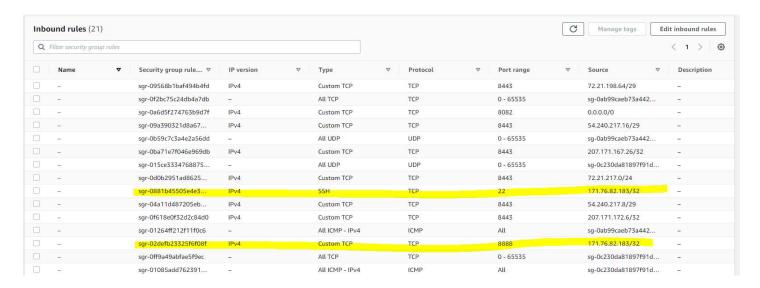




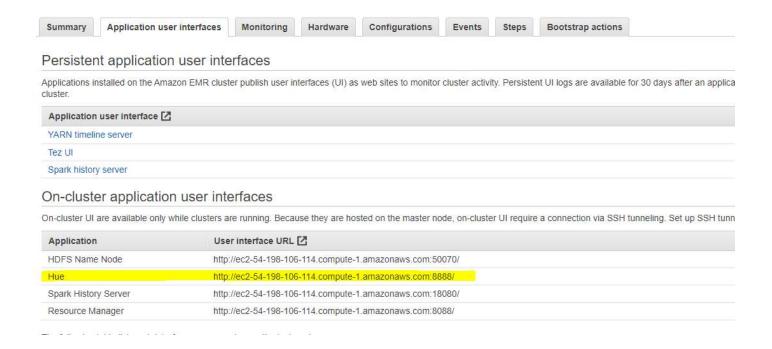
Logic for Final Submission

- 1. Configurations to run these analytical queries
 - A. Enabling <u>SSH port 22</u> and <u>Custom TCP port 888</u> for Master/Core Security Groups to access <u>Hue User</u>

 Interface to write these analytical queries.

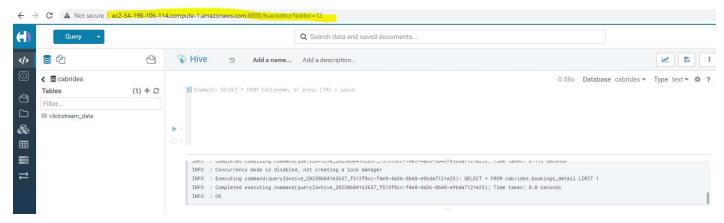


B. Accessing Hue interface URL from "Application user interface" tab.

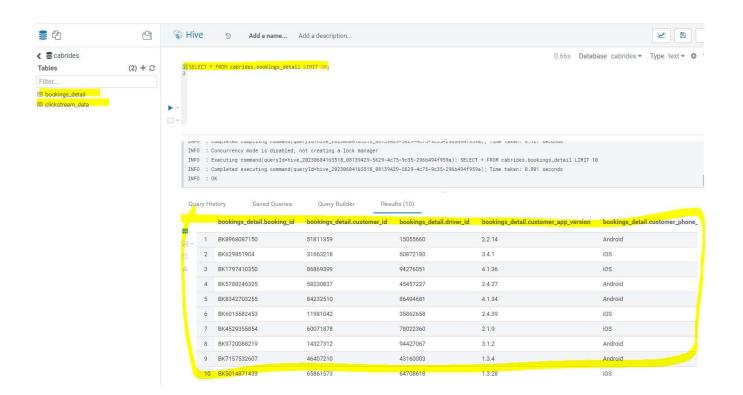








C. Verifying that Hue UI is connected to Hive and able to access created Bookings and Streaming tables.







2. Queries with output and explanation:

Task 5: Calculate the total number of different drivers for each customer.

Query:-

```
SELECT

CUSTOMER_ID
, COUNT(DISTINCT(DRIVER_ID)) AS TOTAL NUMBER_OF_DRIVERS

FROM

BOOKINGS DETAIL

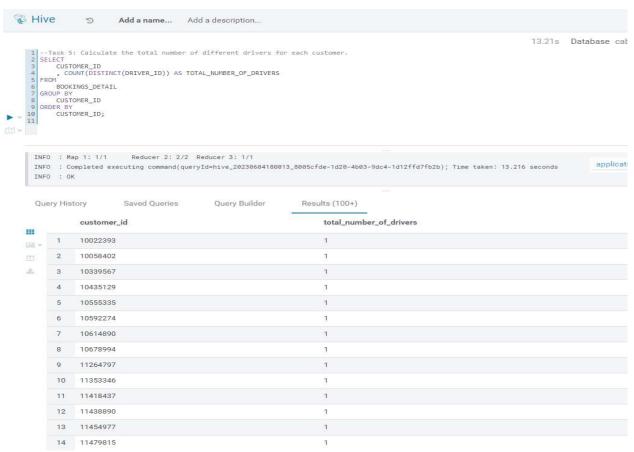
GROUP BY
CUSTOMER_ID

ORDER BY
CUSTOMER_ID;
```

Explanation: -

- 1. Counting unique drivers (driver_id) grouped by Customers (costomer_id) give an insight that how many times a customer taken ride with the same driver. This may help to find a pattern like favorite/loved rides, a driver drive cab in a specific area during specific time etc..
- 2. Here order by clause shows customers in older to newer order (customer_id in ascending order), assuming that Customer ID is auto generated in OLTP system and allocated based on account created date.

