

1. How many times was the app downloaded?

```
SELECT COUNT(*) AS app_downloads_count  
  
FROM app_downloads;
```

2. How many users signed up on the app?

```
SELECT COUNT(DISTINCT user_id) AS signups_count  
  
FROM signups;
```

3. How many rides were requested through the app?

```
SELECT COUNT(*) AS ride_requests_count, COUNT(DISTINCT user_id) AS  
unique_users_requesting_ride  
  
FROM ride_requests;
```

4. How many rides were requested and completed through the app?

```
SELECT COUNT(*) AS completed_rides_count  
  
FROM ride_requests  
  
WHERE dropoff_ts IS NOT NULL;
```

5. How many rides were requested and how many unique users requested a ride?

```
SELECT COUNT(*) AS ride_requests_count, COUNT(DISTINCT user_id) AS  
unique_users_requesting_ride  
  
FROM ride_requests;
```

6. What is the average time of a ride from pick up to drop off?

```
Calculate Average Ride Duration from Pickup to Drop-off in Minutes and  
Seconds
```

SELECT

**FLOOR(AVG(EXTRACT(EPOCH FROM (dropoff_ts - pickup_ts))) / 60) AS
average_ride_duration_minutes,**

**AVG(EXTRACT(EPOCH FROM (dropoff_ts - pickup_ts))) % 60 AS
average_ride_duration_seconds**

FROM

ride_requests

WHERE

dropoff_ts IS NOT NULL;

7. How many rides were accepted by a driver?

SELECT COUNT(*) AS accepted_rides_count

FROM ride_requests

WHERE accept_ts IS NOT NULL;

8. How many rides did we successfully collect payments and how much was collected?

**SELECT COUNT(*) AS successful_payments_count,
SUM(purchase_amount_usd) AS total_collected_amount**

FROM transactions

WHERE charge_status = 'approved';

9. How many ride requests happened on each platform?

-- Count Ride Requests on Each Platform

```
SELECT platform, COUNT(*) AS platform_ride_requests_count  
  
FROM app_downloads  
  
JOIN signups ON app_downloads.app_download_key = signups.session_id  
  
JOIN ride_requests ON signups.user_id = ride_requests.user_id  
  
GROUP BY platform;
```

10. What is the drop-off from users signing up to users requesting a ride?

```
SELECT ROUND((total_signups - total_ride_requests) * 100.0 / total_signups,  
1) AS dropoff_percentage  
  
FROM (  
  
    SELECT COUNT(DISTINCT user_id) AS total_signups  
  
    FROM signups  
  
    ) signups,  
  
    (  
  
    SELECT COUNT(DISTINCT user_id) AS total_ride_requests  
  
    FROM ride_requests  
  
    ) ride_requests;
```

11. The final query for the making the funnel?

```
with total as (  
  
select  
  
    ad.platform ,
```

```

    s.age_range,

    date(download_ts ) AS download_date,

    count(distinct ad.app_download_key) as total_users_dowanloded_app,

    count(distinct s.user_id) as total_users_signed_up,

    count(distinct r.user_id) as total_users_ride_requested,

    count(distinct r.ride_id) as total_ride_requested

from

app_downloads ad

left join

signups s

            on ad.app_download_key = s.session_id

left join

ride_requests r

            using(user_id)

group by

    platform, age_range, download_date

),

```

```

driver_acceptance as (

    select

        platform,

        age_range,

```

```
date(download_ts ) as download_date,  
  
count(distinct user_id) as total_users_driver_accepted,  
  
count(distinct ride_id) as total_ride_driver_accepted  
  
from  
  
ride_requests  
  
left join  
  
signups s  
  
            using(user_id)  
  
left join  
  
app_downloads a  
  
            on s.session_id = a.app_download_key  
  
where  
  
            driver_id is not NULL  
  
group by  
  
            platform, age_range,download_date  
  
,
```

```
user_ride_status as (  
  
            select  
  
            platform,  
  
            age_range,  
  
            date(download_ts ) as download_date,
```

```
        COUNT(DISTINCT r.user_id) AS user_completed,

        COUNT(DISTINCT r.ride_id) AS ride_completed

    from

    ride_requests r

    left join

    signups s

        using(user_id)

    left join

    app_downloads a

        on s.session_id = a.app_download_key

WHERE

    r.dropoff_ts IS NOT NULL

group by

    platform, age_range, download_date

),
```

```
payment as (

    select

        platform,

        age_range,

        date(download_ts ) as download_date,

        count(distinct s.user_id) as payment_approved,
```

```
count(distinct r.ride_id) as payment_approved_ride

from

ride_requests r

join

transactions t

            using(ride_id)

left join

signups s

            using(user_id)

left join

app_downloads a

            on s.session_id = a.app_download_key

where

charge_status = 'Approved'

group by platform, age_range, download_date

),

review as (

select

    platform,

    age_range ,

    date(download_ts ) as download_date,

    count(distinct user_id) as total_user_review,
```

```
count(distinct ride_id) as total_ride_review

from

reviews

join

transactions

            using(ride_id)

left join

signups s

            using(user_id)

left join

app_downloads a

            on s.session_id = a.app_download_key

where

review is not null

group by

platform, age_range, download_date

),
```

```
funnel_stage as (

select

    platform,

    age_range,

    download_date,
```



```
1 as funnel_step,  
    'downloaded_app' as funnel_name,  
    total_users_dowanloded_app as value,  
    0 as ride_count  
from  
    total
```

union

```
select  
    platform,  
    age_range,  
    download_date,  
    2 as funnel_step,  
    'signups' as funnel_name,  
    total_users_signed_up as value,  
    0 as ride_count  
from  
    total
```

union

```
select
```

```
        platform,  
        age_range,  
        download_date,  
        3 as funnel_step,  
        'ride_requested' as funnel_name,  
        total_users_ride_requested as value,  
        total_ride_requested as ride_count  
from  
        total
```

union

```
select  
        platform,  
        age_range,  
        download_date,  
        4 as funnel_step,  
        'driver_accepted' as funnel_name,  
        total_users_driver_accepted as value,  
        total_ride_driver_accepted as ride_count  
from  
        driver_acceptance
```

union

select

platform,

age_range,

download_date,

5 as funnel_step,

'user_completed' as funnel_name,

sum(user_completed) as value,

ride_completed as ride_count

from

user_ride_status

group by

platform,age_range,download_date, ride_completed

union

select

platform,

age_range,

download_date,

6 as funnel_step,

'payment_approved' as funnel_name,

```
        payment_approved as value,  
        payment_approved_ride as ride_count  
from  
    payment
```

```
union
```

```
select  
    platform,  
    age_range,  
    download_date,  
    7 as funnel_step,  
    'user_review' as funnel_name,  
    total_user_review as value,  
    total_ride_review as ride_count  
from  
    review  
)
```

```
select  
    funnel_step,  
    funnel_name,  
    platform,
```

age_range,

download_date,

value as user_count,

ride_count

from

funnel_stage

order by

funnel_step