

# SQL Capstone Templates

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# Capstone: Attribution

Learn SQL from Scratch

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2. What is the user journey?
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# **1. Get familiar with CoolTShirts**

# 1.1 How many campaigns and sources does CoolTShirts use?

## What source is used for each campaign?

CoolTShirts uses 8 unique campaigns with 6 distinct sources

The table below provides each Distinct campaign and source relationship

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

```
--  
SELECT COUNT(DISTINCT(utm_campaign)) AS 'CoolTShirts  
unique campaigns'  
FROM page_visits;  
SELECT COUNT(DISTINCT(utm_source)) AS 'CoolTShirts  
distinct sources'  
FROM page_visits;  
SELECT DISTINCT utm_campaign, utm_source  
From page_visits;
```

## 1.2 What pages are on the CoolTShirts website?

CoolTShirts website has 4 pages

```
--  
SELECT DISTINCT page_name AS 'CoolTShirts pages'  
FROM page_visits  
Where utm_campaign = 'cool-tshirts-search';
```

CoolTShirts pages
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

## **2. What is the users Journey?**

## 2.1 How many first touches is each campaign responsible for?

The table below breakdown the number of first touches by campaign  
Interview with the founder is the most effective campaign driving people to the website

utm_campaign	No of 1st touches
cool-tshirts-search	169
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622
ten-crazy-cool-tshirts-facts	576

```
--  
WITH first_touch AS (  
    SELECT user_id,  
           MIN(timestamp) as first_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT ft.user_id,  
       COUNT(ft.first_touch_at),  
       pv.utm_source,  
       pv.utm_campaign  
FROM first_touch ft  
JOIN page_visits pv  
  ON ft.user_id = pv.user_id  
 AND ft.first_touch_at = pv.timestamp  
Group BY utm_campaign;
```



## 2.2 How many last touches is each campaign responsible for?

The table below breakdown the number of last touches by campaign

utm_campaign	No of last touches
cool-tshirts-search	60
getting-to-know-cool-tshirts	232
interview-with-cool-tshirts-founde	184
paid-search	178
retargeting-ad	443
retargeting-campaign	245
ten-crazy-cool-tshirts-facts	190
weekly-newsletter	447

```
--  
WITH last_touch AS (  
  SELECT user_id,  
         MAX(timestamp) as last_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT lt.user_id,  
       COUNT(lt.last_touch_at),  
       pv.utm_source,  
       pv.utm_campaign  
FROM last_touch lt  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
 AND lt.last_touch_at = pv.timestamp  
Group BY utm_campaign;
```

## 2.3 How Many Visitors make a Purchase?

The Table below represents the number of Distinct Visitors who have visited the purchase page

Visitors who make a purchase
361

```
--  
SELECT DISTINCT COUNT(user_id) AS 'Visitors who make a  
purchase'  
  FROM page_visits  
 WHERE page_name = '4 - purchase'  
;
```

### **3. Optimize the campaign budget !**

## 3.1 How many last touches on the purchase page is each campaign responsible for?

The table below breaks down the success of each campaign.

utm_campaign	No of last touches
weekly-newsletter	115
retargeting-ad	113
retargeting-campaign	54
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
interview-with-cool-tshirts-founde	7
cool-tshirts-search	2

```
--  
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)  
SELECT lt.user_id,  
       COUNT(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  
Group BY utm_campaign  
        ORDER BY 2 DESC;
```