1.

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

Use three queries:

* one for the number of distinct campaigns,

|  |
| --- |
| **utm\_campaign** |
| getting-to-know-cool-tshirts |
| weekly-newsletter |
| ten-crazy-cool-tshirts-facts |
| retargetting-campaign |
| retargetting-ad |
| interview-with-cool-tshirts-founder |
| paid-search |
| cool-tshirts-search |

* one for the number of distinct sources,

|  |
| --- |
| **utm\_source** |
| nytimes |
| email |
| buzzfeed |
| facebook |
| medium |
| google |

* one to find how they are related.

|  |  |
| --- | --- |
| **source for campaign** | |
| **utm\_campaign** | **utm\_source** |
| cool-tshirts-search | google |
| getting-to-know-cool-tshirts | nytimes |
| interview-with-cool-tshirts-founder | medium |
| paid-search | google |
| retargetting-ad | facebook |
| retargetting-campaign | email |
| ten-crazy-cool-tshirts-facts | buzzfeed |
| weekly-newsletter | email |

2. What pages are on the CoolTShirts website?

Find the distinct values of the page\_name column.

|  |
| --- |
| **page\_name** |
| 1 - landing\_page |
| 2 - shopping\_cart |
| 3 - checkout |
| 4 - purchase |

3.

How many first touches is each campaign responsible for?

You’ll need to use the first-touch query from the [lesson](https://www.codecademy.com/courses/learn-sql-touch-attribution/lessons/first-last-attribution/exercises/intro) (also provided in the hint below). Group by campaign and count the number of first touches for each.

|  |  |  |
| --- | --- | --- |
| **ft\_count.utm\_source** | **ft\_count.utm\_campaign** | **count(\*)** |
| medium | interview-with-cool-tshirts-founder | 622 |
| nytimes | getting-to-know-cool-tshirts | 612 |
| buzzfeed | ten-crazy-cool-tshirts-facts | 576 |
| google | cool-tshirts-search | 169 |

4.

How many last touches is each campaign responsible for?

Starting with the last-touch query from the lesson, group by campaign and count the number of last touches for each.

|  |  |  |
| --- | --- | --- |
| last touches | | |
| **\_count.utm\_source** | **lt\_count.utm\_campaign** | **count(\*)** |
| email | weekly-newsletter | 447 |
| facebook | retargetting-ad | 443 |
| email | retargetting-campaign | 245 |
| nytimes | getting-to-know-cool-tshirts | 232 |
| buzzfeed | ten-crazy-cool-tshirts-facts | 190 |
| medium | interview-with-cool-tshirts-founder | 184 |
| google | paid-search | 178 |
| google | cool-tshirts-search | 60 |

5.

How many visitors make a purchase?

Count the distinct users who visited the page named 4 - purchase.

361 user

|  |  |
| --- | --- |
| **page\_name** | **count(distinct user\_id)** |
| 1 - landing\_page | 1979 |
| 2 - shopping\_cart | 1881 |
| 3 - checkout | 1431 |
| 4 - purchase | 361 |

6.

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

This query will look similar to your last-touch query, but with an additional WHERE clause.

|  |  |  |
| --- | --- | --- |
| **lt\_count.utm\_source** | **lt\_count.utm\_campaign** | **count(\*)** |
| email | weekly-newsletter | 115 |
| facebook | retargetting-ad | 113 |
| email | retargetting-campaign | 54 |
| google | paid-search | 52 |
| buzzfeed | ten-crazy-cool-tshirts-facts | 9 |
| nytimes | getting-to-know-cool-tshirts | 9 |
| medium | interview-with-cool-tshirts-founder | 7 |
| google | cool-tshirts-search | 2 |

7.

CoolTShirts can re-invest in 5 campaigns. Given your findings in the project, which should they pick and why?