**User Type Analysis**

User data table: PRS\_SECURE\_V.DW\_USERS

Time period covered: **2019-04-01 to 2020-03-31**

Wiki source :

<https://wiki.vip.corp.ebay.com/display/DW/DW_USERS>

<https://wiki.vip.corp.ebay.com/display/Identity/Guest+Checkout#GuestCheckout-Emailforguestusers>

**Two user types:**

1 - Registered account

Definition:

* Includes both regular registered user and registered guests ( buyer who start as guest and upgrade to registered during checkout)
* Active: users must have made at least one purchase on eBay

2 - Guest account

Definition:

* Yet to register guest who completed purchase (If a full account with the same email exists, we will not allow the guest user to upgrade to a full user. Instead they must recover their full account.)
* Active: users must have made at least one purchase on eBay

|  |  |  |
| --- | --- | --- |
| Type of users (active) | # of users(marketplace) | # of users(payment2.0) |
| Total Users | 139,915,818 | 21,036,892 |
| registered users | 132,120,283 | 20,381,398 |
| Guest Users | 7,795,479 | 655,500 |

**Approach:**

|  |  |  |  |
| --- | --- | --- | --- |
| **Type of user** | **GUEST\_IND** | **USER\_STS\_CODE** | **ACCT\_TYPE\_CD** |
| Regular registered user | N | < 17 | Null or 1 |
| Registered guest (from old GXO) | Y | < 17 | Null |
| Registered guest (from new GXO) | Y | < 17 | 1 |
| Yet to register guest (from old GXO) who may or may not have completed purchase | Y | 17 | Null |
| Yet to register guest (from new GXO) who completed purchase | Y | 1 | 2 |
| Guest who abandoned purchase (from new GXO) | Y | 18 | 2 |

**Also note:**

In [dw\_users](https://wiki.vip.corp.ebay.com/display/DW/DW_USERS) table, there is a PRMRY\_USER\_ID besides the user\_id, see description below.

**PRMRY\_USER\_ID**

* View: ACCESS\_VIEWS.DW\_USERS and PRS\_SECURE\_V.DW\_USERS
* This is the new master id which will be used for the Guest Checkout (GXO) de-duping.
* The column will be populated based on the HASH\_INITL\_REAL\_EMAIL column. For the accounts with same initial email, we will select the first created user\_id as the PRMRY\_USER\_ID for all the accounts . For the new account with a new HASH\_INITL\_REAL\_EMAIL, the user\_id will be selected as the PRMRY\_USER\_ID directly. It is mapping the user accounts via the initiate email that the account started with, which can de-duping buyers/users across guest & registered checkouts, see below scenarios.

**For example, in the dw\_users table, multiple user\_id can linked to the same prmry\_user\_id. I grouped the users by prmry\_user\_id ( determined by if they are using the same email) to determine if they are the sharing the same registered email. A temp table (HDM) was built to clean the data and consolidate the users. And all guest checkout transactions analysis are left joining this table to distinguish the true guest/guest but same registered email.**

**A screenshot of a cell phone

Description automatically generated**

**Guest check out transaction analysis:**

Data Source: DW\_CHECKOUT\_TRANS and PRS\_SECURE\_V.DW\_USERS

Wiki source:

<https://wiki.vip.corp.ebay.com/display/DW/DW_CHECKOUT_TRANS>

<https://wiki.vip.corp.ebay.com/display/Identity/Guest+Checkout#GuestCheckout-IdentityPDnotesonproposedsolutionforguestcheckout:>

Assumptions:

* A buyer can create a guest account for every transaction that buyer does (**even using the same email that is associated with an active account**)
* For each guest transaction, a new guest account would be created. Therefore, there will be a **1-to-1 relationship between guest accounts and transactions**. If a user completed three guest transactions, that user would end up with three guest accounts created.
* **Green line data**: users check out via registered account / log in as registered users
* **Blue line data**: users who use the guest check-out option (without login), including users who already have an account with eBay