SELECT Count(DISTINCT utm\_campaign) AS 'Campaign Count'

FROM page\_visits;

SELECT Count(DISTINCT utm\_source) AS 'Source Count'

FROM page\_visits;

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

FROM page\_visits;

SELECT DISTINCT page\_name AS 'Page Name'

FROM page\_visits;

WITH first\_touch AS (

SELECT user\_id,

MIN(timestamp) as first\_touch\_at

FROM page\_visits

GROUP BY user\_id),

ft\_attr AS (

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)

SELECT ft\_attr.utm\_source AS 'First Touch Source',

ft\_attr.utm\_campaign AS 'First Touch Campaign',

COUNT(\*) AS 'Count'

FROM ft\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) AS last\_touch\_at

FROM page\_visits

GROUP BY user\_id),

lt\_attr AS (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign

FROM last\_touch lt

JOIN page\_visits pv

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

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

SELECT lt\_attr.utm\_source AS 'Last Touch Source',

lt\_attr.utm\_campaign AS 'Last Touch Campaign',

COUNT(\*) AS 'Count'

FROM lt\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;

SELECT COUNT(DISTINCT user\_id) AS 'Count of Users Who Made a Purchase'

FROM page\_visits

WHERE page\_name = '4 - purchase';

--or

SELECT page\_name AS 'Page Name', COUNT(DISTINCT user\_id) AS 'Count of Users'

FROM page\_visits

GROUP BY page\_name;

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),

lt\_attr AS (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign

FROM last\_touch lt

JOIN page\_visits pv

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

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

SELECT lt\_attr.utm\_source AS 'Last Touch Source',

lt\_attr.utm\_campaign AS 'Last Touch Campaign',

COUNT(\*) AS 'Count'

FROM lt\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;