Output:







Validation:

Note: Expected output is exactly matching with output given in the validation document.

Task 6: Calculate the total rides taken by each customer.

```
SELECT

CUSTOMER_ID
, COUNT (BOOKING_ID) AS TOTAL_RIDES

FROM

BOOKINGS_DETAIL

GROUP BY
CUSTOMER_ID;

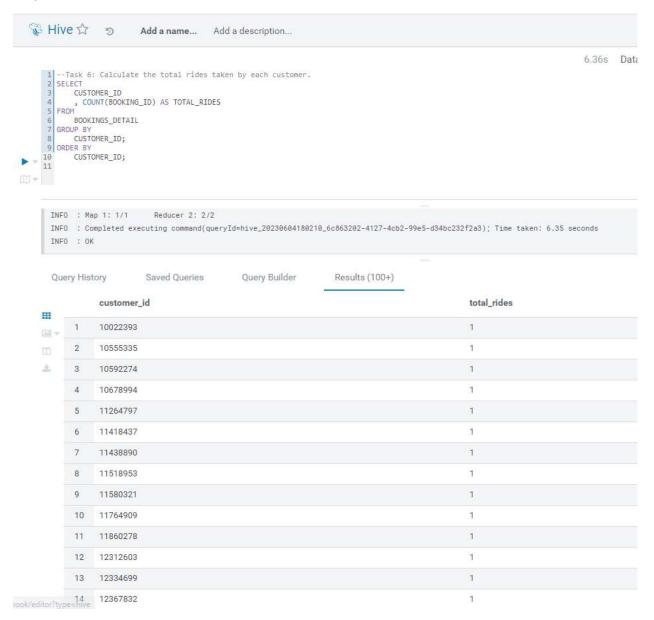
ORDER BY
CUSTOMER ID;
```





- 1. Counting bookings (booking_id) <u>GROUPED BY</u> Customers (costomer_id) give an insight that how many rides are booked by each customer.
- 2. This could help to find out most valuable customers for the company and company could roll out offer for such frequent rides to generated more revenue and customer clustering can be done based on no of rides booked/taken.
- **3.** Here order by clause shows customers in older to newer order (customer_id in ascending order), assuming that Customer ID is auto generated in OLTP system and allocated based on account created date.

Output:







Validation:

Note: Expected output is exactly matching with output given in the validation document.

Task 7: Find the total visits made by each customer on the booking page and the total 'Book Now' button presses. This can show the conversion ratio.

The booking page id is 'e7bc5fb2-1231-11eb-adc1-0242ac120002'.

The Book Now button id is 'fcba68aa-1231-11eb-adc1-0242ac120002'. You also need to calculate the conversion ratio as part of this task. Conversion ratio can be calculated as **Total 'Book Now' Button Press/Total Visits made by customer on the booking page**.

```
SELECT

SUM(CASE WHEN PAGE_ID = 'e7bc5fb2-1231-11eb-adc1-0242ac120002' THEN 1 ELSE 0 END) AS

TOTAL_PAGE_VISITS,

SUM(CASE WHEN BUTTON_ID = 'fcba68aa-1231-11eb-adc1-0242ac120002' THEN 1 ELSE 0 END) AS

TOTAL_BUTTON_PRESSED,

ROUND(CAST(SUM(CASE WHEN BUTTON_ID = 'fcba68aa-1231-11eb-adc1-0242ac120002'
THEN 1 ELSE 0 END) AS FLOAT) /

CAST(SUM(CASE WHEN PAGE_ID = 'e7bc5fb2-1231-11eb-adc1-0242ac120002' THEN 1 ELSE
0 END) AS FLOAT), 4) AS CONVERSION_RATIO

FROM CLICKSTREAM DATA;
```





- This analysis can help to view customer's behavior like when they visit on booking page how many times they book ride.
- 2. Counting page visit events (PAGE_ID = 'e7bc5fb2-1231-11eb-adc1-0242ac120002') gives total page visits.
- 3. Counting booking events (BUTTON_ID = 'fcba68aa-1231-11eb-adc1-0242ac120002') gives total rides booked.
- 4. Conversion ratio is nothing but total bookings divided by total page visit.
- **5.** Conversion ratio is a critical KPI for the company which indicates that there is a high probability of booking if any customer visits on booking page white is <u>~98%</u> in this case.

