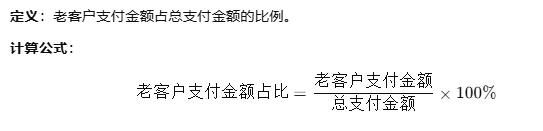
1. 老客户支付比例目的：  
   评估客户忠诚度：老客户支付比例越高，通常表示老客户的购买活跃度高，反映出较强的客户忠诚度。反之，如果老客户支付比例低，可能需要加强客户维系策略。

**优化营销策略**：通过了解老客户的支付占比，企业可以更有针对性地制定营销策略，例如加大对老客户的回馈力度，推出老客户专属的优惠活动，以提升老客户复购率。

1. 老客户支付比例定义：



3.数据源设计：

从ods层获取，order\_info\_inc，user\_info\_inc，payment\_info\_inc,由于数据是增量，我们把表转换为维度表，dim\_order\_info, dim\_user\_info, dim\_payment\_info

CREATE TABLE IF NOT EXISTS dim\_user\_info  
(  
 id STRING,  
 login\_name STRING,  
 nick\_name STRING,  
 passwd STRING,  
 name STRING,  
 phone\_num STRING,  
 email STRING,  
 head\_img STRING,  
 user\_level STRING,  
 birthday STRING,  
 gender STRING,  
 create\_time STRING,  
 operate\_time STRING,  
 status STRING,  
 dt STRING  
) COMMENT '用户信息表'  
 ROW FORMAT DELIMITED FIELDS TERMINATED BY '\t'  
 LOCATION '/warehouse/gmall/ods/ods\_user\_info/';

CREATE TABLE IF NOT EXISTS dim\_order\_info  
(  
 id STRING,  
 consignee STRING,  
 consignee\_tel STRING,  
 total\_amount DECIMAL(10, 2),  
 order\_status STRING,  
 user\_id STRING,  
 payment\_way STRING,  
 delivery\_address STRING,  
 order\_comment STRING,  
 out\_trade\_no STRING,  
 trade\_body STRING,  
 create\_time STRING,  
 operate\_time STRING,  
 expire\_time STRING,  
 process\_status STRING,  
 tracking\_no STRING,  
 parent\_order\_id STRING,  
 img\_url STRING,  
 province\_id STRING,  
 activity\_reduce\_amount DECIMAL(10, 2),  
 coupon\_reduce\_amount DECIMAL(10, 2),  
 original\_total\_amount DECIMAL(10, 2),  
 freight\_fee DECIMAL(10, 2),  
 freight\_fee\_reduce DECIMAL(10, 2),  
 refundable\_time STRING,  
 dt STRING  
) COMMENT '订单信息表'  
 ROW FORMAT DELIMITED FIELDS TERMINATED BY '\t'  
 LOCATION '/warehouse/gmall/ods/ods\_order\_info/';

CREATE TABLE IF NOT EXISTS dim\_payment\_info  
(  
 id STRING,  
 out\_trade\_no STRING,  
 order\_id STRING,  
 user\_id STRING,  
 payment\_type STRING,  
 trade\_no STRING,  
 total\_amount DECIMAL(10, 2),  
 subject STRING,  
 payment\_status STRING,  
 create\_time STRING,  
 callback\_time STRING,  
 callback\_content STRING,  
 operate\_time STRING,  
 dt STRING  
) COMMENT '支付信息表'  
 ROW FORMAT DELIMITED FIELDS TERMINATED BY '\t'  
 LOCATION '/warehouse/gmall/ods/ods\_payment\_info/';

