codecademy

Usage Funnels with Warby Parker

Analyze Data with SQL
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1. GET FAMILIAR WITH THE COMPANY

1. Get familiar with the company

- **How many campaigns and sources does CoolTShirts use and how are they related? Be sure to explain the difference between utm_campaign and utm_source.**
  CoolTShisrts has 5 sources: nytimes, email, buzzfeed, facebook and google. This pages identify where the traffic came from. However, it has 8 different campaigns within the 5 sources.

```
SELECT DISTINCT utm_source,
   utm_campaign
FROM page_visits;
```

utm_source	utm_campaign
nytimes	getting-to-know-cool-tshirts
email	weekly-newsletter
buzzfeed	ten-crazy-cool-tshirts-facts
email	retargetting-campaign
facebook	retargetting-ad
medium	interview-with-cool-tshirts-founder
google	paid-search
google	cool-tshirts-search

1. Get familiar with the company

- **What pages are on their website?**
  Within the CoolTShirts site we can find
  4 different pages:
  - Landing page
  - Shopping cart
  - Check-out
  - Purchase

page_name
1 - landing_page
2 - shopping_cart
3 - check_out
4 - purchase

```
SELECT DISTINCT page_name
FROM page_visits;
```

2. WHAT IS THE USER JOURNEY?

2. What is the user journey?

- **How many first touches is each campaign responsible for?**

utm_source	utm_campaign	count
medium	interview-with-cool-tshirts-founder	622
nytimes	getting-to-know-cool-tshirts	612
buzzfeed	ten-crazy-cool-tshirts-facts	576
google	ten-crazy-cool-tshirts-facts	169

```
WITH first_touch AS (
    SELECT user_id,
        MIN(timestamp) as first_touch
    FROM page_visits
    GROUP BY user_id),
ft_attr AS (
  SELECT ft.user_id,
        ft.first_touch,
        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 = pv.timestamp
 )
 SELECT ft_attr.utm_source,
        ft_attr.utm_campaign,
        COUNT(*) AS count
 FROM ft_attr
 GROUP BY 2
 ORDER BY 3 DESC;
```

2. What is the user journey?

- **How many last touches is each campaign responsible for?**

utm_source	utm_campaign	count
email	weekly-newsletter	447
facebook	retargetting-ad	443
email	retargetting-campaign	245
nytimes	getting-to-know-cool-tshirts	232
buzzfeed	ten-crazy-cool-tshirts-facts	190
medium	interview-with-cool-tshirts-founder	184
google	paid-search	178
google	cool-tshirts-search	60

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch
    FROM page_visits
    GROUP BY user_id),
lt_attr AS (
  SELECT lt.user_id,
        lt.last_touch,
        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 = pv.timestamp
 )
 SELECT lt_attr.utm_source,
        lt_attr.utm_campaign,
        COUNT(*) AS count
 FROM lt_attr
 GROUP BY 2
 ORDER BY 3 DESC;
```

2. What is the user journey?

- **How many visitors make a purchase?**
  361 users visited the page 'purchase'

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

page_name	users
4 - purchase	361

```
SELECT page_name,
   COUNT (DISTINCT user_id) as 'users'
FROM page_visits
WHERE page_name = '4 - purchase';
```

```
WITH last_touch AS (
    SELECT user_id,
        MAX(timestamp) as last_touch
    FROM page_visits
    WHERE page_name = '4 - purchase'
    GROUP BY user_id),
lt_attr AS (
  SELECT lt.user_id,
        lt.last_touch,
        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 = pv.timestamp
)
SELECT lt_attr.utm_source,
        lt_attr.utm_campaign,
        COUNT(*) AS count
FROM lt_attr
GROUP BY 2
ORDER BY 3 DESC;
```

utm_source	utm_campaign	count
email	weekly-newsletter	115
facebook	retargetting-ad	113
email	retargetting-campaign	54
google	paid - search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-thsirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

3. OPTIMIZE THE CAMPAING BUDGET

3. Optimize the campaing budget

CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

First, CoolTShirts should re-invest in the 4 campaigns which give us more revenue, such as, weekly newsletter, retargetting ad, retargetting campaign and paid search. We do not only want to trafic to our site, our aim should be to get our clients to make a final purchase.

If we had to choose another campaign, I would advise to re-invenst in the campaign which provide the website with more traffic, interview with cool thshirts founder, and come out with a strategy on how to convert this traffic into a final purchase.