



CoolTShirts' Project

SQL queries

1 CoolTShirts Overview.

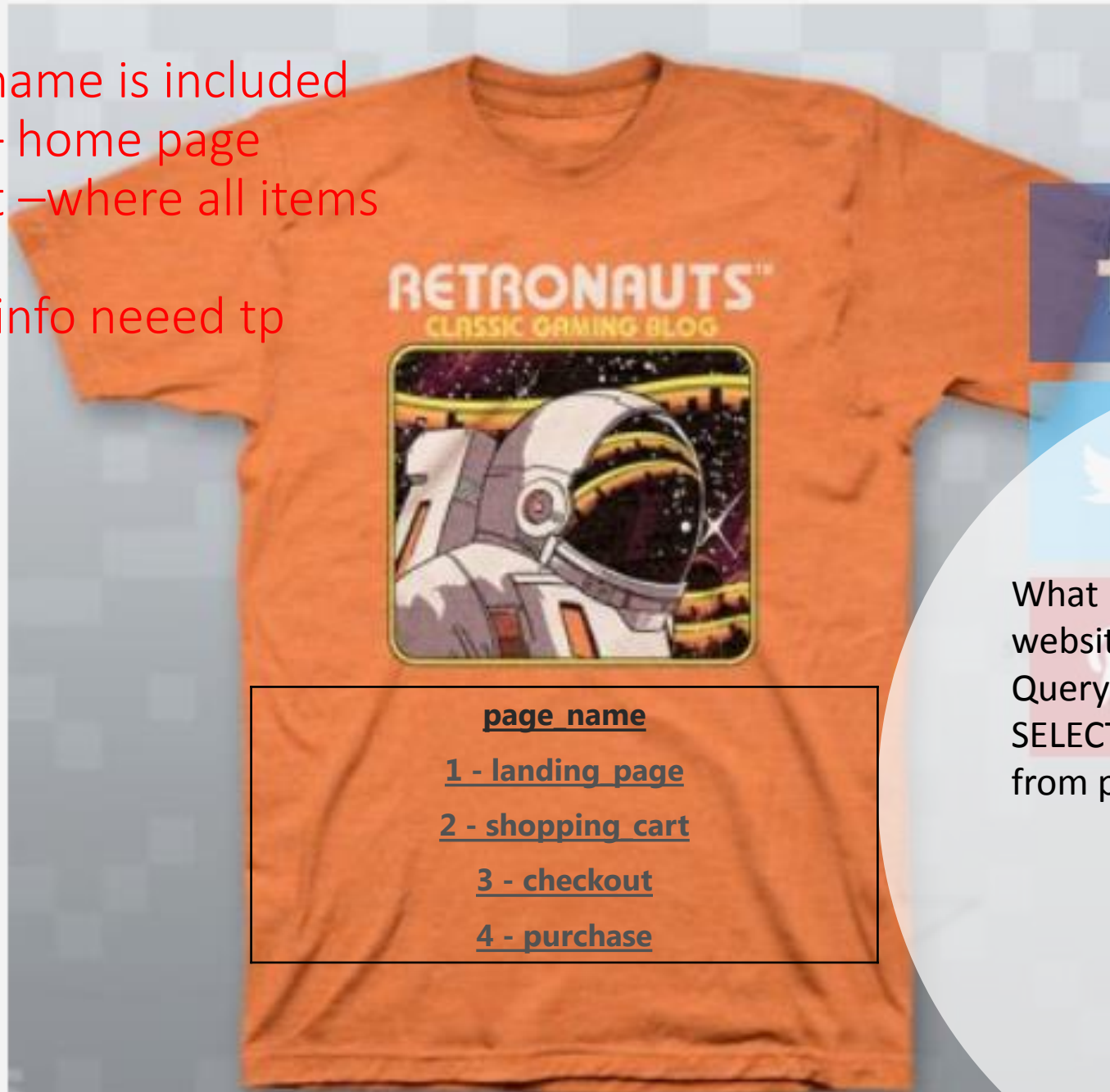
our company we have got 8 campaigns running across 6 different sources. The campaigns are the type of specific add or e-mail sent to different platforms/sources which allow us to get connected with the customers. Below is the list of our campaigns and sources used to populate the stream.

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

Queries:

- one for the number of distinct campaigns, `SELECT COUNT(DISTINCT utm_campaign) from page_visits;` result 8
- one for the number of distinct sources, `SELECT COUNT(DISTINCT utm_source) from page_visits;` result 6
- one to find how they are related. `SELECT DISTINCT utm_campaign, utm_source from page_visits;`

1.2 What pages_name is included
1- landing_page – home page
2 – shopping_cart –where all items
are listed
3 –checkout – all info needed to
come to
4 - purchase



page name

1 - landing page

2 - shopping cart

3 - checkout

4 - purchase

What pages are on the CoolTShirts website?

Query:

```
SELECT DISTINCT page_name  
from page_visits;
```

2.User journey overview

2.1. First touches in numbers

The most successful campaign when it comes to first touch was ‘interview-with-cool-tshirts-founder in ‘medium’.



user_id	first_touch_at	utm_source	utm_campaign	Count (utm_campaign)
99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	622
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	612
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576
99684	2018-01-13 13:20:49	google	cool-tshirts-search	169

Query:

```
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,  
       Count (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  
order by 5 desc;
```


Query:

WITH last_touch AS (

SELECT user_id,

MAX(timestamp) as last_touch_at

FROM page_visits

GROUP BY user_id)

SELECT lt.user_id,

lt.last_touch_at,

pv.utm_source,

pv.utm_campaign,

Count (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

order by 5 desc;

2.2. Last touches in numbers

The most successful campaign when it comes to last touch was 'weekly newsletter' delivered via e-mail.



