Question I

select count(distinct utm\_campaign)

from page\_visits;

select count(distinct utm\_source)

from page\_visits;

select distinct utm\_campaign, utm\_source

from page\_visits;

Question II

select distinct page\_name

from page\_visits;

Question III

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) as last\_touch\_at

FROM page\_visits

GROUP BY user\_id),

lt\_attr as (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign,

pv.page\_name

FROM last\_touch lt

JOIN page\_visits pv

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp)

select lt\_attr.utm\_campaign,

COUNT(\*)

from lt\_attr

group by 1;

Question IV

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) as last\_touch\_at

FROM page\_visits

where page\_name = '4 - purchase'

GROUP BY user\_id),

lt\_attr as (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign,

pv.page\_name

FROM last\_touch lt

JOIN page\_visits pv

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp)

select lt\_attr.utm\_campaign,

COUNT(\*)

from lt\_attr

group by 1

order by 2;

Question V

select count(distinct user\_id)

from page\_visits

where page\_name = '4 - purchase';