Dear candidate,

You're invited to complete a Task **- Revenue Attribution (First & Last Click)** for the **Marketing Data Analytics** role. Please finish within **2 business days** (excluding the day you receive it) and share a link to your SQL, dashboard and a brief conclusion.

You can email you results to srydquist@suvie.com

Goal

Using the provided events dataset, attribute order revenue by **first-click** and **last-click** models and summarize by date and campaign.

Datasets

- ad_events - **click** and **purchase** events per user_id.
- ad_spend_daily - daily spendings per ad

Lookback window: consider clicks within **7 days** before each purchase (event_ts of purchase). Ignore clicks after the purchase. If no eligible clicks exist, the purchase is **unattributed** and excluded from the output.

Deliverables

Task 1

Create a table **revenue_by_model_campaign_daily** with **one row per date × campaign_id × model**, containing:

- date (DATE of the **purchase**), campaign_id, campaign_name, channel, model (one of: 'first_click', 'last_click')
- attributed_revenue = **sum(order_value × weight)**
- attributed_orders = **sum(weights)**

Where weights are:

- **first_click**: 1 for the earliest eligible click in the 7-day window (per order), else 0
- **last_click**: 1 for the most recent eligible click in the window (per order), else 0

Then produce **two rollups** (as separate queries or views):

1. **By campaign** (sum across all dates): campaign_id, campaign_name, channel, model, attributed_orders, attributed_revenue
2. **By channel** (sum across all dates & campaigns): channel, model, attributed_orders, attributed_revenue

Task 2

Build a dashboard (using Looker or Tableau Public) that quickly answers the following questions:

- MTD attributed revenue by model (first vs. last).
- Daily trend of attributed revenue by model (last 30 days).
- Top campaigns by attributed revenue under each model (side-by-side).
- Where models disagree: campaigns with the biggest revenue delta (Last − First).
- Channel mix: attributed revenue share by channel for each model.
- Attributed orders by model (count), with avg order value (AOV) per model.