

## RPA Customer Segmentation

The marketing department of Reputable Product Agency (RPA) is looking to segment the company users by a number of different criteria.

In this context, a *segment* is a subset of users that meet different conditions. Segments are used to send marketing campaigns to users who meet specific criteria or to measure the performance of specific marketing campaigns.

Use SQL queries to generate user lists for the marketing department. The `users` dataset is imported into the workspace.

The schema of the table is available [here](#).

If you get stuck during this project or would like to see an experienced developer work through it, click **"Get Help"** to see a **project walkthrough video**.

1. Start by getting a feel for the `users` table:

```
SELECT *  
FROM users  
LIMIT 20;
```

What are the column names?

2. The marketing department wants to send a *Born in the '80s* email to the appropriate users. Find the email addresses and birthdays of users whose `birthday` is between 1980-01-01 and 1989-12-31.

```
select email, birthday  
from users  
where birthday between '1980-01-01' and '1989-12-31'  
limit 10;
```

3. We are interested in the cohort of users that signed up prior to May 2017. Find the emails and creation date of users whose `created_at` date matches this condition.

```
select email, created_at  
from users  
where created_at < '2017-05-01'  
limit 10;
```

4. There was an [A/B test](#) performed on users that used cute animal clipart to encourage users to sign up. We'd like to see how the group that was shown 'bears' is performing. Find the emails of the users who received the 'bears' `test`.

```
select email
from users
where test = 'bears'
limit 10;
```

5. A total of 4 advertising campaigns were run over this period.

There were two sets of ad copy (set 1 and set 2) and both were run on two search engine sites (AAA and BBB).

The resulting `campaign` values are:

- AAA-1
- AAA-2
- BBB-1
- BBB-2

Find all the emails of all users who received a `campaign` on website BBB.

```
select email
from users
where campaign like 'BBB%'
limit 10;
```

6. Find all the emails of all users who received ad copy 2 in their `campaign`.

```
select email
from users
where campaign like '%-2'
limit 10;
```

7. Find the emails for all users who received both a campaign and a test. These users will have non-empty entries in the `campaign` and `test` columns.

```
select email
from users
where campaign is not null
and test is not null
limit 10;
```