



# Learn SQL from Scratch

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- What is the typical user journey?

## 3. Optimize the campaign budget

- CoolTShirts can re-invest in 5 campaigns. Which should they pick and why?

# 1. Get Familiar with COOLTSHIRTS

How many campaigns and sources does CoolTShirts use and how are they related?

- A campaign is a purposeful message that a company uses to cause a consumer to react favorably to the company.
- A source is the specific channel that a company uses to display their campaigns. It can include any variety of mediums.
- Based off my SQL code, COOLTSHIRTS uses six sources and those sources account for 8 ad campaigns.

## Query Results

utm_source	COUNT(DISTINCT utm_campaign)
buzzfeed	1
email	2
facebook	1
google	2
medium	1
nytimes	1

# 1. Get Familiar with COOLTSHIRTS

- What pages are on their website?

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

According to the code: There are four pages on the COOLTSHIRTS website

## 2. What is the user journey?

- How many first touches is each campaign responsible for?
- How many last touches is each campaign responsible for?
- How many visitors make a purchase?
- How many last touches *on the purchase page* is each campaign responsible?
- What is the typical user journey?

First Touch Attrition- Reveals how visitors (potential customers) discover and interact with a website.

Last Touch Attrition- Reveals how visitors (potential customers) are drawn back to a website.

Both are powerful mechanisms to learn customer characteristics and how to properly understand how customers are drawn to your webpage. This insight is essential for web creators, marketers, sales personnel, and management to make better and wiser decisions.



## 2. What is the User Journey?

How many first touches is each campaign responsible for?

To find the first touches, I aggregated the minimum of my timestamps to uncover the point of first touch interaction. Then, I joined that first touch data with my (page\_visits) table. Next, I chose to select (pv.utm\_campaign) and (COUNT(utm\_campaign) AS 'specific count'). That enabled me to find the number of first touches. However, that did not answer my question of how those first touches relate to each campaign. To solve that, I chose to group my data by the (utm\_campaign) column and order my data by ('specific count'). The solved data is displayed on the right.

### Query Results

utm_campaign	specific count
cool-tshirts-search	169
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622
ten-crazy-cool-tshirts-facts	576

## 2. What is the User Journey?

How many last touches is each campaign responsible for?

Using the same code to find the specific amount of first touches generated from each campaign, I was able to find the specific amount of last touches generated from each campaign. It is interesting to note that more campaigns were responsible for generating last touches and the specific counts varied significantly.

### Query Results

<u>utm_campaign</u>	<u>specific count</u>
cool-tshirts-search	60
getting-to-know-cool-tshirts	232
interview-with-cool-tshirts-founder	184
paid-search	178
retargeting-ad	443
retargeting-campaign	245
ten-crazy-cool-tshirts-facts	190
weekly-newsletter	447

## 2. What is the User Journey?

- How many visitors make a purchase?

To solve this problem, I had to ensure that the column (pv.page\_name) was selected in my SELECT statement. In addition, I removed the (utm\_campaign) column as it was irrelevant. Then, I chose to group my data by the page\_name. Lastly, to only show the specific amount of last touches relevant to the purchase page, I added a WHERE (page\_name = '4 – purchase').

### Query Results

<u>page_name</u>	<u>specific count</u>
4 - purchase	358



## 2. What is the User Journey?

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

To solve this problem, I continued my work from the previous question. I chose to add a GROUP BY statement to group my data by the (utm\_campaign) column in addition to the (page\_name). In addition, to only show the specific amount of last touches relevant to the purchase page, the WHERE (page\_name = '4 – purchase') remained.

### Query Results

<u>page_name</u>	<u>utm_campaign</u>	<u>specific count</u>
4 - purchase	cool-tshirts-search	2
4 - purchase	getting-to-know-cool-tshirts	9
4 - purchase	interview-with-cool-tshirts-founder	7
4 - purchase	paid-search	52
4 - purchase	retargeting-ad	112
4 - purchase	retargeting-campaign	53
4 - purchase	ten-crazy-cool-tshirts-facts	9
4 - purchase	weekly-newsletter	114

## 2. What is the User Journey?

- What is the typical user journey?



As the user makes their way through the website, the chart on the right displays the number of individuals that interact with each level of the purchase journey. It is evident that certain recommendations need to be made to increase traffic to the website's purchase page.

Viewer Interaction At Each Page

page_name	COUNT(page_name)
1 - landing_page	2000
2 - shopping_cart	1900
3 - checkout	1431
4 - purchase	361

## 2. What is the User Journey?

- What is the typical user journey?



### Percentage of all First Touches

Interview with COOLTSHIRTS founder = 31.4%

Getting to know COOLTSHIRTS = 30.9%

10 crazy COOLTSHIRTS facts = 29.1%

### Percentage of all Last Touches

Weekly newsletter = 22.6%

Retargeting Ad = 22.4%

Retargeting Campaign = 12.4%

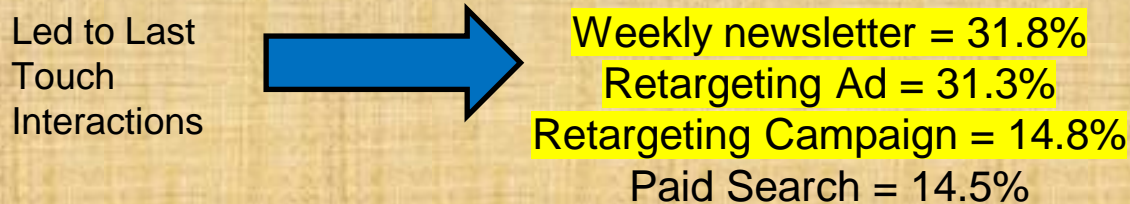
Getting to Know COOLTSHIRTS Founder = 11.7%

## 2. What is the User Journey?

- What is the typical user journey?



Percentage of Last Touches that Lead to the Purchase Page (358 total)



By dividing the data in slide 9 by the data in slide 6, I was able to find an important statistic to help us decide which campaigns would be worthy investments for COOLTSHIRTS. These three campaigns lead users not only back to the company's webpage, but to their purchase page at these percentages.

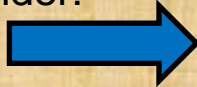
# 3. Recommendations

1. COOLTSHIRTS should invest in a variety of campaigns that lead to both first and last touch interactions to maximize their viewer coverage.
2. COOLTSHIRTS must increase activity within their purchase page. Currently only 18% of viewers view their purchase page, but 99.1% of viewers whom view the purchase page make a purchase.

Using the data from slides 8 and 10.

## Five Investable Campaigns

Interview with COOLTSHIRTS Founder:



Both campaigns successfully led people to the website. The future should consists of future campaigns such as these for successful market penetration.

Getting to know COOLTSHIRTS:

Weekly newsletter:

Retargeting Ad:



Retargeting campaign:

These campaigns should be invested heavily by COOLTSHIRTS to point customers towards the purchase page. Once customers reached the purchase page, 99% of the time they chose to purchase a product. However, only 18% of viewers reached the purchase page. Investing in these campaigns more will quickly increase market share.



## Conclusion

I now know SQL!!!

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