91_Marketing Campaign Success - Hard Solution

Spurce - https://platform.stratascratch.com/coding/514-marketing-campaign-success-advanced?code_type=1

Running Notes -

marketing campaign success

goal : determine how many users made additional purchases due to campaign results

→ campaign starts 1 day after the first purchase (first purchase date)

→ so purchases (1 or many) only on the first purchase date don't count (they have to buy something after they enter the campaign)

→ users if they buy the same product from their first purchase date then those have to be removed.

```
WITH campaign_with_first_purchase AS (
  SELECT *,
    MIN(created_at) OVER(PARTITION BY user_id) AS first_purchase_date
```

```
   FROM marketing_campaign
),

products_bought_on_first_date AS (
SELECT user_id, product_id
FROM campaign_with_first_purchase
WHERE created_at = first_purchase_date)

SELECT COUNT(DISTINCT(user_id)) as user_count
FROM campaign_with_first_purchase as c
WHERE c.product_id NOT IN (SELECT product_id FROM products_bought_on_firs
```

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