Attribution Queries Cool TShirts

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how many campaigns CoolTshirts use

SELECT COUNT (DISTINCT utm_campaign)

from page_visits;

Query Results	
COUNT (DISTINCT utm_campaign)	
8	
Database Schema	
page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

how many sources CoolTshirts use

SELECT COUNT (DISTINCT utm_source)

from page_visits;

Query Results	
COUNT (DISTINCT utm_source)	
6	
Database Schema	
page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

Which source is used for each campaign

SELECT DISTINCT utm_source,
utm_campaign
from page_visits;

Query Results

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

Database Schema

page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

What pages are on the CoolTShirts website

SELECT DISTINCT page_name
from page_visits;

Query Results
page_name
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

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)

SELECT ft.user_id,

  ft.first_touch_at,

  pv.utm_source,

  pv.utm_campaign,

  COUNT (utm_campaign)

FROM first_touch ft

JOIN page_visits pv

  ON ft.user_id = pv.user_id

  AND ft.first_touch_at = pv.timestamp

  GROUP BY utm_campaign

  ORDER BY 5 DESC;

Query Results

user_id	first_touch_at	utm_source	utm_campaign	COUNT (utm_campaign)
99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	622
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	612
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576
99684	2018-01-13 13:20:49	google	cool-tshirts-search	169

Database Schema

page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

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)
SELECT lt.user_id,
    lt.last_touch_at,
    pv.utm_source,
    pv.utm_campaign,
    COUNT (utm_campaign)
FROM last_touch lt
JOIN page_visits pv
    ON lt.user_id = pv.user_id
    AND lt.last_touch_at = pv.timestamp
    GROUP BY utm_campaign
    ORDER BY 5 DESC;
```

Query Results

user_id	last_touch_at	utm_source	utm_campaign	COUNT (utm_campaign)
99933	2018-01-26 06:18:39	email	weekly-newsletter	447
99928	2018-01-24 05:26:09	facebook	retargetting-ad	443
99990	2018-01-16 11:35:09	email	retargetting-campaign	245
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	232
99765	2018-01-04 05:59:47	buzzfeed	ten-crazy-cool-tshirts-facts	190
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
98840	2018-01-10 04:58:48	google	paid-search	178
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60

Database Schema

page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

How many visitors make a purchase?

SELECT COUNT (DISTINCT user_id)

   from page_visits

   WHERE page_name = '4 - purchase';

Query Results	
COUNT (DISTINCT user_id)	
361	
Database Schema	
page_visits	5692 rows
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEXT

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 = '4 - purchase'
  GROUP BY user_id)
SELECT lt.user_id,
  lt.last_touch_at,
  pv.utm_source,
  pv.utm_campaign,
  COUNT (utm_campaign)
FROM last_touch lt
JOIN page_visits pv
  ON lt.user_id = pv.user_id
  AND lt.last_touch_at = pv.timestamp
  GROUP BY utm_campaign
  ORDER BY 5 DESC;
```

Query Results

id	last_touch_at	utm_source	utm_campaign	COUNT (utm_campaign)
3	2018-01-26 06:18:39	email	weekly-newsletter	115
7	2018-01-06 09:41:19	facebook	retargetting-ad	113
5	2018-01-24 09:00:58	email	retargetting-campaign	54
7	2018-01-19 16:37:58	google	paid-search	52
2	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	9
1	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	9
7	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	7
0	2018-01-18 00:25:00	google	cool-tshirts-search	2