Copy of Code
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Step 1:

```sql
select count(distinct utm_campaign)
from page_visits;

select count(distinct utm_source)
from page_visits;

select distinct utm_source, utm_campaign
from page_visits;
```

Step 2:

```sql
select distinct page_name
from page_visits;
```

Step 3:

```sql
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;
```

Step 4:

```sql
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;
```

Step 5:

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

Step 6:

```
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;
```