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SQL Code

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Here's the first-touch query, in case you need it

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WITH first\_touch AS (

SELECT user\_id, MIN(timestamp) as first\_touch\_at

FROM page\_visits

GROUP BY user\_id)

SELECT ft.user\_id,

ft.first\_touch\_at,

pv.utm\_source,

pv.utm\_campaign

FROM first\_touch ft

JOIN page\_visits pv

ON ft.user\_id = pv.user\_id

AND ft.first\_touch\_at = pv.timestamp

ORDER BY 1 DESC

LIMIT 20;

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-- database sample

SELECT \*

FROM page\_visits

LIMIT 5;

-- number of distinct campaigns

SELECT COUNT(DISTINCT(utm\_campaign))

FROM page\_visits;

SELECT DISTINCT(utm\_campaign) AS 'Campaign List',

(SELECT COUNT(DISTINCT(utm\_campaign))

FROM page\_visits where utm\_campaign <= pv.utm\_campaign) AS 'Count'

FROM page\_visits AS pv

ORDER BY 1;

-- number of distinct sources

SELECT COUNT(DISTINCT(utm\_source))

FROM page\_visits;

SELECT DISTINCT(utm\_source) AS 'Source List',

(SELECT COUNT(DISTINCT(utm\_source))

FROM page\_visits where utm\_source <= pv.utm\_source) AS 'Count'

FROM page\_visits AS 'pv'

ORDER BY 1;

-- sources related to each campaign

SELECT DISTINCT(utm\_campaign) AS 'Campaign', utm\_source AS 'Source'

FROM page\_visits

ORDER BY 1;

-- number of distinct page\_name

SELECT DISTINCT(page\_name) AS 'Web Page'

FROM page\_visits

ORDER BY 1;

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COUNT of how many first-touches for each campaign

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with first\_touch AS (

SELECT user\_id, utm\_campaign, MIN(timestamp) AS 'first\_touch\_at'

FROM page\_visits

GROUP BY user\_id)

SELECT pv.utm\_campaign AS 'Campaign', COUNT(\*) AS 'Count'

FROM page\_visits AS 'pv'

JOIN first\_touch AS 'ft'

ON ft.user\_id = pv.user\_id

AND ft.first\_touch\_at = pv.timestamp

GROUP BY pv.utm\_campaign

ORDER BY 2 DESC;

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COUNT of how many last-touches for each campaign

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with last\_touch AS (

SELECT user\_id, utm\_campaign, MAX(timestamp) AS 'last\_touch\_at'

FROM page\_visits

GROUP BY user\_id)

SELECT pv.utm\_campaign AS 'Campaign', COUNT(\*) AS 'Count'

FROM page\_visits AS 'pv'

JOIN last\_touch AS 'lt'

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp

GROUP BY pv.utm\_campaign

ORDER BY 2 DESC;

-- How many visitors make a purchase?

SELECT page\_name AS 'Website Page', COUNT(user\_id) AS 'No. of Purchases'

FROM page\_visits

WHERE page\_name = '4 - purchase';

-- DISTINCT user\_id

SELECT COUNT(DISTINCT(user\_id)) AS 'No. of Unique Users'

FROM page\_visits;

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

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with last\_touch AS (

SELECT user\_id, MAX(timestamp) AS 'last\_touch\_at'

FROM page\_visits

WHERE page\_name = '4 - purchase'

GROUP BY user\_id)

SELECT pv.utm\_campaign AS 'Campaign', COUNT(pv.utm\_campaign) AS 'Count'

FROM last\_touch AS 'lt'

JOIN page\_visits AS 'pv'

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp

GROUP BY 1

ORDER BY 2 DESC;