INSERT INTO TABLE ods\_user\_info  
SELECT data.id AS id,  
 data.login\_name AS login\_name,  
 data.nick\_name AS nick\_name,  
 data.passwd AS passwd,  
 data.name AS name,  
 data.phone\_num AS phone\_num,  
 data.email AS email,  
 data.head\_img AS head\_img,  
 data.user\_level AS user\_level,  
 data.birthday AS birthday,  
 data.gender AS gender,  
 data.create\_time AS create\_time,  
 data.operate\_time AS operate\_time,  
 data.status AS status,  
 dt  
FROM ods\_user\_info\_inc;  
INSERT INTO TABLE ods\_order\_info  
SELECT data.id AS id,  
 data.consignee AS consignee,  
 data.consignee\_tel AS consignee\_tel,  
 *CAST*(data.total\_amount AS DECIMAL(10, 2)) AS total\_amount,  
 data.order\_status AS order\_status,  
 data.user\_id AS user\_id,  
 data.payment\_way AS payment\_way,  
 data.delivery\_address AS delivery\_address,  
 data.order\_comment AS order\_comment,  
 data.out\_trade\_no AS out\_trade\_no,  
 data.trade\_body AS trade\_body,  
 data.create\_time AS create\_time,  
 data.operate\_time AS operate\_time,  
 data.expire\_time AS expire\_time,  
 data.process\_status AS process\_status,  
 data.tracking\_no AS tracking\_no,  
 data.parent\_order\_id AS parent\_order\_id,  
 data.img\_url AS img\_url,  
 data.province\_id AS province\_id,  
 *CAST*(data.activity\_reduce\_amount AS DECIMAL(10, 2)) AS activity\_reduce\_amount,  
 *CAST*(data.coupon\_reduce\_amount AS DECIMAL(10, 2)) AS coupon\_reduce\_amount,  
 *CAST*(data.original\_total\_amount AS DECIMAL(10, 2)) AS original\_total\_amount,  
 *CAST*(data.freight\_fee AS DECIMAL(10, 2)) AS freight\_fee,  
 *CAST*(data.freight\_fee\_reduce AS DECIMAL(10, 2)) AS freight\_fee\_reduce,  
 data.refundable\_time AS refundable\_time,  
 dt  
FROM ods\_order\_info\_inc;  
INSERT INTO TABLE ods\_payment\_info  
SELECT data.id AS id,  
 data.out\_trade\_no AS out\_trade\_no,  
 data.order\_id AS order\_id,  
 data.user\_id AS user\_id,  
 data.payment\_type AS payment\_type,  
 data.trade\_no AS trade\_no,  
 *CAST*(data.total\_amount AS DECIMAL(10, 2)) AS total\_amount,  
 data.subject AS subject,  
 data.payment\_status AS payment\_status,  
 data.create\_time AS create\_time,  
 data.callback\_time AS callback\_time,  
 data.callback\_content AS callback\_content,  
 data.operate\_time AS operate\_time,  
 dt  
FROM ods\_payment\_info\_inc;

4.指标的表创建：

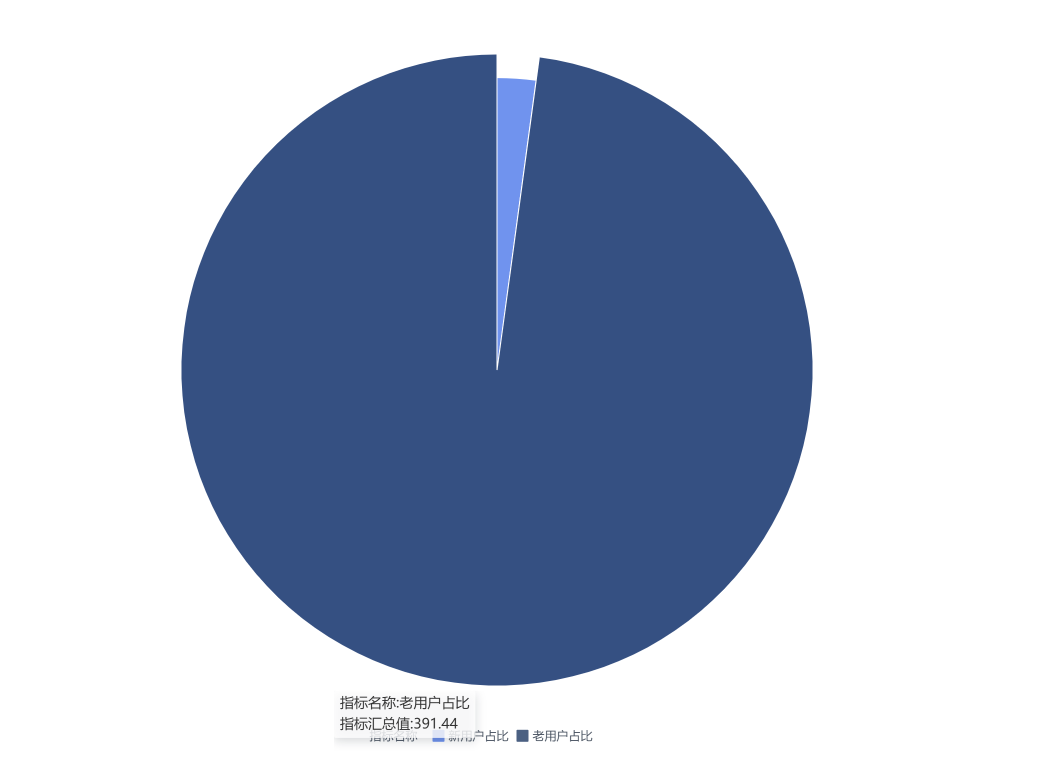
--老客支付金额占比:  
CREATE TABLE IF NOT EXISTS ads\_old\_customer\_payment\_ratio  
(  
 calculation\_date DATE,  
 old\_customer\_total DECIMAL(10, 2),  
 total\_amount\_tb DECIMAL(10, 2),  
 old\_customer\_payment\_ratio DECIMAL(10, 2),  
 customer\_payment\_ratio decimal(10, 2)  
) COMMENT '老客支付金额占比'  
 ROW FORMAT DELIMITED FIELDS TERMINATED BY '\t'  
 LOCATION '/warehouse/gmall/ads/ads\_old\_customer\_payment\_ratio/';

