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CoolTShirts

Learn SQL from Scratch
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1. Introduction to CoolTShirts

1.1 Introduction to CoolTShirts

CoolTShirts Campaigns & Sources

CoolTShirts is currently running eight campaigns from six different sources (touchpoints) to promote and market their apparel.

- **utm_campaign** identifies the specific ad or email blast. Examples of utm_campaign for CoolTShirts are: 'getting-to-know-cool-tshirts', 'weekly-newsletter', 'ten-crazy-cool-tshirts-facts', etc.

- **utm_source** identifies which touchpoint sent the traffic. Examples of utm_source for CoolTShirts are: 'nytimes', 'email', 'buzzfeed', etc.

Each campaign has their own utm_source. Campaigns may share the same source (e.g. 'paid-search' and 'cool-shirts-search' both have 'google' as their utm_source).

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

1.2 Introduction to CoolTShirts

What pages are on the CoolTShirts website?

CoolTShirts identifies four distinct pages for their user journey.
This allows CoolTShirts to track a visitor's movements within the website from their initial visit to purchase.

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

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

2. Mapping the user journey

2.1 Mapping the user journey

CoolTShirts identifies five unique column identifiers in capturing the user journey:

- page_name
- timestamp
- user_id
- utm_campaign
- utm_source

The table provides a snapshot of three unique users (by user_id): 10006, 10030, and 10045. From the data we see an overview of their journey once on the CoolTShirts website.

According to the page_name column only one user out of the three made a purchase; user_id 10030.

As we continue we will use the data to provide a more in depth look from *all* users visiting the site and the campaigns they are attributed to.

page_name	timestamp	user_id	utm_campaign	utm_source
1 - landing_page	2018-01-24 03:12:16	10006	getting-to-know-cool-tshirts	nytimes
2 - shopping_cart	2018-01-24 04:04:16	10006	getting-to-know-cool-tshirts	nytimes
3 - checkout	2018-01-25 23:10:16	10006	weekly-newsletter	email
1 - landing_page	2018-01-25 20:32:02	10030	ten-crazy-cool-tshirts-facts	buzzfeed
2 - shopping_cart	2018-01-25 23:05:02	10030	ten-crazy-cool-tshirts-facts	buzzfeed
3 - checkout	2018-01-28 13:26:02	10030	retargetting-campaign	email
4 - purchase	2018-01-28 13:38:02	10030	retargetting-campaign	email
1 - landing_page	2018-01-05 18:31:17	10045	getting-to-know-cool-tshirts	nytimes
2 - shopping_cart	2018-01-05 21:16:17	10045	getting-to-know-cool-tshirts	nytimes
3 - checkout	2018-01-09 03:05:17	10045	retargetting-ad	facebook

2.2 Mapping the user journey

Which campaign is responsible for the most amount of first touches?
The 'interview-with-cool-tshirts-founder' campaign is attributed to 622 first touches.

utm_campaign	COUNT(utm_campaign)
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

2.3 Mapping the user journey

Which campaign is responsible for the most amount of last touches?

The 'weekly-newsletter' campaign is responsible for the most amount of last touches with 447.

utm_campaign	COUNT(utm_campaign)
weekly-newsletter	447
retargetting-ad	443
retargetting-campaign	245
getting-to-know-cool-tshirts	232
ten-crazy-cool-tshirts-facts	190
interview-with-cool-tshirts-founder	184
paid-search	178
cool-tshirts-search	60

2.4 Mapping the user journey

How many visitors make a purchase?

Out of 1,979 visitors to the CoolTShirts website, 361 made a purchase.

