Learn SQL from Scratch Capstone

Attribution Queries Project

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1. Get Familiar with CoolTShirts

1.1 Get Familiar with CoolTShirts

To find how many campaigns and sources CoolTShirts uses I performed the query to the right.

- I found that there are 6 distinct Sources
- I found that there are 8 distinct campaigns
- A source can be responsible for multiple campaigns such as in the case of email and Google. A campaign can be from the same source, but differ based on how it is carried out or the timeframe it is for.
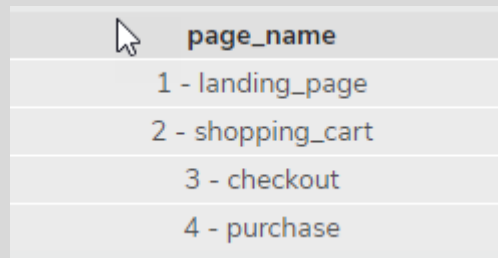
COUNT (DISTINCT utm_campaign)	
8	
COUNT (DISTINCT utm_source)	
6	

utm_source	utm_campaign
nytimes	getting-to-know-cool-tshirts
email	weekly-newsletter
buzzfeed	ten-crazy-cool-tshirts-facts
email	retargetting-campaign
facebook	retargetting-ad
medium	interview-with-cool-tshirts-founder
google	paid-search
google	cool-tshirts-search

1.2 Get Familiar with CoolTShirts

To find out what pages are on the CoolTShirts website I created the query to the right looking specifically at the page_name column.

The pages on the site are :

- 1 – landing_page
- 2 - shopping_cart
- 3 – checkout
- 4 - purchase

2. The User Jounery

2.1 The User Journey

First touches by campaign were as follows:

- Medium Interview with Cool T-shirts founder- 622
- New York Times Getting to Know Cool T-shirts – 612
- Buzzfeed Ten Crazy Cool T-shirts Facts – 576
- Google Cool T-Shirts search - 169

user_id	first_touch_at	utm_source	utm_campaign	COUNT (pv.utm_campaign)
99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	622
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	612
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576
99684	2018-01-13 13:20:49	google	cool-tshirts-search	169

2.2 The User Journey

Last touches by campaign were as follows:
- Email Weekly- Newsletter - 447
- Facebook Retargeting-ad -443
- Email Retargeting Campaign 245
- New York Times Getting to know Cool T-Shirts -232
- Buzzfeed Ten Crazy Cool T-Shirts Facts – 190
- Medium Interview with Cool T-Shirts Founder – 184
- Google Paid Search -178
- Google T-Shirts Search – 60

user_id	last_touch_at	utm_source	utm_campaign	COUNT (pv.utm_campaign)
99933	2018-01-26 06:18:39	email	weekly-newsletter	447
99928	2018-01-24 05:26:09	facebook	retargetting-ad	443
99990	2018-01-16 11:35:09	email	retargetting-campaign	245
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	232
99765	2018-01-04 05:59:47	buzzfeed	ten-crazy-cool-tshirts-facts	190
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
98840	2018-01-10 04:58:48	google	paid-search	178
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60

2.3 The User Journey

How Many users made a purchase?

- There were 361 visitors who made a purchase on the Crazy Cool T-shirts website.
- This can be found by looking at the distinct users who made it to the purchase page.
- Only users who made a purchase can make it to the purchase page.

COUNT (DISTINCT user_id)
361

2.4 The User Journey

How many last touches on the purchase page is each campaign responsible for?
- Email Weekly- Newsletter - 114
- Facebook Retargeting-ad -112
- Email Retargeting Campaign 53
- New York Times Getting to know Cool T-Shirts -9
- Buzzfeed Ten Crazy Cool T-Shirts Facts – 9
- Medium Interview with Cool T-Shirts Founder – 7
- Google Paid Search - 52
- Google T-Shirts Search – 2

user_id	last_touch_at	utm_source	utm_campaign	COUNT (pv.utm_campaign)
99933	2018-01-26 06:18:39	email	weekly-newsletter	114
99897	2018-01-06 09:41:19	facebook	retargetting-ad	112
99285	2018-01-24 09:00:58	email	retargetting-campaign	53
94567	2018-01-19 16:37:58	google	paid-search	52
92172	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	9
98651	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	9
83547	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	7
95650	2018-01-18 00:25:00	google	cool-tshirts-search	2

2.4 The User Journey

The typical User journey is

1) Visit the website or perhaps learn of the company through:
- Interview with the founder done by Medium.
- Getting to know Cool T-shirts article in the New York Times.
- Ten Crazy Cool T-shirts article by Buzzfeed.

2) Next the user reengages with Cool T-shirts through:
- The weekly newsletter.
- The Facebook retargeting campaign.
- The Email retargeting campaign.
- The google paid search.

3) Approximately 25% of users who interact with one of the follow up campaigns makes a purchase.

3. Optimize The Campaign Budget

3.1 Where to Reinvest

When trying to decide where to reinvest there are multiple factors to consider.

- Cost- without having the cost of each campaign it is difficult to know which campaigns are the most profitable. The cost of each campaign could drastically alter the recommendation below.

- Effectiveness in creating leads and sales.
    - The most successful campaigns in creating purchases are
        - The weekly newsletter.
        - The Facebook Retargeting Ad
        - Email retargeting Campaign
        - Google Paid Search

    - The best campaigns for generating leads are:
        - The interview with the Cool T-shirts founder.
        - Getting to know Cool T-shirts article in the New York Times.
        - The Buzzfeed article with ten crazy Cool T-shirts facts.

3.2 Where to Reinvest

Some points of emphasis regarding the information on the previous slide.
- These are all different from one another so there are really 7 good options here depending on if you want to convert sales or generate leads.
- Without leads the retargeting and newsletter campaigns will run out of customers to target.
- However, sales are important for generating revenue.
- We need a combination of leads and sales.

Therefore I would recommend the three campaigns that generate the most leads and the two campaigns that generate the highest percentage of sales. These also had the 5 highest total page visits.

1. Weekly Newsletter campaign.
2. Facebook Retargeting campaign.
3. The Medium Interview with Cool T-shirts Founder campaign.
4. The New York Times Getting to know Cool-T-shirts campaign.
5. The Buzzfeed Ten Crazy Cool T-shirts Facts

utm_campaign	count(utm_campaign)
getting-to-know-cool-tshirts	1349
ten-crazy-cool-tshirts-facts	1198
interview-with-cool-tshirts-founder	1178
weekly-newsletter	565
retargetting-ad	558
cool-tshirts-search	313
retargetting-campaign	300
paid-search	231