每日数据：

insert into table ads\_old\_customer\_payment\_ratio  
SELECT '2024-10-13' AS calculation\_date,  
 *COALESCE*(old\_customer\_total, 0) AS old\_customer\_total,  
 *COALESCE*(total\_amount\_tb, 0) AS total\_amount\_tb,  
 (*COALESCE*(old\_customer\_total, 0) / *NULLIF*(total\_amount\_tb, 0)) \* 100 AS old\_customer\_payment\_ratio,  
 100 - (*COALESCE*(old\_customer\_total, 0) / *NULLIF*(total\_amount\_tb, 0)) \* 100 AS customer\_payment\_ratio  
FROM (SELECT *SUM*(*CAST*(oi.total\_amount AS DECIMAL(10, 2))) AS old\_customer\_total  
 FROM ods\_order\_info oi  
 JOIN ods\_user\_info ui ON oi.user\_id = ui.id  
 WHERE ui.create\_time < *DATE\_SUB*(*CURRENT\_DATE*(), -20) -- 注册时间在一天之前  
 AND oi.id IN (SELECT pi.order\_id  
 FROM ods\_payment\_info pi  
 WHERE pi.payment\_status = '1602' -- 只计算支付成功的记录  
 )) AS old\_customer\_payments,  
 (SELECT *SUM*(*CAST*(oi.total\_amount AS DECIMAL(10, 2))) AS total\_amount\_tb  
 FROM ods\_order\_info oi  
 WHERE oi.id IN (SELECT pi.order\_id  
 FROM ods\_payment\_info pi  
 WHERE pi.payment\_status = '1602' -- 只计算支付成功的记录  
 )) AS total\_payments;

#### 指标效果：

#### 指标展示：



#### 临时sql:

SELECT  
 *CURRENT\_DATE*() AS calculation\_date,  
 *COALESCE*(old\_customer\_total, 0) AS old\_customer\_total,  
 *COALESCE*(total\_amount\_tb, 0) AS total\_amount\_tb,  
 (*COALESCE*(old\_customer\_total, 0) / *NULLIF*(total\_amount\_tb, 0)) \* 100 AS old\_customer\_payment\_ratio,  
 100 - (*COALESCE*(old\_customer\_total, 0) / *NULLIF*(total\_amount\_tb, 0)) \* 100 AS customer\_payment\_ratio  
FROM (  
 SELECT  
 *SUM*(*CAST*(oi.total\_amount AS DECIMAL(10, 2))) AS old\_customer\_total  
 FROM  
 ods\_order\_info oi  
 JOIN ods\_user\_info ui ON oi.user\_id = ui.id  
 WHERE  
 ui.create\_time < *DATE\_SUB*(*CURRENT\_DATE*(), -1) -- 注册时间在一天之前  
 AND oi.id IN (  
 SELECT pi.order\_id  
 FROM ods\_payment\_info pi  
 WHERE pi.payment\_status = '1602' -- 只计算支付成功的记录  
 )  
 ) AS old\_customer\_payments,  
 (  
 SELECT  
 *SUM*(*CAST*(oi.total\_amount AS DECIMAL(10, 2))) AS total\_amount\_tb  
 FROM  
 ods\_order\_info oi  
 WHERE  
 oi.id IN (  
 SELECT pi.order\_id  
 FROM ods\_payment\_info pi  
 WHERE pi.payment\_status = '1602' -- 只计算支付成功的记录  
 )  
 ) AS total\_payments;