user_id	last_touch_at	utm_source	utm_campaign	Count (utm_campaign)
99933	2018-01-26 06:18:39	email	weekly-newsletter	447
99928	2018-01-24 05:26:09	facebook	retargetting-ad	443
99990	2018-01-16 11:35:09	email	retargetting-campaign	245
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	232
99765	2018-01-04 05:59:47	buzzfeed	ten-crazy-cool-tshirts-facts	190
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
98840	2018-01-10 04:58:48	google	paid-search	178
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60

2.3 How many visitors are making purchase:

361



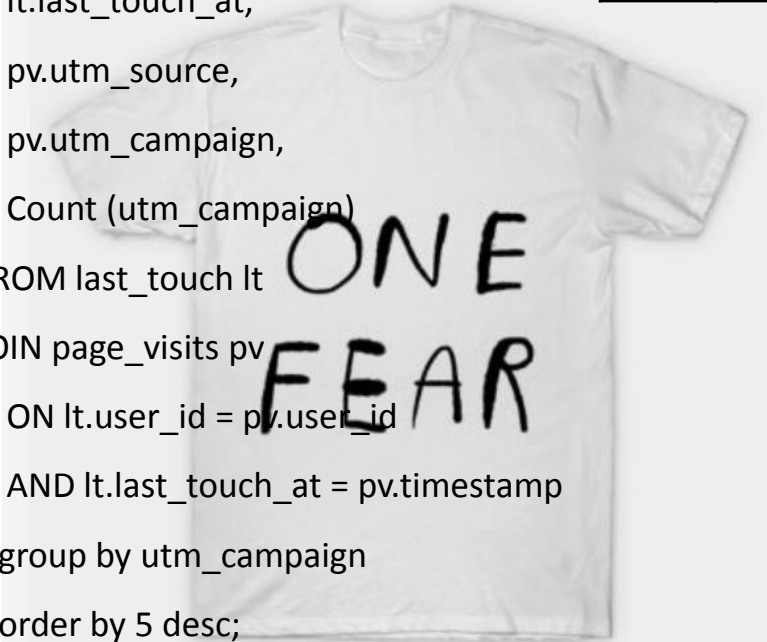
Query:

```
select count(distinct user_id)
from page_visits
where page_name = '4 - purchase';
```

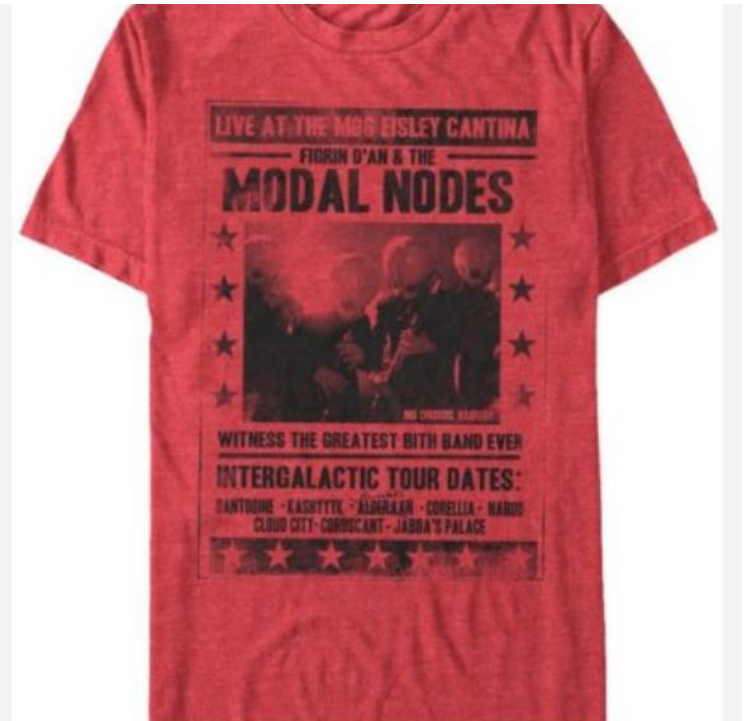
```
Query:
WITH last_touch AS (
    SELECT user_id,
           MAX(timestamp) as last_touch_at
    FROM page_visits
    where page_name = '4 - purchase'
    GROUP BY user_id)
SELECT lt.user_id,
       lt.last_touch_at,
       pv.utm_source,
       pv.utm_campaign,
       Count (utm_campaign)
FROM last_touch lt
JOIN page_visits pv
  ON lt.user_id = pv.user_id
 AND lt.last_touch_at = pv.timestamp
group by utm_campaign
order by 5 desc;
```

2.4 the most successful campaign when it comes to last touches is due to weekly newsletter sent via e-mail

user_id	last_touch_at	utm_source	utm_campaign	Count (utm_campaign)
99933	2018-01-26 06:18:39	email	weekly-newsletter	115
99897	2018-01-06 09:41:19	facebook	retargetting-ad	113
99285	2018-01-24 09:00:58	email	retargetting-campaign	54
94567	2018-01-19 16:37:58	google	paid-search	52
92172	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	9
98651	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	9
83547	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	7
95650	2018-01-18 00:25:00	google	cool-tshirts-search	2



2.5 Typical User journey. The visitor most of the time is being pulled by a medium however that not generates the most purchase.



3.0 Going forward with the campaigns

1. Weekly newsletter as it generates the most purchases –retain current customers,
2. 3. Facebook and e-mail re-targeting as it is almost as successful as newsletter –retain current and might gain new customers,
4. interview-with-cool-tshirts-founder – via medium as this generates the interest of the product in the first place.
5. ten-crazy-cool-tshirts-facts as this generates interest as in point 3

