Capstone Project:
https://gist.github.com/a19bd2a26fe83b41e5a01f6dc69141f8

```
/*
Here's the first-touch query, in case you need it
*/

WITH first_touch AS (
    SELECT user_id,
        MIN(timestamp) as first_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT ft.user_id,
    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;
```
--1. how many campaigns and sources does COOLTShirts use? Which source is used for each campaign?
```
SELECT COUNT(DISTINCT utm_campaign)
FROM page_visits;
SELECT COUNT(DISTINCT utm_source)
FROM page_visits;
SELECT utm_campaign, utm_source
FROM page_visits group by utm_campaign, utm_source;
Select distinct utm_source, utm_campaign
FROM page_visits order by utm_source;
```
--2. What pages are on the COOLTShirts website?
```
SELECT DISTINCT(page_name)
FROM page_visits;
```
--3. How many first touches is each campaign responsible for?

```
WITH first_touch AS (
    SELECT user_id,
        MIN(timestamp) as first_touch_at
    FROM page_visits
    GROUP BY user_id)
SELECT count(ft.user_id),
    --ft.first_touch_at,
    pv.utm_source,
    pv.utm_campaign
```

```sql
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;
--4. 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)
SELECT count(lt.user_id),
    --ft.first_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;
--5. How many visitors make make a purchase?
SELECT COUNT (DISTINCT user_id)
    FROM page_visits
    where page_name = '4 - purchase';
--6. 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)
SELECT count(lt.user_id),
    --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;
```