

page_visits	
A table describing each time a user visits the CoolTShirts website	
Column	Description
user_id	A unique identifier for each visitor to a page
timestamp	The time at which the visitor came to the page
page_name	The title of the section of the page that was visited
utm_source	Identifies which site sent the traffic (i.e., google, newsletter, or facebook_ad)
utm_campaign	Identifies the specific ad or email blast (i.e., june-21-newsletter or memorial-day-sale)