## Section 2: Understanding lead conversion

Company wants to understand the customer path to conversion as a potential purchaser based on our campaigns.  
  
2.1) Identify the total number of transactions with campaign coupon vs total number of transactions without campaign coupon. Choose from the following:

SELECT 'Without Coupons' AS CampaignCoupons,

COUNT(\*) AS TotalTransactions FROM CustomerTransactionData

WHERE campaign\_id IS NULL

UNION ALL

SELECT 'With Coupons' AS CampaignCoupons,

COUNT(\*) AS TotalTransactions FROM CustomerTransactionData

WHERE campaign\_id IS NOT NULL;

2.2) Identify the number of customers with first purchase done with or without campaign coupons .

SELECT COUNT(coupon\_id) AS TotalCustomersFirstPurchaseWcoupon, COUNT(\*) - COUNT(coupon\_id) AS TotalCustomersFirstPurchaseWithoutcoupon

FROM CustomerTransactionData

WHERE Trans\_Id IN (

SELECT

FIRST\_VALUE(Trans\_Id) OVER(PARTITION BY Cust\_Id ORDER BY PurchaseDate RANGE BETWEEN

UNBOUNDED PRECEDING AND

UNBOUNDED FOLLOWING) AS trans\_id

FROM CustomerTransactionData);