/\* Number of Distint Campaigns \*/

SELECT

COUNT(DISTINCT utm\_campaign) AS 'Campaign Count'

FROM page\_visits;

SELECT

COUNT(DISTINCT utm\_source) AS 'Source Count'

FROM page\_visits;

SELECT

DISTINCT utm\_campaign AS 'Campaigns',

utm\_source AS 'Sources'

FROM page\_visits;

/\* What Pages ar on CoolTShirts website \*/

SELECT DISTINCT page\_name AS 'Page Name'

FROM page\_visits;

/\* How many first touches is each campaign responsible for? \*/

WITH first\_touch AS (

SELECT user\_id, MIN (timestamp) AS 'first\_touch\_time'

FROM page\_visits

GROUP BY user\_id),

ft\_count AS (

SELECT ft.user\_id,

ft.first\_touch\_time,

pv.utm\_source,

pv.utm\_campaign

FROM first\_touch AS 'ft'

JOIN page\_visits AS 'pv'

ON ft.user\_id = pv.user\_id

AND ft.first\_touch\_time = pv.timestamp)

SELECT ft\_count.utm\_source AS source,

ft\_count.utm\_campaign AS Campaign,

COUNT (\*) AS COUNT

FROM ft\_count

GROUP BY 1,2

ORDER BY 3 DESC;

/\* How many last touches is each campaign responsible for? \*/

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\_source,

lt\_attr.utm\_campaign,

COUNT(\*)

FROM lt\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;

/\*How many visitors make a purchase? \*/

SELECT COUNT(DISTINCT user\_id) AS 'Visitors who Purchased'

FROM page\_visits

WHERE page\_name = '4 - purchase';

/\* How many total visitors \*/

SELECT COUNT (DISTINCT user\_id) AS 'Visitors in Total'

FROM page\_visits;

/\*how many last touches on the purchase page is each campaign responsible for? \*/

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\_source,

lt\_attr.utm\_campaign,

COUNT(\*)

FROM lt\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;