Images of the outcomes of the queries in MySQL workbench.

1. Number of website sessions grouped by "utm_source", "utm_campaign" and "http_referer"

utm_source	utm_campaign	http_referer	sessions
gsearch	nonbrand	https://www.gsearch.com	3562
NULL	NULL	NULL	27
NULL	NULL	https://www.gsearch.com	26
gsearch	brand	https://www.gsearch.com	25
NULL	NULL	https://www.bsearch.com	7
bsearch	brand	https://www.bsearch.com	7

2. Since in the previous result stated that "gsearch" and "nonbrand" were the ones that produced the higher number of sessions, now we analyzed what is the percentage of sessions to order conversion rate.

	sessions	orders	CVR
▶	3860	112	2.9016