



# Learn SQL from Scratch

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**1. Hey CoolTShirts how do you do?**

# My Campaigns



CoolTshirts is currently running 8 marketing campaigns(utm\_campaign). Each is designed either to bolster their brand penetration or to increase their sales volume.

The following query was used to find the number of campaigns:

```
Select count (distinct(utm_campaign) )  
As 'No_of_Campaign'  
From page_visits;
```

# My Sources



CoolTShirts uses 6 principal sources(utm\_source). They are the platforms which enable each campaign to diffuse its message to a targeted audience.

The following query was used to find the number of sources:


```
Select  
Count(distinct(utm_source))  
As 'No_of_sources'  
From page_visits;
```

# Campaigns and Sources



As shown on the following table, each source is a host to a single campaign. However, there are 2 exceptions to this rule.

Indeed, 'google' is the source for 2 different campaigns which are 'cool-tshirts-search' and 'paid-search'. Moreover, 'email' is used as a source for 'retargeting-campaign' and 'weekly-newsletter' campaigns.



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

# Pages on the website



They are 4 different pages on CoolTShirts' website.

The query below was used to find them:

*Select*

*Distinct (page\_name)*

*From page\_visits;*

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





**2. I wonder what is their user Journey?**

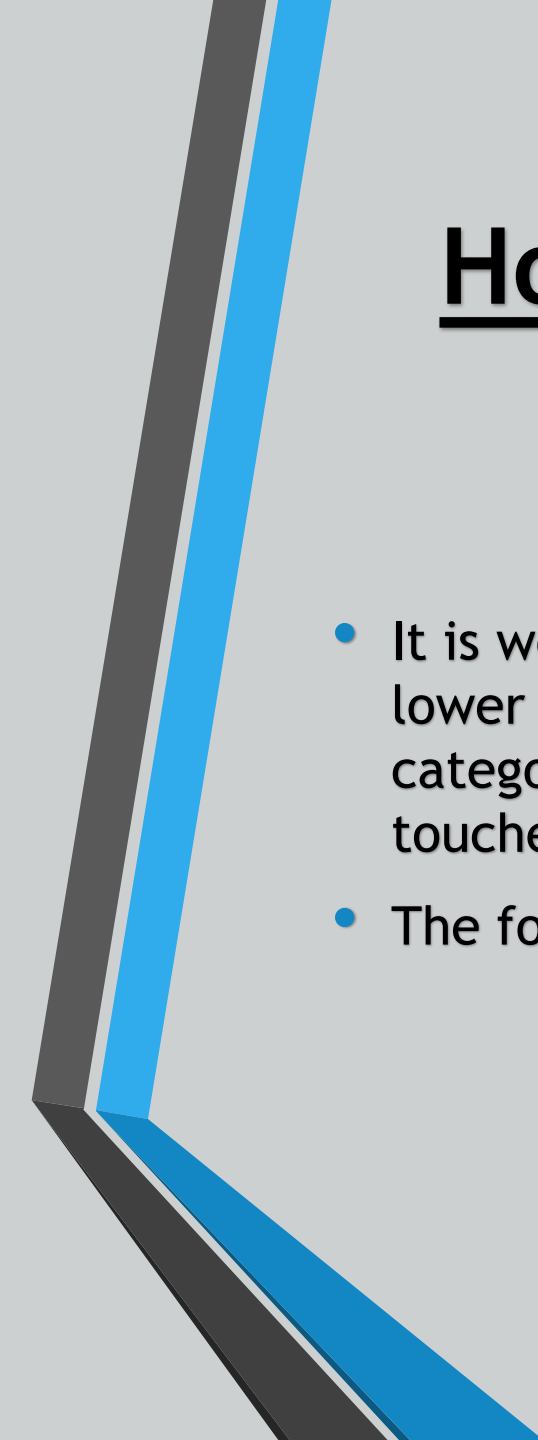


# How many first touches is each campaign responsible for?

- ‘Interview-with-cool-tshirts-founder’ is the campaign with the most first touches, 622 in total, whereas that with the least, ‘cool-tshirts-search’ had only brought 169 first touches in.
- The following table shows the entire set of results.

# How many first touches is each campaign responsible for?

utm_campaign	No_of_first_touch
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169



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

- It is worth noting that each campaign is responsible for at 60 last touches. This lower bound, set by the 'cool-tshirts-search' campaign, while the highest in this category is the 'weekly-newsletter' which set the high water mark at 447 last touches.
- The following table shows the complete ranking of the campaigns.

# How many last touches is each campaign responsible for?

utm_campaign	No_of_last_touch
weekly-newsletter	447
retargeting-ad	443
retargeting-campaign	245
getting-to-know-cool-tshirts	232
ten-crazy-cool-tshirts-facts	190
interview-with-cool-tshirts-founder	184
paid-search	178
cool-tshirts-search	60

# How many visitors make a purchase?

- Using the codes below, we found that 361 visitors make a purchase. With 1979 total visitors, only 18.24% of them make a purchase.
- The code below were used to derive the 2 totals:

➤ *Select count(distinct(user\_id)) as 'No\_of\_purchase'*

*From page\_visits*

*where page\_name = '4 - purchase'*

➤ *Select count(distinct(user\_id)) as 'No\_of\_visitors'*

*From page\_visits;*

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

- The campaign 'weekly-newsletter' is the most valuable when it comes to making a purchase, with 114 last touches. 'cool-tshirts-search' meanwhile only has 2 purchases to show for.
- The following table gives the complete ranking for each campaign.

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

utm_campaign	No_of_last_touch
weekly-newsletter	114
retargeting-ad	112
retargeting-campaign	53
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
interview-with-cool-tshirts-founder	7
cool-tshirts-search	2



# What is the typical user journey?

- Out of the 1979 total visitors, 1881 move on to the next page, '2 - shopping\_cart'. From here, 450 users stop their journey and only 1431 arrive at the '3 - checkout' page. Finally, as shown earlier, only 361 of them a purchase.
- The following table summarizes these finding.

# What is the typical user journey?

page_name	No_of_visitorsper_page
1 - landing_page	1979
2 - shopping_cart	1881
3 - checkout	1431
4 - purchase	361



**3. How can the campaign budget be optimized?**

# Which campaign to re-invest in?

In our opinion, the first campaigns to reinvest in are those responsible for a sale. Therefore, 'weekly-newsletter' and 'retargeting-ad' with 114 and 112 last touches respectively on the purchase page make them extremely valuable for the financial health of CoolTshirts.

Along with the latter 2 campaigns, we would also suggest reinvesting in 'interview-with-cool-tshirts-founder' because of its 622 first touches, but also 'getting-to-know-cool-tshirts' which has 612 first touches. Those 2 campaign are thus associated with more than half of all first touches which puts them high on the priority list.

Finally, 'ten-crazy-cool-tshirts-facts' would get our vote for the 5<sup>th</sup> campaign as its 576 first touches are substantial enough to make it a good asset.