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

COUNT(DISTINCT user_id)
1979

| COUNT(DISTINCT user_id) |
|---|
| 361 |

2.5 Mapping the user journey

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

The 'weekly-newsletter' campaign accounts for the most amount of last touches on the purchase page with 115. A close second is the 'retargetting-ad' with 113 last touches, while the 'retargetting-campaign' (54), 'paid-search' (52) and 'getting-to-know-cool-tshirts (9) make up the top five.

user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99933	2018-01-24 03:12:16	email	weekly-newsletter	115
99897	2018-01-24 04:04:16	facebook	retargetting-ad	113
99285	2018-01-25 23:10:16	email	retargetting-campaign	54
94567	2018-01-25 20:32:02	google	paid-search	52
92172	2018-01-25 23:05:02	nytimes	getting-to-know-cool-tshirts	9
98651	2018-01-28 13:26:02	buzzfeed	ten-crazy-cool-tshirt-facts	9
93547	2018-01-28 13:38:02	medium	interview-with-cool-tshirts-founder	7
95650	2018-01-05 18:31:17	google	cool-tshirts-search	2

2.6 Mapping the user journey

What is the typical journey of the 1,979 visitors who visited the CoolTShirts website?

Landing Page		Shopping Cart		Checkout		Purchase
1,979	➡	1,881	➡	1,431	➡	361
		-5%		**-24%**		**-75%**
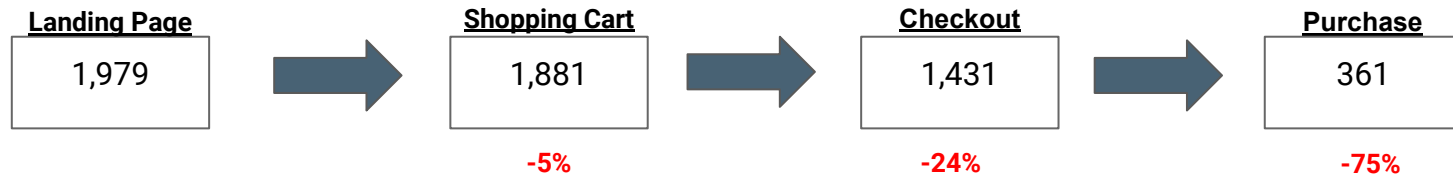
- Out of the 1,979 visitors only 18% make a final purchase
- From landing page to shopping cart there is a 5% drop off where the visitor leaves prior to putting anything in their cart
- From shopping cart to checkout there is a 24% drop off where the visitor has an item(s) in their cart but does not move forward to checkout
- The largest drop off is from checkout to purchase where 75% of visitors who were in the checkout page did not proceed with making a purchase
- Most visitors visiting the CoolTShirts site find an item(s) they are interested in purchasing, however most do not make a final purchase

3. Optimizing the budget

3.1 Optimizing the budget

Which 5 campaigns should CoolTShirts re-invest in?

1. **Weekly-newsletter**: this campaign is attributed to 447 last touches, leading to 115 final purchases. This campaign displays the highest number of last touches and purchases out of all eight campaigns.

2. **Retargetting-ad:** this campaign has the second highest number of last touches at 443, while 113 of those led to final purchases. Combined with the weekly-newsletter, these campaigns resulted in 228 purchases, 63% of the total 361 purchases.

3. **Interview-with-cool-tshirts-founder:** this campaign brought in 622 first touches which is the most amount of first touches from all eight campaigns. Although this campaign only resulted in seven purchases, this brought the most amount of initial visitors to the site, increasing the odds of visitors returning through another campaign and potentially making a purchase.

4. **Getting-to-know-cool-tshirts:** this campaign has the second highest number of first touches at 612. While only nine of those led to a final purchase, this campaign can be attributed to leading a significant number of visitors to the site. Together with the 'interview-with-cool-tshirts-founder' campaign, these two campaigns make up 62% percent of first touches.

5. **Retargetting-campaign:** this campaign is attributed to 245 last touches, leading to 54 final purchases. This campaign came in third for most amount of last touches and purchases.

3.2 Optimizing the budget

What are the next steps for CoolTShirts?

- Re-invest in top five campaigns with highest first and last touches
- Identify source of significant visitor drop off between shopping cart and purchase
- Promote additional campaigns through utm_source 'email' since it is attributed to top three campaigns in final purchase