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

SELECT COUNT(DISTINCT utm\_campaign)

FROM page\_visits;

SELECT COUNT(DISTINCT utm\_Source)

FROM page\_visits;

SELECT DINSTINCT utm\_Source,

utm\_campaign

FROM page\_visits;

SELECT DISTINCT page\_name

FROM page\_visits;

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;

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;

How many visitors make a purchase?

SELECT COUNT(DISTINCT user\_id)

FROM page\_visits

WHERE page\_name = ('4 - purchase');

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;

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

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;