

*-- Ratings Count*

```
SELECT COUNT(review_id) AS Count_Of_Reviews, rating
FROM reviews
GROUP BY rating;
```

*-- Age Range Across Platforms*

```
SELECT COUNT(DISTINCT user_id),
age_range, platform
FROM metrocar
GROUP BY age_range, platform
```

*--Count of Failed Transactions and Dollars*

```
SELECT charge_status, COUNT(charge_status) AS num_of_transactions,
SUM(purchase_amount_usd) AS ammount_of_usd
FROM transactions
GROUP BY charge_status;
```

*-- Full Query*

```
WITH download AS
(SELECT platform, COUNT(DISTINCT app_download_key) AS Download_Count
FROM metrocar
GROUP BY platform
),
```

```
signup AS
(SELECT platform, COUNT(DISTINCT user_id) AS Signup_Count
FROM metrocar
GROUP BY platform
),
```

```
ride_requested AS
(SELECT platform, COUNT(DISTINCT user_id) AS Requested_Count
FROM metrocar
WHERE request_ts IS NOT NULL
GROUP BY platform
),
```

```
ride_accepted AS
(SELECT platform, COUNT(DISTINCT user_id) AS Accepted_Count
FROM metrocar
WHERE accept_ts IS NOT NULL
GROUP BY platform
),
```

```

ride_completed AS
(SELECT platform, COUNT(DISTINCT user_id) AS Completed_Count
FROM metrocar
WHERE dropoff_ts IS NOT NULL
GROUP BY platform
),

payment_completed AS
(SELECT platform, COUNT(DISTINCT user_id) AS Payment_Completed_Count
FROM metrocar
WHERE charge_status = 'Approved'
GROUP BY platform
),

review_completed AS
(SELECT platform, COUNT(DISTINCT user_id) AS Review_Completed_Count
FROM metrocar
WHERE review_id IS NOT NULL
GROUP BY platform
),

totals AS (
    SELECT
        s.platform,
        COALESCE(SUM(Download_Count), 0) AS Download_Count,
        COALESCE(SUM(Signup_Count), 0) AS Signup_Count,
        COALESCE(SUM(Requested_Count), 0) AS Requested_Count,
        COALESCE(SUM(Accepted_Count), 0) AS Accepted_Count,
        COALESCE(SUM(Completed_Count), 0) AS Completed_Count,
        COALESCE(SUM(Payment_Completed_Count), 0) AS
Payment_Completed_Count,
        COALESCE(SUM(Review_Completed_Count), 0) AS
Review_Completed_Count

    FROM download d
    FULL JOIN signup s ON d.platform = s.platform
    FULL JOIN ride_requested rr ON s.platform = rr.platform
    FULL JOIN ride_accepted ra ON s.platform = ra.platform
    FULL JOIN ride_completed rc ON s.platform = rc.platform
    FULL JOIN payment_completed pc ON s.platform = pc.platform
    FULL JOIN review_completed rec ON s.platform = rec.platform
    GROUP BY s.platform

),

funnel_stages AS (

```

SELECT

```
    1 AS funnel_step,  
    'downloaded' AS funnel_name,  
    platform,  
    Download_Count AS user_count  
FROM totals
```

UNION

SELECT

```
    2 AS funnel_step,  
    'signed_up' AS funnel_name,  
    platform,  
    Signup_Count AS user_count  
FROM totals
```

UNION

SELECT

```
    3 AS funnel_step,  
    'ride_requested' AS funnel_name,  
    platform,  
    Requested_Count AS user_count  
FROM totals
```

UNION

SELECT

```
    4 AS funnel_step,  
    'ride_accepted' AS funnel_name,  
    platform,  
    Accepted_Count AS user_count  
FROM totals
```

UNION

SELECT

```
    5 AS funnel_step,  
    'ride_completed' AS funnel_name,  
    platform,  
    Completed_Count AS user_count
```

```

FROM totals

UNION

SELECT
    6 AS funnel_step,
    'payment_completed' AS funnel_name,
    platform,
    Payment_Completed_Count AS user_count

FROM totals

UNION

SELECT
    7 AS funnel_step,
    'review_completed' AS funnel_name,
    platform,
    Review_Completed_Count AS user_count
FROM totals
)
-- The '*' brings everthing from each select statement in the
funnel_stages table
SELECT *,
    LAG(user_count) OVER (
        PARTITION BY platform
        ORDER BY funnel_step, platform) AS user_cnt_prev_step,
    ROUND((user_count::float / LAG(user_count) OVER (
        PARTITION BY platform
        ORDER BY funnel_step, platform)
        )::numeric,3) AS per_users_from_prev_step,
    ROUND((user_count::float / first_value(user_count) OVER (
        PARTITION BY platform
        ORDER BY funnel_step, platform)
        )::numeric,3) AS per_of_total
FROM funnel_stages
ORDER BY funnel_step,platform;

```