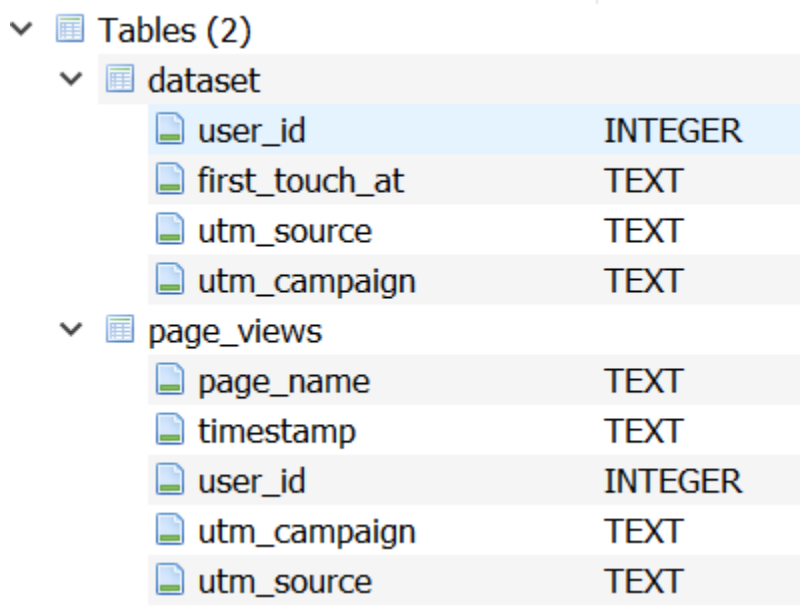
CTS Campaign - Project

Pull and analysis date:	19 Feb 2022
Delivery date:	25 Feb 2022

Part 1 - The database and settlement

The database

The database "cts_campaign" consists of the following tables:



The main task is to pull the results according to the campaigns and sources according to which the users are landing and count how many of those earliest and latest are resulting in a purchase.

Part 2 - Questions, queries and results

Question	Query code
Represent the different campaigns and sources as a table with respective counts One should be for campaigns, the other for the source.	select utm_source, count(utm_source) as 'count' from dataset group by utm_source; select utm_campaign, count(utm_campaign) as 'count' from dataset group by utm_campaign;
Creating a temporary table where there will be joined: 1. Sources and Campaigns 2. The first click in term of time related to the source and campaign	WITH first_touch AS (SELECT user_id, MIN(timestamp) as first_touch_at FROM page_views GROUP BY user_id) SELECT ft.user_id, ft.first_touch_at, pv.utm_source, pv.utm_campaign FROM first_touch ft JOIN page_views pv ON ft.user_id = pv.user_id AND ft.first_touch_at = pv.timestamp;
Using previous query to count all the source and campaign pages accordingly	WITH first_touch AS (SELECT user_id, MIN(timestamp) as first_touch_at FROM page_views GROUP BY user_id), ft_attr AS (

	SELECT ft.user_id, ft.first_touch_at, pv.utm_source, pv.utm_campaign FROM first_touch ft JOIN page_views pv ON ft.user_id = pv.user_id AND ft.first_touch_at = pv.timestamp) select ft_attr.utm_source, ft_attr.utm_campaign, count(*) as 'count' from ft_attr group by 1, 2 order by 3
Use the previous query to know the latest landings.	--list of all last touches WITH last_touch AS (SELECT user_id, MAX(timestamp) as last_touch_at FROM page_views GROUP BY user_id), ft_attr as (SELECT ft.user_id, ft.last_touch_at, pv.utm_source, pv.utm_campaign FROM last_touch ft JOIN page_views pv ON ft.user_id = pv.user_id AND ft.last_touch_at = pv.timestamp) select ft_attr.utm_source, ft_attr.utm_campaign, count(*) as 'count' from ft_attr group by 1, 2 order by 3 desc
Adding a condition on this query to know how much out of those were purchases	--list of all last touches WITH last_touch AS (SELECT user_id, MAX(timestamp) as last_touch_at FROM page_views

```
        where page_name = '4 - purchase'
  GROUP BY user_id),

ft_attr as (SELECT ft.user_id,
       ft.last_touch_at,
       pv.utm_source,
       pv.utm_campaign
  FROM last_touch ft
  JOIN page_views pv
    ON ft.user_id = pv.user_id
   AND ft.last_touch_at = pv.timestamp
          )

                  select ft_attr.utm_source,
ft_attr.utm_campaign, count(*) as 'count'
from ft_attr group by 1, 2 order by 3 desc
```