



# Cool Shirts

Learn SQL from Scratch

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June 24, 2019

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# Get Familiar with CoolTShirts

## Table Structure

page_visits	
page_name	TEXT
timestamp	TEXT
user_id	INTEGER
utm_campaign	TEXT
utm_source	TEX

- CoolTShirts uses 8 distinct campaigns from 6 distinct sources

```
COUNT(DISTINCT  
utm_campaign)
```

8

```
COUNT(DISTINCT  
utm_source)
```

6

## Relationship

- Campaign relation to the media source is shown here

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



# Structure

- Shown to the right are the page names that make up the CoolTShirts website

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

What is the User Journey

# Campaign responsibility

- Shown here is the number of times a campaign has gotten a user to the website the first time

user_id	first_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99990	2018-01-13 23:30:09	medium	interview-with-cool-tshirts-founder	622
99933	2018-01-25 00:04:39	nytimes	getting-to-know-cool-tshirts	612
99765	2018-01-04 05:59:46	buzzfeed	ten-crazy-cool-tshirts-facts	576
99684	2018-01-13 13:20:49	google	cool-tshirts-search	169

## Campaigns responsible for return Visits

- Shown here is the number of times a campaign has gotten a user back to the website

user_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99933	2018-01-26 06:18:39	email	weekly-newsletter	447
99928	2018-01-24 05:26:09	facebook	retargetting-ad	443
99990	2018-01-16 11:35:09	email	retargetting-campaign	245
99589	2018-01-15 04:55:43	nytimes	getting-to-know-cool-tshirts	232
99765	2018-01-04 05:59:47	buzzfeed	ten-crazy-cool-tshirts-facts	190
99838	2018-01-02 07:40:34	medium	interview-with-cool-tshirts-founder	184
98840	2018-01-10 04:58:48	google	paid-search	178
99344	2018-01-18 21:36:32	google	cool-tshirts-search	60

# Purchase Page

- 361 Distinct Users purchased from CoolTShirts

COUNT(DISTINCT user_id)
361

# Campaign that produced Purchase

- The campaigns shown here produced purchases the last time a person visited the site

ser_id	last_touch_at	utm_source	utm_campaign	COUNT(utm_campaign)
99933	2018-01-26 06:18:39	email	weekly-newsletter	115
99897	2018-01-06 09:41:19	facebook	retargetting-ad	113
99285	2018-01-24 09:00:58	email	retargetting-campaign	54
94567	2018-01-19 16:37:58	google	paid-search	52
92172	2018-01-16 15:15:29	nytimes	getting-to-know-cool-tshirts	9
98651	2018-01-15 04:17:36	buzzfeed	ten-crazy-cool-tshirts-facts	9
83547	2018-01-10 18:20:21	medium	interview-with-cool-tshirts-founder	7
95650	2018-01-18 00:25:00	google	cool-tshirts-search	2

Optimize the Campaign Budget

## Campaigns to Re-Invest In:

Based on the data provided the 5 Campaigns that would create the most impact are as follows:

1. Email
2. Weekly News Letter
3. Google
4. Facebook
5. BuzzFeed