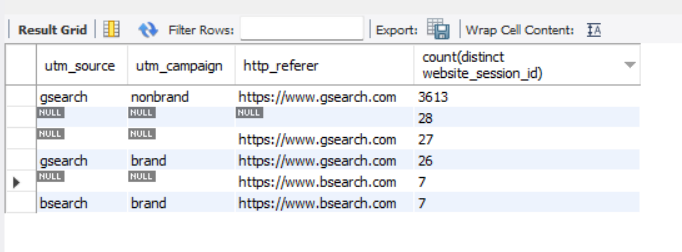
* Website Traffic Analysis SQL
* Somya Jain

Q1. Finding the Top Traffic Sources

select utm\_source,utm\_campaign,http\_referer,count(distinct website\_session\_id) from `mavenfuzzyfactory`.`website\_sessions`

where created\_at<'2012-04-12' group by utm\_source,utm\_campaign,http\_referer order by count(distinct website\_session\_id) desc



Conclusion-

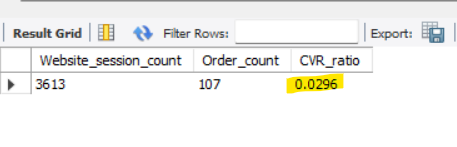
Gsearch and non-brand campaign combination is driving the most visit on the website

Q2. Calculate session to order conversion rate

select count(b.order\_id)/count(a.website\_session\_id) from `mavenfuzzyfactory`.`website\_sessions` as a

left join `mavenfuzzyfactory`.`orders` as b on a.website\_session\_id=b.website\_session\_id

where a.created\_at<'2012-04-12' and a.utm\_source='gsearch' and a.utm\_campaign='nonbrand'



Conclusion-

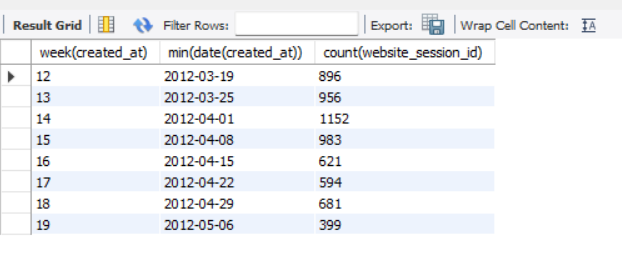
Conversion Rate for sales is around 2% for Gsearch and non-brand campaign

Q3. Traffic Source Trends week by weeks analysis

select week(created\_at),min(date(created\_at)),count(website\_session\_id) from `mavenfuzzyfactory`.`website\_sessions`

where created\_at<'2012-05-10' and utm\_source='gsearch' and utm\_campaign='nonbrand'

group by 1;



Conclusion-

There is considerable decline in users session after 8th April week

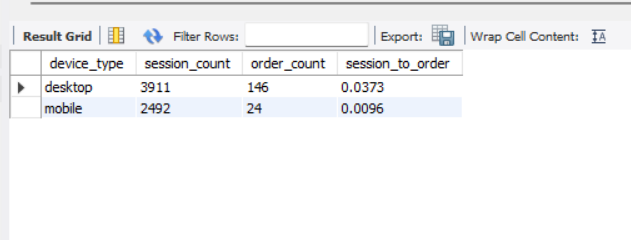
Q4. Session to order conversion rate by device type analysis

select device\_type,count(distinct ws.website\_session\_id) as session\_count,count(distinct order\_id) as order\_count,

count(distinct order\_id)/count(distinct ws.website\_session\_id) as session\_to\_order

from `mavenfuzzyfactory`.`website\_sessions` ws left join `mavenfuzzyfactory`.`orders` o on o.website\_session\_id=ws.website\_session\_id

where ws.created\_at<'2012.-05-11' and utm\_source='gsearch' and utm\_campaign='nonbrand' group by 1;



Conclusion-

Mobile devices have much lower conversion rate than desktop app

Q5. Device type segment traffic source trend analysis

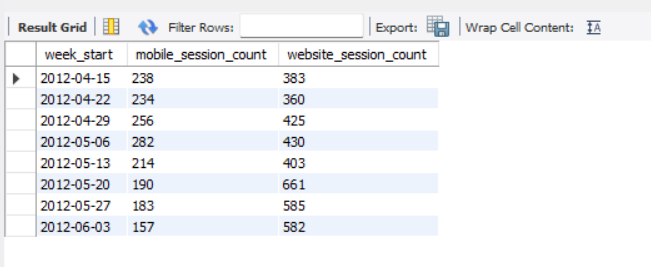
select min(date(created\_at)) as week\_start,

count(distinct case when device\_type='mobile' then website\_session\_id else null end) as mobile\_session\_count,

count(distinct case when device\_type='desktop' then website\_session\_id else null end) as website\_session\_count

from `mavenfuzzyfactory`.`website\_sessions` where created\_at>'2012-04-15' and created\_at<'2012-06-09' and utm\_source='gsearch' and utm\_campaign='nonbrand'

group by year(created\_at),week(created\_at) order by year(created\_at),week(created\_at)



Conclusion-

Website sessions are increased after May 13th and Mobile sessions did not had much changes