-- август 2021 - при активации карты вам начисляется

бонус 100 рублей,

-- который можно потратить со следующей покупкой, при

текущей покупке от 1000 рублей

-- февраль 2022 - увеличили бонус до 200 рублей, а сумму

покупки до 1500 рублей

-- конец мая 2022 - полная отмена акции

Выводим все данные из таблицы

**select** \*

**from** bonuscheques b

Когортный анализ LTV

**with** a **as** (

**select**

card,

**first\_value**(**to\_char**(datetime,

'YYYY-MM'))

**over**(**partition by** card

**order by**

datetime) **as** cohort,

**extract**(days

**from**

datetime - **first\_value**(datetime)

**over**(**partition by** card

**order by**

datetime)) **as** diff,

summ

**from**

bonuscheques b

**where**

card **like** '2000%'

)

**select**

cohort,

**count**(**distinct** card) **as** cnt,

**max**(diff) **as** max\_diff,

**sum**(**case when** diff = 0 **then** summ **end**) / **count**(**distinct**

card) **as** "0",

**case**

**when max**(diff) >= 30 **then sum**(**case when** diff <= 30

**then** summ **end**) / **count**(**distinct** card)

**end as** "30",

**case**

**when max**(diff) >= 60 **then sum**(**case when** diff <= 60

**then** summ **end**) / **count**(**distinct** card)

**end as** "60",

**case**

**when max**(diff) >= 90 **then sum**(**case when** diff <= 90

**then** summ **end**) / **count**(**distinct** card)

**end as** "90",

**case**

**when max**(diff) >= 180 **then sum**(**case when** diff <=

180 **then** summ **end**) / **count**(**distinct** card)

**end as** "180",

**case**

**when max**(diff) >= 300 **then sum**(**case when** diff <=

300 **then** summ **end**) / **count**(**distinct** card)

**end as** "300"

**from**

a

**group by**

cohort

**order by**

cohort

Проверяем сами себя

**with** a **as** (

**select**

card,

**first\_value**(datetime) **over**(**partition by** card **order by**

datetime) **as** cohort,

datetime,

summ

**from** bonuscheques b

**where** card **like** '2000%'

**order by** card

)

**select sum**(summ) / **count**(**distinct** card)

**from** a

**where to\_char**(cohort, 'YYYY-MM') = '2021-07' **and extract**(days

**from** (datetime - cohort)) <= 0