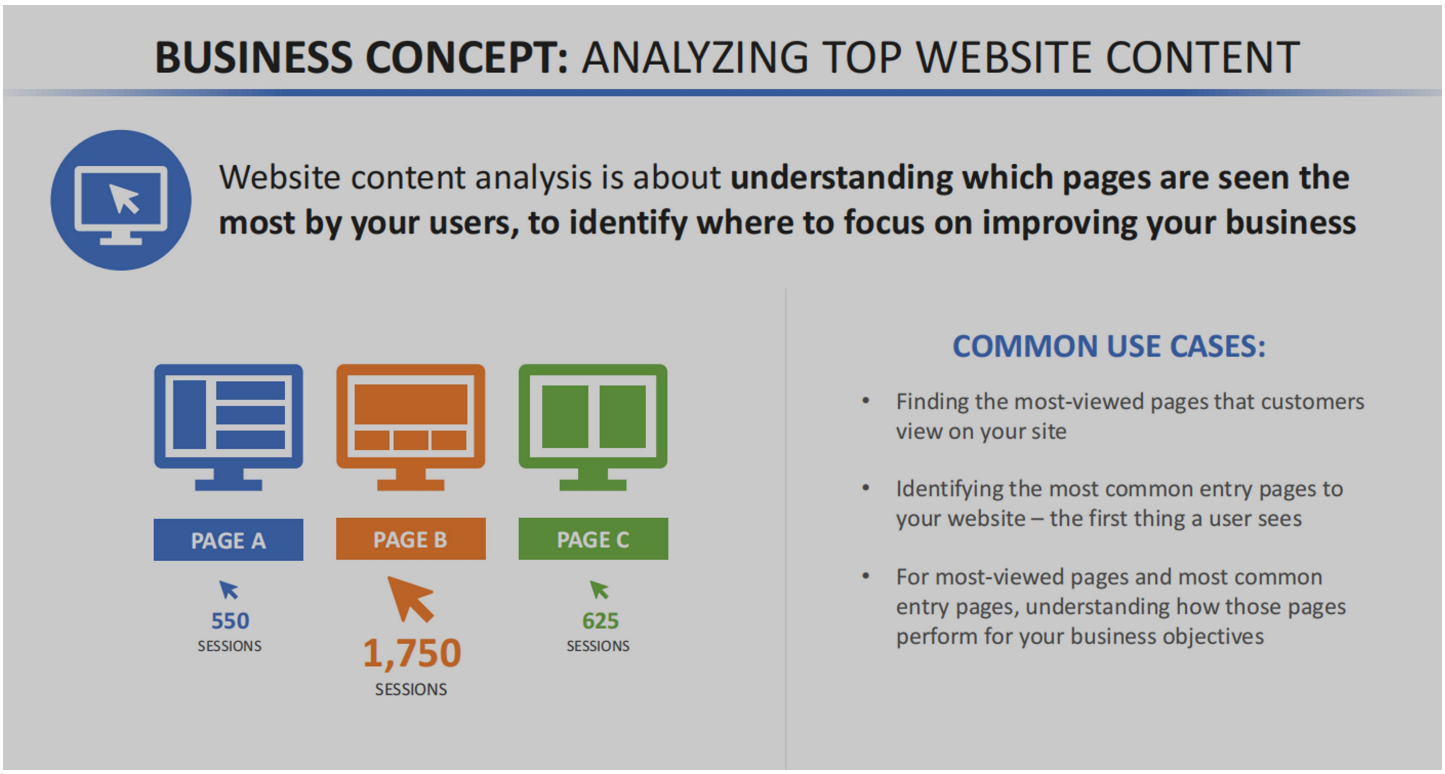
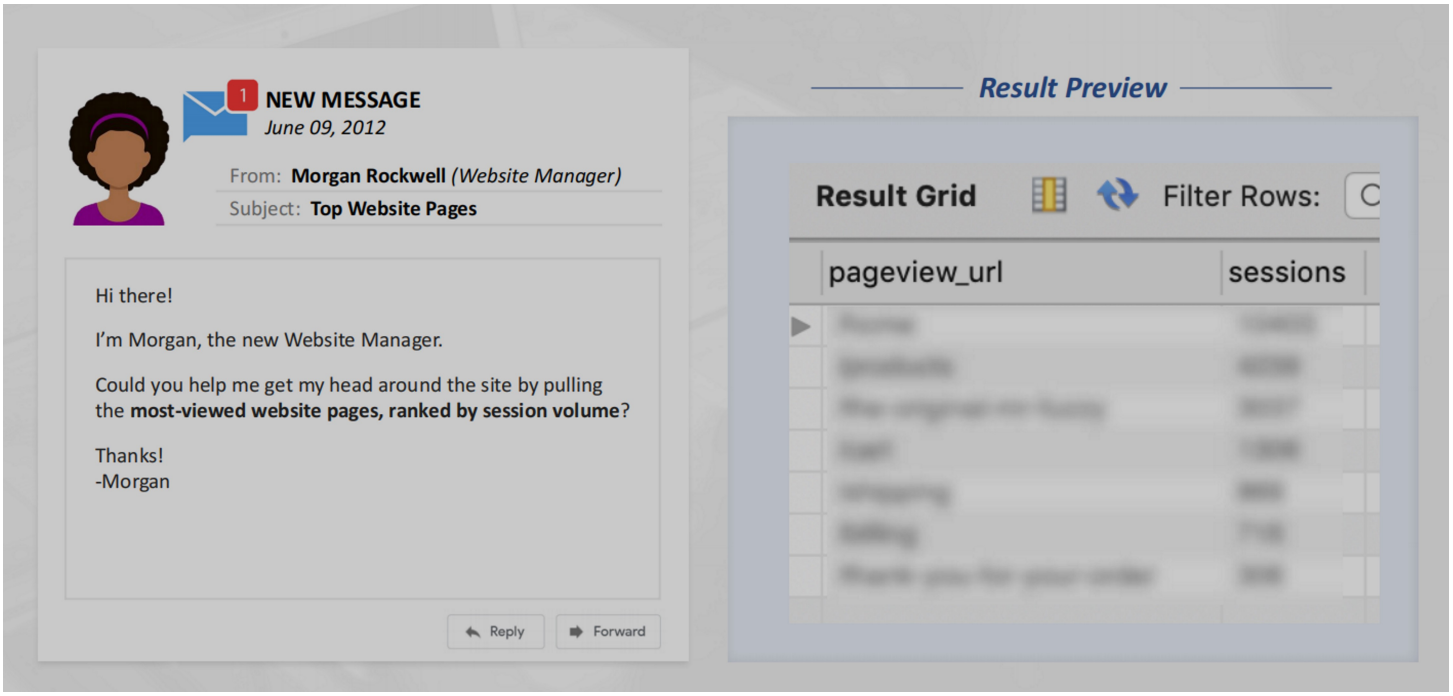
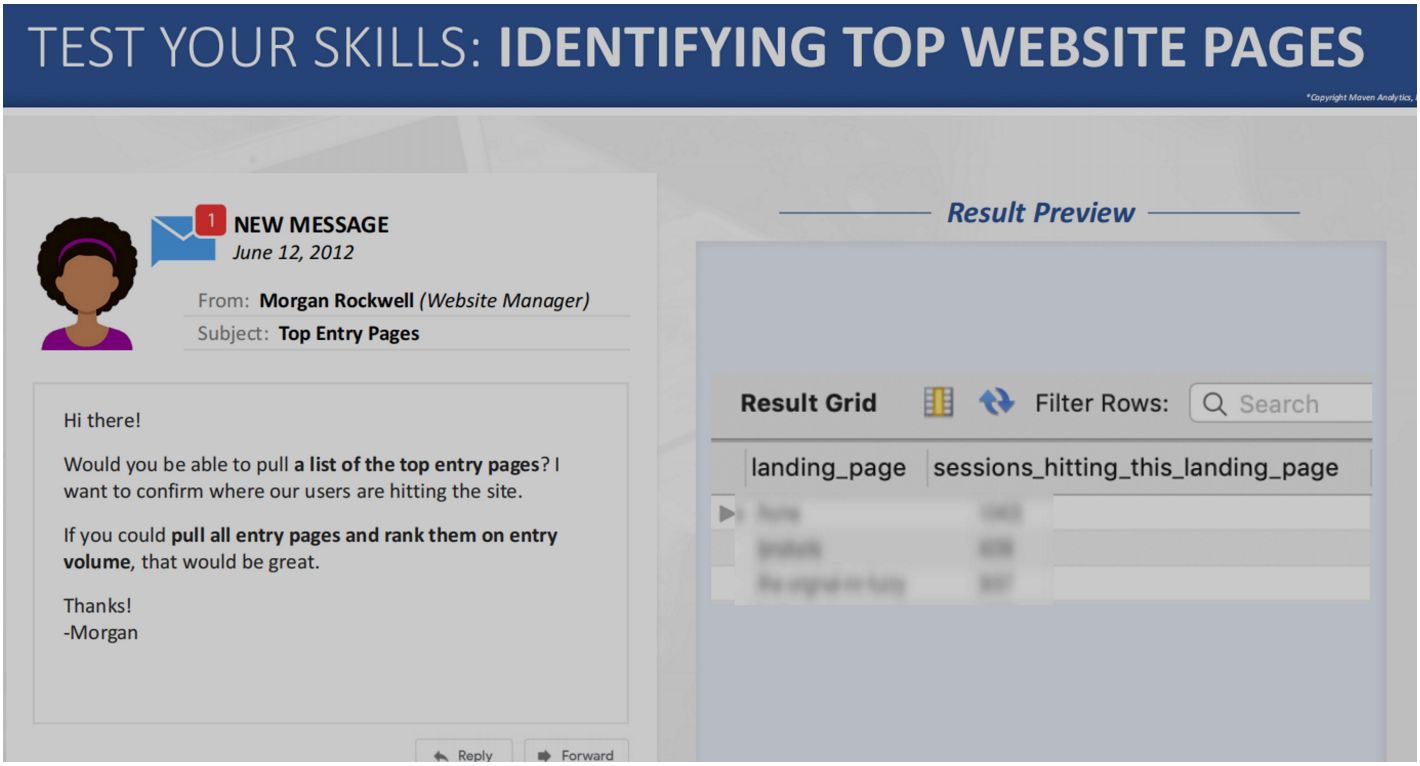
Analysing website content

30 July 2023 08:22

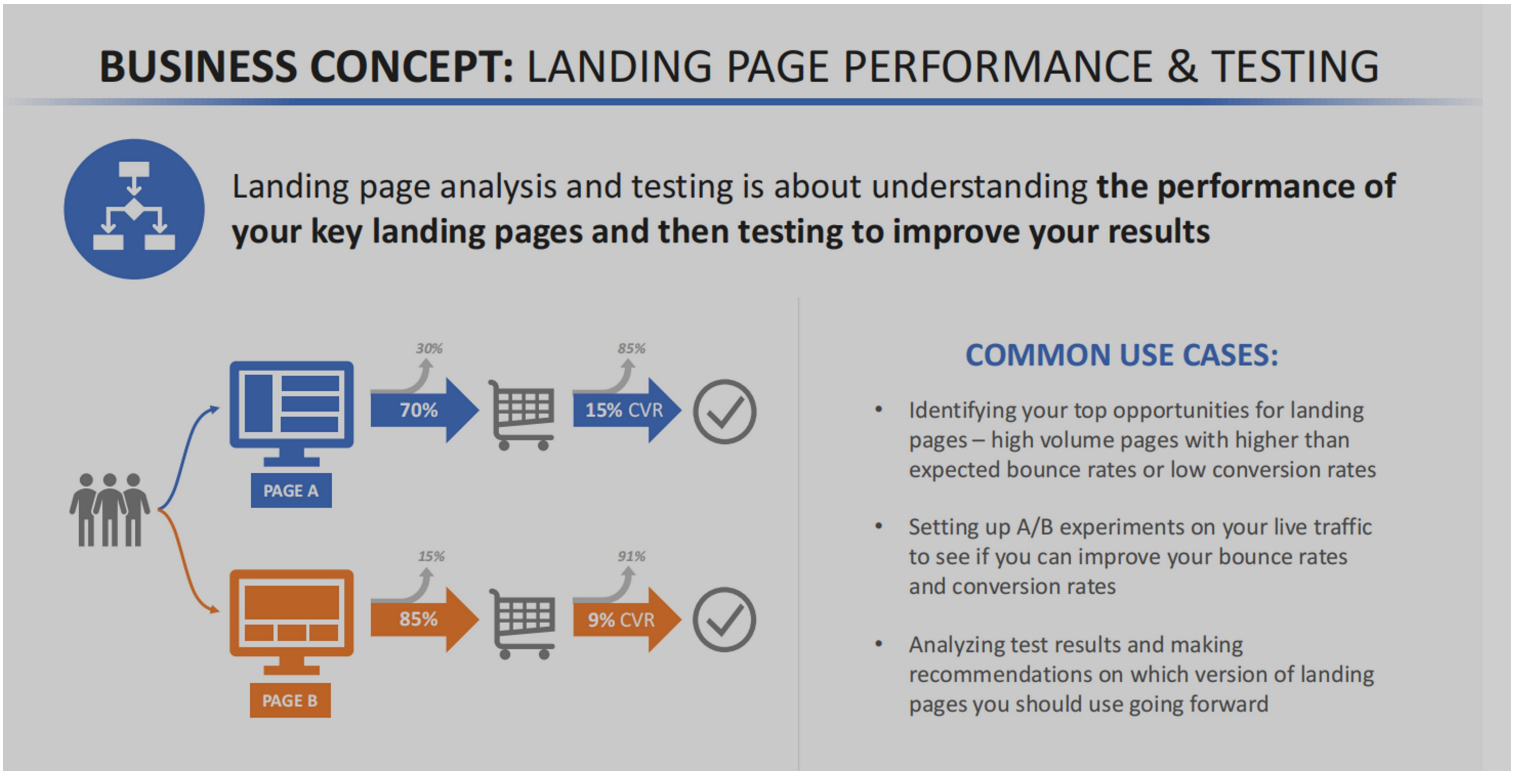


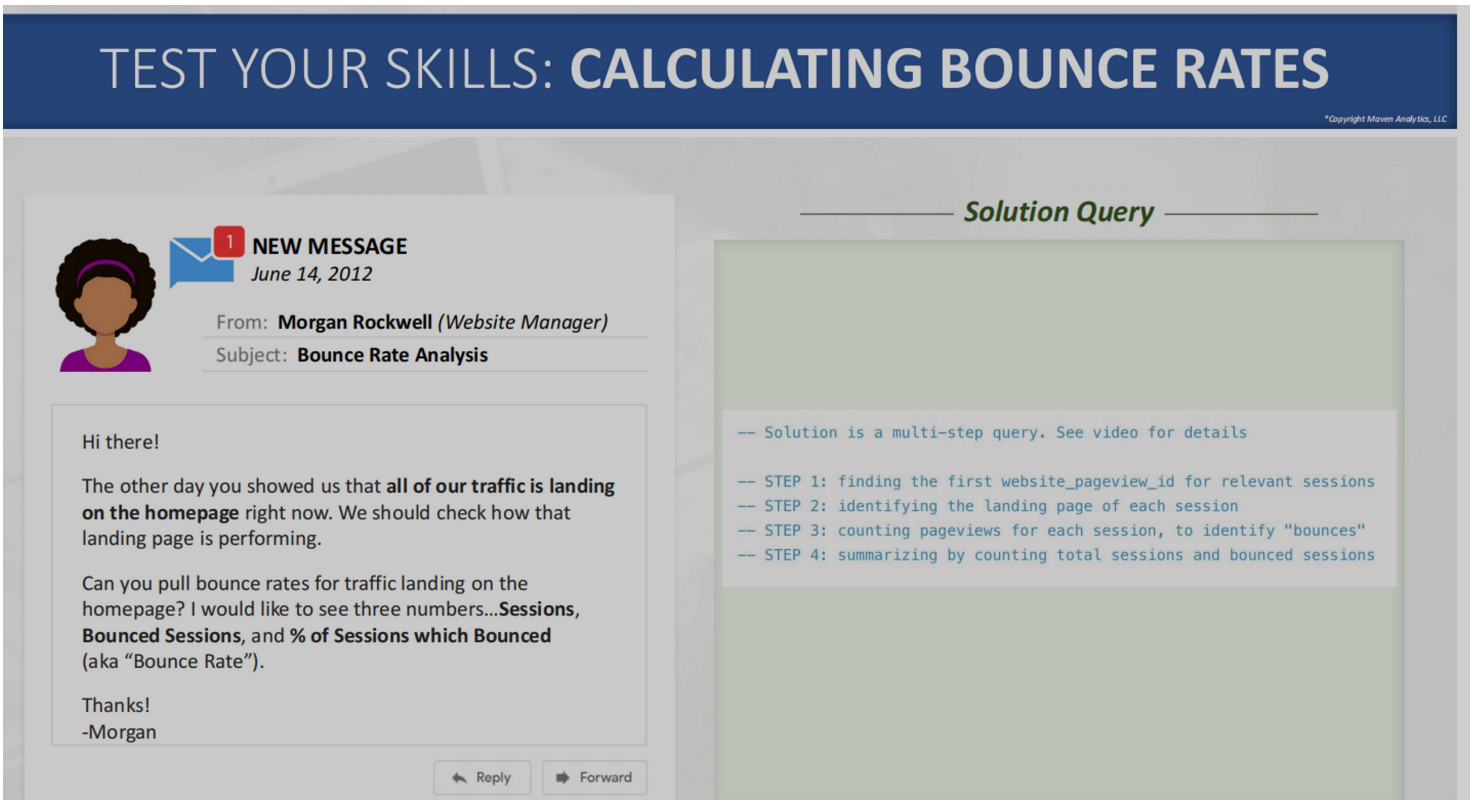


select pageview_url ,count(distinct website_pageview_id) from website_pageviews where created_at < '2012-06-09' group by 1 order by count(distinct website_pageview_id) desc



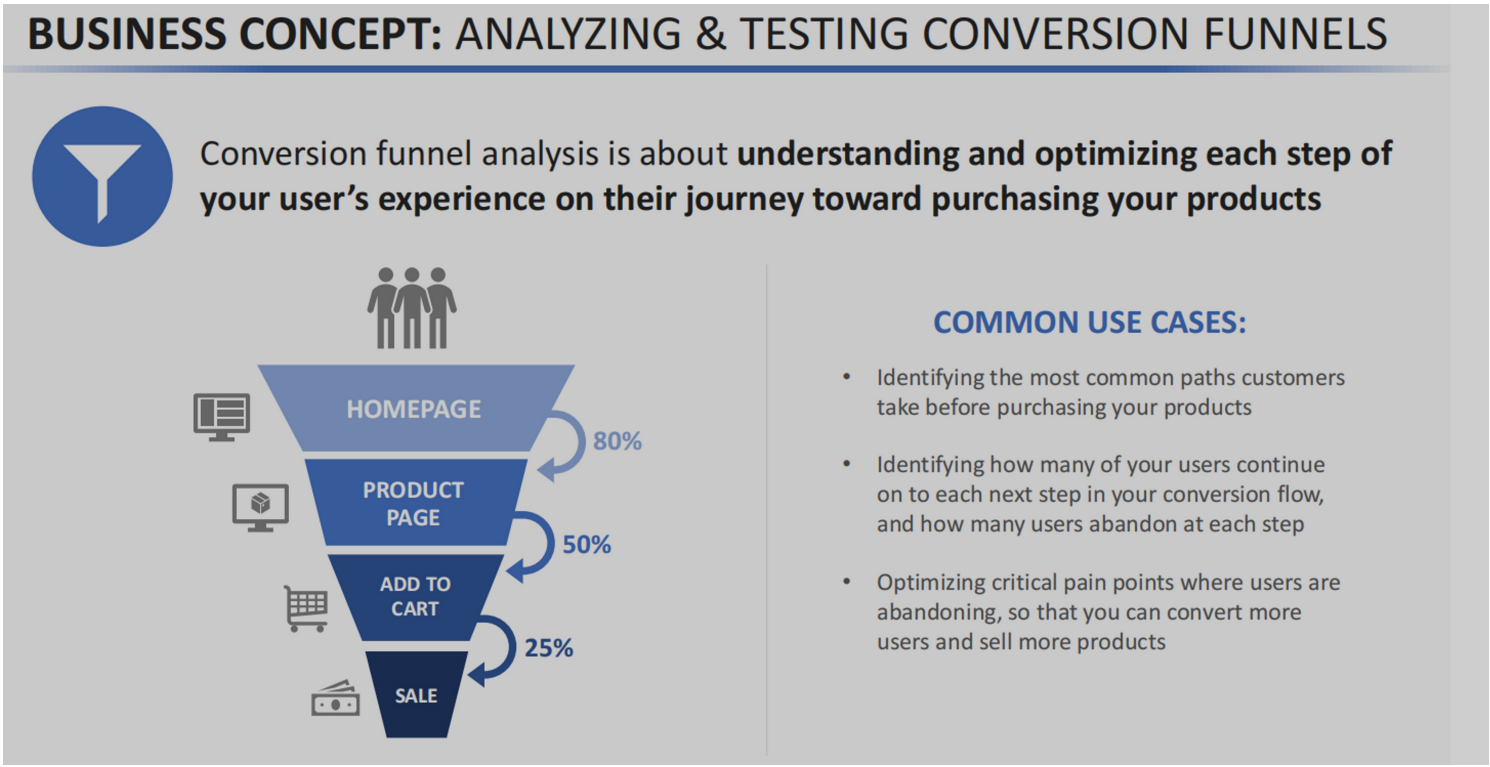

```
with cte as (