Output:-



Validation:-

When you run the query to get the conversion ratio, you should get the conversion ratio as 0.9688.

Note: Slightly difference in conversion ratio that is because ~16 more event were captured from kafka stream kept open for ~10 minutes.

Task 8: Calculate the count of all trips done on black cabs.

```
SELECT

COUNT (BOOKING_ID) AS TOTAL_TRIPS_BY_BLACK_CABS

FROM

BOOKINGS_DETAIL

WHERE

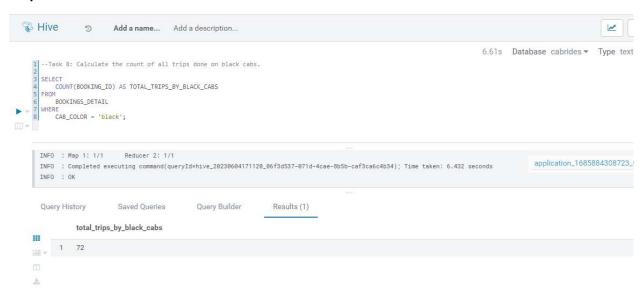
CAB_COLOR = black;
```





- 1. This analysis helps to indentify total trips done by **Black** cabs.
- 2. Further grouping by CAB_COLOR can give total number or percentage of rides done by cabs with specific color.
- 3. This can unhide any hidden booking pattern with cab color like customer prefer to book cab with any specific color.

Output:



Validation:

- When you run the query to get the conversion ratio, you should get the conversion ratio as 0.9688.
- 4. Count of all trips done on black cabs 72.
- 5. When you run the query to get the total amount of tips given date wise to all drivers by customers, you would get an output as shown below:

Note: Number of trips done by the black cabs is exactly matching with count given in the validation document.

Task 9: Calculate the total amount of tips given date wise to all drivers by customers.

```
SELECT

DATE (PICKUP_TIMESTAMP) TRIP_DATE
, ROUND (SUM (TIP_AMOUNT), 0) AS TOTAL_TIP_AMOUNT

FROM

BOOKINGS_DETAIL

GROUP BY

DATE (PICKUP_TIMESTAMP)

ORDER BY

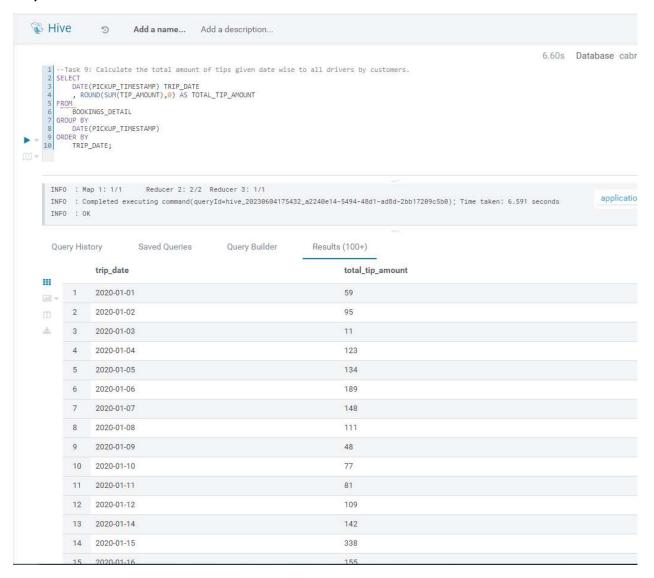
TRIP_DATE;
```





- Date function extract date only value from <u>datetime_stamp</u> value and returns as <u>Pickup Date</u>.
- 2. SUM function with GROUP BY Pickup Date is used to get total tip amount by Pickup date.
- 3. ORDER BY clause with Pickup Date alias is used to show output in ascending pickup date
- 4. This analysis could help to understand if customers give more tips on any specific occasion or any specific day.
- 5. Management can rollout offers for customer/driver based on this analysis because looks happy on specific day if they give more tip amount.

Output:







Validation:

validation.	
2020-01-01	59
2020-01-02	95
2020-01-03	11
2020-01-04	123
2020-01-05	134
2020-01-06	189
2020-01-07	148
2020-01-08	111
2020-01-09	48
2020-01-10	77
2020-01-11	81
2020-01-12	109
2020-01-14	142
2020-01-15	338
2020-01-16	155
2020-01-17	296
2020-01-18	240
2020-01-20	210
2020-01-21	5
2020-01-23	148
2020-01-24	472
2020-01-25	98
2020-01-26	209
2020-01-27	231
2020-01-28	567
2020-01-29	123
2020-01-30	112
2020-01-31	256
2020-02-01	317
2020-02-02	338
2020-02-03	191
2020-02-04	258
2020-02-05	212
2020-02-06	154
2020-02-07	91
2020-02-08	270

Note: Total amount of tips by pickup date is exactly matching with output given in the validation document.





