_RATIO +

0.5156 \* STREAM\_RATIO +

0.6046 \* ACCT\_FEE +

0.1052 \* JF\_TIMES +

0.1005 \* TOTAL\_FLUX +

-0.1275 \* FLUX\_34G\_CN +

0.1441 \* ACCT\_CN +

-0.3166 \* FLUX\_CN +

-0.08298 \* TIMES\_CN +

-0.2049 \* VALID\_CALL\_RING +

-0.05078 \* YIWANG\_CNT +

0.5767 \* DEV\_NUM\_SHANG +

0.3875 \* (CASE WHEN CHANNEL\_TYPE=1 THEN 1 ELSE 0 END) +

-2.693 \* (CASE WHEN AGREE\_EXP=0 THEN 1 ELSE 0 END) +

-0.1746 \* (CASE WHEN TERM\_TYPE='2G' THEN 1 ELSE 0 END) +

-0.1197 \* (CASE WHEN TERM\_TYPE='3G' THEN 1 ELSE 0 END) +

-0.4091 \* (CASE WHEN USE\_STATUS\_INNET=1 THEN 1 ELSE 0 END) +

-0.3208 \* (CASE WHEN USE\_STATUS\_INNET=2 THEN 1 ELSE 0 END) +

0.09374 \* (CASE WHEN LAST\_IS\_ACCT=0 THEN 1 ELSE 0 END) +

-0.4012 \* (CASE WHEN IF\_MBTOCB=0 THEN 1 ELSE 0 END) +

0.2622 \* (CASE WHEN MEMBER\_LVL=0 THEN 1 ELSE 0 END) +

0.147 \* (CASE WHEN P2P\_SMS\_CNT=0 THEN 1 ELSE 0 END) +

0.2458 \* (CASE WHEN NET\_TYPE=0 THEN 1 ELSE 0 END) +

0.1637 \* (CASE WHEN MANU\_NAME=0 THEN 1 ELSE 0 END) +

-1.12

)))\*100,2) USER\_SCORE

根据以上评定规则，得分越高的用户稳定度值越低。

相关过程：

ZBA\_DEV.P\_DWA\_V\_M\_4G\_LOST\_END

ZBA\_DEV.P\_DWA\_V\_M\_3G\_LOST\_END

ZBA\_DEV.P\_DYL\_2G\_LOST\_FLAG\_END2

### 用户价值标签分类规则

根据星级评定模型和用户稳定度模型，对用户进行分类，分为：黄金用户、高危用户、波动用户、低端用户、潜力用户、潮汐用户。

组合规则为：

黄金客户：5-1，4-1

高危客户：5-3，4-3，3-3

波动客户：5-2，4-2，3-2

低端客户：2-3，1-2，2-2

潜力客户：3-1，2-1，1-1

潮汐客户：1-3

其中，5-1 的含义为：星级取值为5，稳定性取值为01的用户