select website_pageview_id,
row_number() over(partition by created_at order by created_at asc) as roe
,pageview_url  from
website_pageviews where created_at < '2012-06-12'
)
select pageview_url,count(pageview_url) from cte group by 1
```

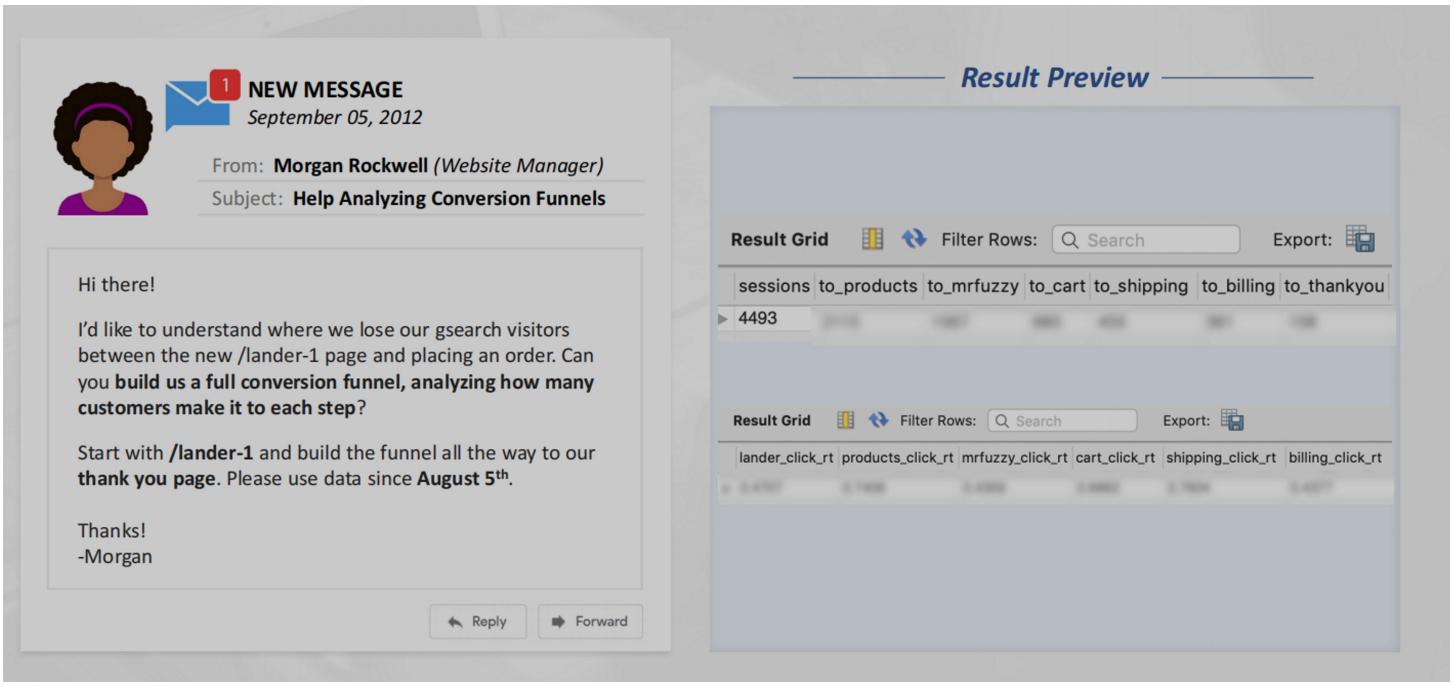





```
with firstpage_view as (
select website_session_id,website_pageview_id,min(website_pageview_id) as min_pageview_id
from website_pageviews where created_at < '2012-06-14'
group by 1
),
```

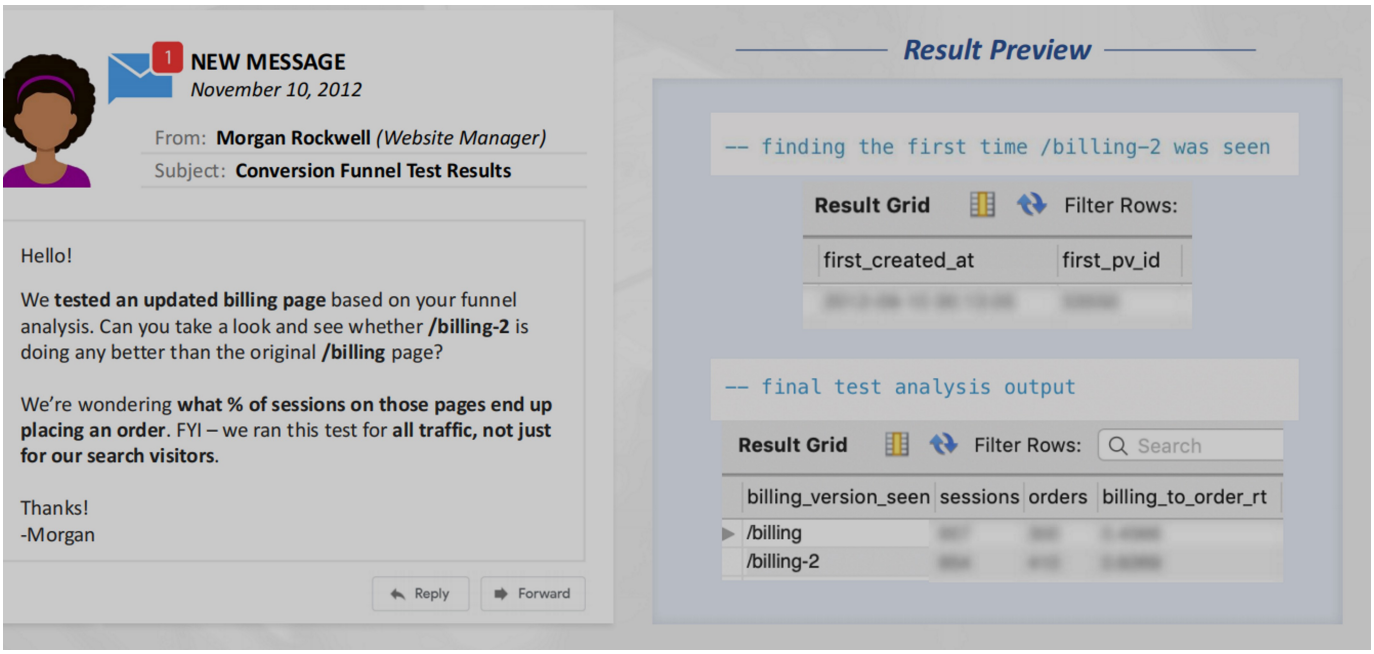
