  WITH total\_download AS (

  SELECT

    platform,

    age\_range,

    COUNT(app\_download\_key) AS total\_download,

    DATE(download\_ts) AS download\_date

  FROM app\_downloads AS d

  LEFT JOIN signups AS s ON s.session\_id = d.app\_download\_key

  GROUP BY 1, 2,4

  ORDER BY 1

),

total\_signups AS (

  SELECT

    platform,

    age\_range,

    COUNT(DISTINCT user\_id) AS total\_signup

  FROM app\_downloads AS d

  LEFT JOIN signups AS s ON s.session\_id = d.app\_download\_key

  GROUP BY 1, 2

),

ride\_requested AS (

  SELECT

    platform,

    age\_range,

    COUNT(DISTINCT r.user\_id) AS total\_requested,

    COUNT(r.ride\_id)::INT AS ride\_count

  FROM app\_downloads AS d

  LEFT JOIN signups AS s ON s.session\_id = d.app\_download\_key

  LEFT JOIN ride\_requests AS r ON r.user\_id = s.user\_id

  GROUP BY 1, 2

),

ride\_accepted AS (

  SELECT

    platform,

    age\_range,

    COUNT(DISTINCT r.user\_id) AS ride\_accepted,

    COUNT(DISTINCT r.ride\_id)::INT AS ride\_count

  FROM app\_downloads AS d

  LEFT JOIN signups AS s ON s.session\_id = d.app\_download\_key

  LEFT JOIN ride\_requests AS r ON r.user\_id = s.user\_id

  WHERE status = 'completed'

  GROUP BY 1, 2

),

ride\_completed AS (

  SELECT

    platform,

    age\_range,

    COUNT(DISTINCT r.user\_id) AS ride\_completed,

    COUNT(DISTINCT tr.ride\_id)::INT AS ride\_count

  FROM app\_downloads AS d

  LEFT JOIN signups AS s ON s.session\_id = d.app\_download\_key

  LEFT JOIN ride\_requests AS r ON r.user\_id = s.user\_id

  LEFT JOIN transactions AS tr USING (ride\_id)

  WHERE charge\_status = 'Approved'

  GROUP BY 1, 2

),

payment AS (

  SELECT

    platform,

    age\_range,

    COUNT(DISTINCT r.user\_id) AS payment,

    COUNT(DISTINCT tr.ride\_id)::INT AS ride\_count,

    SUM (purchase\_amount\_usd)::DECIMAL AS purchased\_amount

  FROM app\_downloads AS d

  LEFT JOIN signups AS s ON s.session\_id = d.app\_download\_key

  LEFT JOIN ride\_requests AS r ON r.user\_id = s.user\_id

  LEFT JOIN transactions AS tr USING (ride\_id)

  WHERE charge\_status = 'Approved'

  GROUP BY 1, 2

),

review AS (

  SELECT

    platform,

    age\_range,

    COUNT(DISTINCT rw.user\_id) AS total\_review,

    COUNT(DISTINCT rw.ride\_id)::INT AS ride\_count

  FROM app\_downloads AS d

  LEFT JOIN signups AS s

  ON s.session\_id = d.app\_download\_key

  LEFT JOIN ride\_requests AS r ON r.user\_id = s.user\_id

  LEFT JOIN reviews AS rw ON rw.user\_id = r.user\_id

  GROUP BY 1, 2

),

funnel\_stages AS (

  SELECT

    0 AS steps,

    'download' AS Funnel\_Name,

    platform AS Platform,

    age\_range AS Age\_range,

    total\_download AS user\_count,

    NULL::INTEGER AS Ride\_count,

    download\_date AS download\_date,

    Null::DECIMAL AS purchased\_amount

  FROM total\_download

  UNION

  SELECT

    1 AS steps,

    'sign\_up' AS Funnel\_Name,

    platform AS Platform,

    age\_range AS Age\_range,

    total\_signup AS user\_count,

    NULL::INTEGER AS Ride\_count,

    NULL:: DATE AS download\_date,

    Null::DECIMAL AS purchased\_amount

  FROM total\_signups

  UNION

  SELECT

    2 AS steps,

    'ride\_requested' AS Funnel\_Name,

    platform AS Platform,

    age\_range AS Age\_range,

    total\_requested AS user\_count,

    ride\_count AS Ride\_count,

  NULL:: DATE AS download\_date,

  Null::DECIMAL AS purchased\_amount

  FROM ride\_requested

  UNION

  SELECT

    3 AS steps,

    'ride\_accepted' AS Funnel\_Name,

    platform AS Platform,

    age\_range AS Age\_range,

    ride\_accepted AS user\_count,

    ride\_count AS Ride\_count,

  NULL:: DATE AS download\_date,

  Null::DECIMAL AS purchased\_amount

  FROM ride\_accepted

  UNION

  SELECT

    4 AS steps,

    'ride\_completed' AS Funnel\_Name,

    platform AS Platform,

    age\_range AS Age\_range,

    ride\_completed AS user\_count,

    ride\_count AS Ride\_count,

  NULL:: DATE AS download\_date,

  Null::DECIMAL AS purchased\_amount

  FROM ride\_completed

  UNION

  SELECT

    5 AS steps,

    'payment' AS Funnel\_Name,

    platform AS Platform,

    age\_range AS Age\_range,

    payment AS user\_count,

    ride\_count AS Ride\_count,

    NULL:: DATE AS download\_date,

    purchased\_amount AS purchased\_amount

  FROM payment

  UNION

  SELECT

    6 AS steps,

    'Review' AS Funnel\_Name,

    platform AS Platform,

    age\_range AS Age\_range,

    total\_review AS user\_count,

    ride\_count AS Ride\_count,

    NULL:: DATE AS download\_date,

    Null::DECIMAL AS purchased\_amount

  FROM review

)

SELECT \*

FROM funnel\_stages;