Codeacadamy Capstone Project

First & Last Touch

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August 2018

Question 1: Getting Familiar

* How many campaigns and sources does CoolTShirts use and how are they related?

SELECT count(distinct utm\_campaign ) as ‘number\_of-campaigns’

From page\_visits;

SELECT count(distinct utm\_source) as ‘number\_of\_sources’

From page\_visits;

* What pages are on their website?

SELECT distinct(page\_name) as ‘names\_of\_pages’

from page\_visits;

Question 2: User Journey

* How many first touches is each campaign responsible for?

WITH first\_touch AS (

SELECT user\_id,

MIN(timestamp) as first\_touch\_at

FROM page\_visits

GROUP BY user\_id),

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)

SELECT utm\_source, utm\_campaign, count (utm\_campaign)

from ft\_attr

GROUP BY ft\_attr.utm\_campaign

ORDER BY ft\_attr.utm\_campaign desc;

How many last touches is each campaign responsible for?

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) as last\_touch\_at

FROM page\_visits

GROUP BY user\_id),

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)

SELECT utm\_source, utm\_campaign as last\_touch\_campaign, count (utm\_campaign) as last\_touch\_campaign\_count

from lt\_attr

GROUP BY lt\_attr.utm\_campaign

ORDER BY lt\_attr.utm\_campaign desc

* How many visitors make a purchase?

SELECT count(distinct(user\_id))

from page\_visits

WHERE page\_name like '4%';

* How many last touches *on the purchase page* is each campaign responsible for?

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) as last\_touch\_at

FROM page\_visits

WHERE page\_name like '4%'

GROUP BY user\_id),

lt\_attr AS (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign,

pv.page\_name

FROM last\_touch lt

JOIN page\_visits pv

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

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

SELECT page\_name, utm\_source, utm\_campaign as last\_touch\_campaign, count (utm\_campaign) as last\_touch\_campaign\_count

from lt\_attr

GROUP BY lt\_attr.utm\_campaign

ORDER BY lt\_attr.utm\_campaign desc;

* What is the typical user journey?

SELECT count (user\_id), page\_name

from page\_visits

GROUP BY page\_name

ORDER BY page\_name;