

# Capstone Project: Attribution Queries

Ethan Bulls

How many campaigns and sources does CoolTShirts use? Which source is used for each campaign?

1. How many campaigns? 8
2. How many sources? 6
3. How are they related? There are 6 different sources, and 8 campaigns. Sources and campaigns rely on each other to optimize what campaign fits best with what source.
4. Be sure to explain the difference between `utm_campaign` and `utm_source`.  
`Utm_campaign` are the different campaigns CoolTshirts uses to market on different platforms.  
`Utm_source` are the different sources CoolTShirts uses as platforms for their campaigns.

2. What pages are on the CoolTShirts website? Find the distinct values of the page\_name column. What is the user journey?

Page\_name

1 - landing\_page

2 - shopping\_cart

3 - checkout

4 - purchase

### 3. How many first touches is each campaign responsible for?

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

## 4. How many last touches is each campaign responsible for?

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

5. How many visitors make a purchase?

```
COUNT(DISTINCT user_id)  
361
```

## 6. How many last touches on the purchase page is each campaign responsible for?

user_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

CoolTShirts can re-invest in 5 campaigns.

## **Which should they pick and why?**

I'd only recommend these 4 for now. At least until they figure out why these are working so much better than the others.

Weekly-newsletter - 115 purchases

Retargeting-Ad - 113 purchases

Retargeting-Campaign - 54 purchases

Paid-Search - 52 purchases.

The other campaigns were great on first and last touch but didn't translate to actual sales.

However Interview/getting to know/ten crazy were great for generating traffic.

CoolTShirts just needs to study the difference in the top campaigns and why they did so much better. Maybe utilize some techniques from the purchase generating campaigns and integrate them into the ft/lt generating campaigns.