SELECT COUNT (DISTINCT utm\_campaign)

FROM page\_visits;

SELECT COUNT (DISTINCT utm\_source)

FROM page\_visits;

SELECT DISTINCT utm\_source, utm\_campaign

FROM page visits;

Page names:

SELECT DISTINCT page\_name

FROM page\_visits;

1. 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),

ft\_attr AS (

SELECT ft.user\_id,

ft.first\_touch\_at,

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\_at = pv.timestamp)

SELECT ft\_attr.utm\_source,

ft\_attr.utm\_campaign,

COUNT (\*)

FROM ft\_attr

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

FROM last\_touch AS 'lt'

JOIN page\_visits AS '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 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

FROM last\_touch AS 'lt'

JOIN page\_visits AS '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)

FROM page\_visits

WHERE page\_name = ‘4 – purchase’;

What is the typical user journey?

SELECT COUNT(\*)

FROM page\_visits

WHERE page\_name = ‘1 – ‘landing\_page’;

SELECT COUNT(\*)

FROM page\_visits

WHERE page\_name = ‘2 – ‘shopping\_cart’;

SELECT COUNT(\*)

FROM page\_visits

WHERE page\_name = ‘3 – checkout’;

SELECT COUNT(\*)

FROM page\_visits

WHERE page\_name = ‘4 – purchase’;