

# Attribution Queries

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# First

Once the screen is clear, type your first line to select how many distinct user campaigns there are. Then you would do the same to see how many distinct sources there are as well as how they're related. Your code should look like this:

```
select count(distinct utm_campaign)
```

```
from page_visits;
```

Answer being 8

```
select count(distinct utm_source)
```

```
from page_visits;
```

Answer being 6

Then you want to see how the two distinct sources are related so you would type

```
select distinct utm_source, utm_campaign
```

```
from page_visits;
```

Answer would result in all the distinct sources and campaigns being used.

# Second

We're now looking for the distinct page names being used

You will type:

```
select distinct page_name
```

```
from page_visits;
```

answer will result in the distinct page names being landing page, shopping cart, checkout, and purchase.

# Third

First you'll put the first touch first touch query provided earlier then at the bottom of the query you'll add a

`GROUP BY utm_campaign`

But the step also wants to know how many first touches there were by each campaign

So you'll then add a `COUNT(utm_campaign)` in the select portion of the first touch query

The result will give you a number of each campaign being used and how many first touches each campaign was used

# Fourth

Basically were going to be doing the same thing as the step before but you'll need to change the first touch queries to last touch queries as well as changing the timestamp from MIN to MAX

Once this is all changed you'll get your results

# Fifth

We're now looking for how many distinct visitors make a purchase. You'll then type

```
SELECT COUNT(DISTINCT user_id)
```

```
FROM page_visits
```

```
WHERE page_name = '4 - purchase';
```

This will result in the answer being 361.

# Sixth

Were basically combing what we did in the previous step to step 4. So using the last touch query we made earlier were going to add the WHERE page\_name = '4 - purchase' below the FROM page\_visits so our results show us which campaign was being used before a purchase.