```
landing_page as (
select a.website_session_id,b.pageview_url from firstpage_view a
left join website_pageviews b
on a.website_pageview_id=b.website_pageview_id where b.pageview_url='/home'
),
bounced_sessions as (
select a.website_session_id,a.pageview_url,count(b.website_pageview_id)
 from landing_page a left join
 website_pageviews b on a.website_session_id=b.website_session_id
 group by 1,2
 having count(b.website_pageview_id)=1
 )
 select count(distinct b.website_session_id),
 count(distinct a.website_session_id) as bounced_session_id
 from landing_page b left join bounced_sessions a on a.website_session_id=b.website_session_id
 order by b.website_session_id
```






```
with cte as (
select a.website_session_id,b.pageview_url ,
case when b.pageview_url ='/lander-1' then 1 else 0 end as lander,
case when b.pageview_url ='/products' then 1 else 0 end as products,
case when b.pageview_url ='/the-original-mr-fuzzy' then 1 else 0 end as fuzzy,
case when b.pageview_url ='/cart' then 1 else 0 end as cart,
case when b.pageview_url ='/shipping' then 1 else 0 end as ship,
case when b.pageview_url ='/billing' then 1 else 0 end as bill,
case when b.pageview_url ='/thank-you-for-your-order' then 1 else 0 end as thank
from website_sessions a left join
website_pageviews b on a.website_session_id=b.website_session_id where
a.utm_source='gsearch' and a.utm_campaign='nonbrand' and
a.created_at > '2012-08-05' and a.created_at < '2012-09-05'
)
select
count(distinct website_session_id),
