Introduction

Clique Bait is not like your regular online seafood store - the founder and CEO Danny, was also a part of a digital data analytics team and wanted to expand his knowledge into the seafood industry!

In this case study - you are required to support Danny's vision and analyse his dataset and come up with creative solutions to calculate funnel fallout rates for the Clique Bait online store.

Available Data

For this case study there is a total of 5 datasets which you will need to combine to solve all of the questions.

Users

Customers who visit the Clique Bait website are tagged via their `cookie_id`.

user_id	cookie_id	start_date
397	3759ff	2020-03-30 00:00:00
215	863329	2020-01-26 00:00:00
191	eefca9	2020-03-15 00:00:00
89	764796	2020-01-07 00:00:00
127	17ccc5	2020-01-22 00:00:00

81	b0b666	2020-03-01 00:00:00
260	a4f236	2020-01-08 00:00:00
203	d1182f	2020-04-18 00:00:00
23	12dbc8	2020-01-18 00:00:00
375	f61d69	2020-01-03 00:00:00

Events

Customer visits are logged in this `events` table at a `cookie_id` level and the `event_type` and `page_id` values can be used to join onto relevant satellite tables to obtain further information about each event.

The sequence_number is used to order the events within each visit.

visit_id	cookie_id	page_id	event_type	sequence_number	event_time
719fd3	3d83d3	5	1	4	2020-03-02 00:29:09.975502
fb1eb1	c5ff25	5	2	8	2020-01-22 07:59:16.761931
23fe81	1e8c2d	10	1	9	2020-03-21 13:14:11.745667
ad91aa	648115	6	1	3	2020-04-27 16:28:09.824606

557 6d7	ac418 c	6	1	4	2020-01-18 04:55:10.149236
483 08b	c686c 1	8	1	5	2020-01-29 06:10:38.702163
46b 17d	78f9b 3	7	1	12	2020-02-16 09:45:31.926407
9fd1 96	ccf05 7	4	1	5	2020-02-14 08:29:12.922164
edf8 53	f8545 4	1	1	1	2020-02-22 12:59:07.652207
3c6 716	02e74 f	3	2	5	2020-01-31 17:56:20.777383

Event Identifier

The `event_identifier` table shows the types of events which are captured by Clique Bait's digital data systems.

event_type	event_name
1	Page View
2	Add to Cart
3	Purchase
4	Ad Impression
5	Ad Click

Campaign Identifier

This table shows information for the 3 campaigns that Clique Bait has ran on their website so far in 2020.

campaign_id	products	campaign_name	start_date	end_date
1	1-3	BOGOF - Fishing For Compliments	2020-01-01 00:00:00	2020-01-14 00:00:00
2	4-5	25% Off - Living The Lux Life	2020-01-15 00:00:00	2020-01-28 00:00:00
3	6-8	Half Off - Treat Your Shellf(ish)	2020-02-01 00:00:00	2020-03-31 00:00:00

Page Hierarchy

This table lists all of the pages on the Clique Bait website which are tagged and have data passing through from user interaction events.

page_id	page_name	product_category	product_id
1	Home Page	null	null
2	All Products	null	null
3	Salmon	Fish	1
4	Kingfish	Fish	2
5	Tuna	Fish	3
6	Russian Caviar	Luxury	4
7	Black Truffle	Luxury	5
8	Abalone	Shellfish	6

9	Lobster	Shellfish	7
10	Crab	Shellfish	8
11	Oyster	Shellfish	9
12	Checkout	null	null
13	Confirmation	null	null