1. How many campaigns does CoolTshirts use?

SELECT COUNT(DISTINCT utm\_campaign)

FROM page\_visits;

1. How many sources does CoolTshirts use?

SELECT COUNT(DISTINCT utm\_source)

FROM page\_visits;

1. Which source is used for each campaign?

SELECT DISTINCT utm\_campaign,

utm\_source

FROM page\_visits;

1. What pages are on the CoolTshirts website?

SELECT DISTINCT page\_name

FROM page\_visits;

1. How many first touches is each campaign responsible for?

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,

COUNT(utm\_campaign)

FROM first\_touch ft

JOIN page\_visits pv

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

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

GROUP BY utm\_campaign

ORDER BY 5 DESC;

1. How many last touches is each campaign responsible for?

WITH last\_touch as(

SELECT user\_id,

max(timestamp) as last\_touch\_at

FROM page\_visits

GROUP BY user\_id)

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign,

COUNT(utm\_campaign)

FROM last\_touch lt

JOIN page\_visits pv

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

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

GROUP BY utm\_campaign

ORDER BY 5 DESC;

1. How many visitors make a purchase?

SELECT COUNT(DISTINCT user\_id)

FROM page\_visits

WHERE page\_name = '4 - purchase';

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

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 lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign,

COUNT(utm\_campaign)

FROM last\_touch lt

JOIN page\_visits pv

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

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

GROUP BY utm\_campaign

ORDER BY 5 DESC;