count(distinct case when products=1 then website_session_id else null end )/count(distinct
website_session_id) as products,
count(distinct case when fuzzy=1 then website_session_id else null end )/count(distinct case when
products=1 then website_session_id else null end ) as fuzzy,
count(distinct case when cart=1 then website_session_id else null end )/count(distinct case when fuzzy=1
then website_session_id else null end ) as cart,
count(distinct case when ship=1 then website_session_id else null end )/count(distinct case when cart=1
then website_session_id else null end ) as ship,
count(distinct case when bill=1 then website_session_id else null end ) /count(distinct case when ship=1
then website_session_id else null end ) as bill,
count(distinct case when thank=1 then website_session_id else null end )/count(distinct case when bill=1
then website_session_id else null end ) as thank
```

from cte




```
select
a.pageview_url,
count(a.website_session_id) as sessions,
count(b.order_id) as orders

-- count(case when a.pageview_url='/billing' then
a.website_session_id else 0 end ) as sessions,
-- count(case when a.pageview_url='/billing-2' then
a.website_session_id else 0 end ) as sessions,
-- count(case when a.pageview_url='/billing' then
b.order_id else 0 end ) as orders,
-- count(case when a.pageview_url='/billing-2' then
b.order_id else 0 end ) as orders
from website_pageviews a
join orders b on
a.website_session_id=b.website_session_id where
a.pageview_url in ('/billing','/billing-2')
group by 1
```