Task 10: Calculate the total count of all the bookings with ratings lower than 2 as given by customers in a particular month.

Query:-

```
SELECT

DATE_FORMAT(PICKUP_TIMESTAMP, 'yyyy-MM') TRIP_MONTH
, COUNT(BOOKING_ID) AS NO_OF_BOOKINGS

FROM
BOOKINGS_DETAIL

WHERE
RATING_BY_CUSTOMER < 2

GROUP BY
DATE_FORMAT(PICKUP_TIMESTAMP, 'yyyy-MM')

ORDER BY
TRIP_MONTH;
```

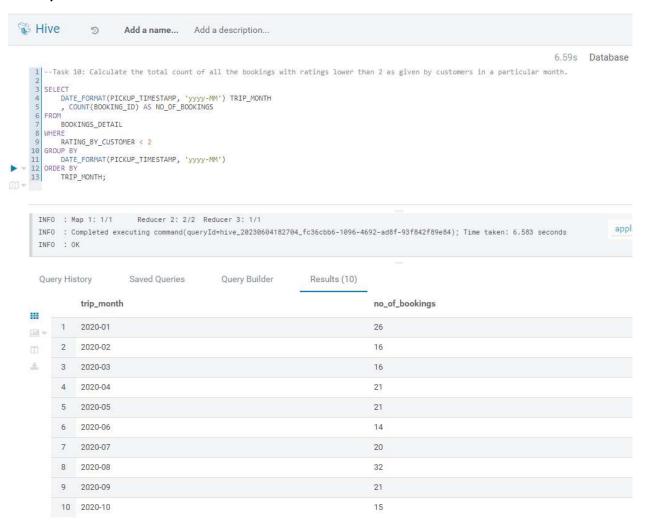
Explanation: -

- 1. <u>DATE_FORMAT</u> function formats datetimestamp value in the specified format like yyyy-MM in this case which results like 2023-06.
- 2. <u>WHERE</u> clause is used to filter bookings where rating given by customers is <u>less than 2</u> which indicates customers dissatisfaction.
- 3. ORDER BY clause with Trip month alias is used to show output in ascending order of pickup month.
- 4. This analysis could help to understand number of trips by month where customers were not happy.
- 5. Also could give insight or a hidden pattern in dissatisfactory rides in a specific month or period which could be n number of factors like low rating because of AC was not on during summary time, cab reached late on pickup point due to traffic on a rainy day/season etc.
- **6.** Based on this analysis, instructions can be given to driver to make customers happy and take care of things which could lead to low customer rating.





Output:



Validation:

```
Total MapReduce CPU Time Spent: 7 seconds 970 msec
OK
2020-01 26
2020-02 16
2020-03 16
2020-04 21
2020-05 21
2020-06 14
2020-07 20
2020-08 32
2020-09 21
2020-10 15
```

Note: Count of bookings with low customer rating by month is exactly matching with output given in the validation document.





Task 11: Calculate the count of total iOS users.

Query:-

```
SELECT

COUNT (DISTINCT (CUSTOMER_ID)) AS TOTAL_IOS_USERS

FROM

CLICKSTREAM_DATA

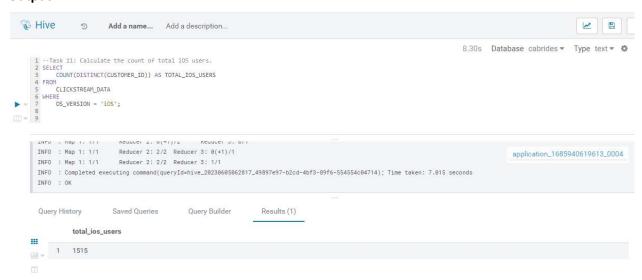
WHERE

OS_VERSION = 'iOS';
```

Explanation: -

- 1. <u>COUNT</u> function <u>DISTINCT</u> is used to get unique customers who are using <u>iOS</u> devices.
- 2. <u>WHERE</u> clause is used to filter events which are generated out of <u>iOS</u> devices.
- 3. ORDER BY clause with Trip month alias is used to show output in ascending order of pickup month.
- 4. This analysis gives a high level insight that how many or percentage of customers using specific type of device or OS.
- **5.** Like if company makes any update on iOS and Androids mobile app then how many customers would be impacted and so on.

Output:-



Validation:

You should get the count of all iOS users as 1503.

Note: 3004 event where captured from kafka stream where in validation documents its 2984 hence iOS user are slightly more in our analysis.