--1 Count of distinct campaigns

SELECT COUNT(DISTINCT utm\_campaign)

FROM page\_visits;

--Count of distinct sources

SELECT COUNT(DISTINCT utm\_source)

FROM page\_visits;

--Source used for each campaign

SELECT DISTINCT utm\_campaign AS campaign, utm\_source AS source

FROM page\_visits

ORDER BY 2;

-------------------------------------------------------------------------------------------------------------------------------------------

--2 Query for distinct website pages

|  |
| --- |
|  |
| SELECT DISTINCT page\_name AS 'CTS Website Pages' |
| ------------------------------------------------------------------------------------------------------------------------------------------- |

--3.Temp table of first touches by user\_id

WITH first\_touch AS (

SELECT user\_id,

MIN(timestamp) AS first\_touch\_at

FROM page\_visits

GROUP BY user\_id),

--3a.Temp table joining first\_touch with page\_visits

ft\_attr AS (

SELECT ft.user\_id,

ft.first\_touch\_at,

pv.utm\_source,

pv.utm\_campaign

FROM first\_touch ft

JOIN page\_visits pv

ON ft.user\_id = pv.user\_id

AND ft.first\_touch\_at = pv.timestamp

)

--3b.Count of first touches by campaign

SELECT ft\_attr.utm\_source AS 'Source',

ft\_attr.utm\_campaign AS 'Campaign',

COUNT(\*) AS 'Count'

FROM ft\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;

-------------------------------------------------------------------------------------------------------------------------------------------

---4.Last touches attributed to each campaign

--4a.Temp table of last touches by user\_id

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) AS last\_touch\_at

FROM page\_visits

GROUP BY user\_id),

--4b.Temp table joining last\_touch with page\_visits

lt\_attr AS (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign

FROM last\_touch lt

JOIN page\_visits pv

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp

)

--4c.Count of last touches by campaign

SELECT lt\_attr.utm\_source AS 'Source',

lt\_attr.utm\_campaign AS 'Campaign',

COUNT(\*) AS 'Count'

FROM lt\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;

-------------------------------------------------------------------------------------------------------------------------------------------

--5.How many visitors make a purchase?

--5a Count of distinct users that visited the purchase page

SELECT COUNT(DISTINCT user\_id) AS "Purchasing Customers"

FROM page\_visits

WHERE page\_name = '4 - purchase';

-------------------------------------------------------------------------------------------------------------------------------------------

--Count distinct users that went to each of the 4 site pages in the data set

SELECT COUNT(DISTINCT user\_id) AS '# of Users', page\_name

FROM page\_visits

GROUP BY page\_name

ORDER by 2 ASC;