

CoolTShirts

SQL CAPSTONE PROJECT

Campaign Overview

CoolTShirts is currently running 8 different types of ad campaigns targeting traffic from 6 different websites.

- A regular search and a paid search on Google
- An getting to know you ad on the NYT
- An interview with the founder on Medium
- A re-targeting ad on Facebook
- A top list on Buzzfeed
- A newsletter and a targeting campaign via email

Our goal is to track traffic on CoolTShirts' four website pages:

- Landing page
- Shopping cart
- Checkout page
- Purchase confirmation ← this would be the ultimate goal

The user journey

Customers discovering the site for the first time

FIRST TOUCH ATTRIBUTION

- Interview: 622
- NYT: 612
- BuzzFeed: 576
- Regular Google search: 169



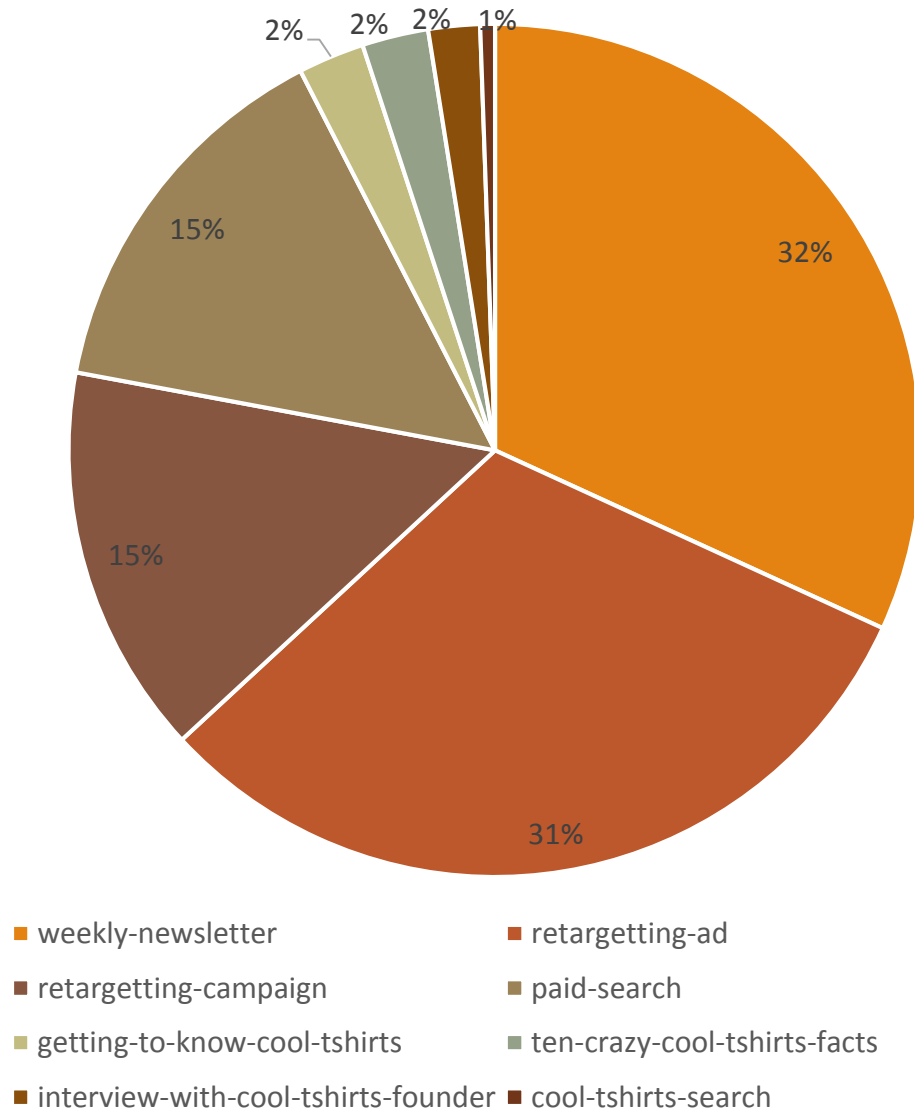
Customers coming back to the site

LAST TOUCH ATTRIBUTION

- Newsletter: 447
- Email retargeting: 443
- Facebook retargeting: 245
- NYT: 232
- BuzzFeed: 190
- Interview: 184
- Google paid search: 178
- Regular google search: 60

The results

361 people made a purchase



Learnings

Customers are finding out about CoolTshirts for the first time from Medium, NYT and Buzzfeed.

However, we are finding that while these campaigns are the most successful at bringing in people to the site, they are the least successful in translating these leads into sales.

When customers are retargeted via email, facebook, and through the regular newsletter, they are much more likely to translate to a sale.

However, it's important to balance the two. Without a campaign drawing initial interest, there is nobody left to retarget.

Recommendations

We recommend that the following campaigns be renewed to their successful conversion rate:

- Re-targeting campaign on Facebook
- Re-targeting ad on email
- Email newsletter
- Paid Google search

We recommend that the following campaign be renewed due to their positive impact on initial interest:

- NYT article

We would also recommend further analysis on the funnel for CoolTshirts to understand where customers are being lost after they enter the website – it's possible the interest generated through BuzzFeed, NYT and Medium could be translated to sales with better website design or execution.

Backup slides

Exercise 1

```
SELECT  
COUNT(DISTINCT utm_campaign) AS 'Number  
of Campaigns',  
COUNT(DISTINCT utm_source) AS 'Number of  
Sources'  
FROM page_visits;
```

```
SELECT  
utm_campaign AS 'Campaign Name',  
utm_source AS 'Campaign Source'  
FROM page_visits  
GROUP BY 1;
```

Number of Campaigns	Number of Sources
8	6

Campaign Name	Campaign Source
cool-tshirts-search	google
getting-to-know-cool-tshirts	nytimes
interview-with-cool-tshirts-founder	medium
paid-search	google
retargeting-ad	facebook
retargeting-campaign	email
ten-crazy-cool-tshirts-facts	buzzfeed
weekly-newsletter	email

Exercise 2

```
SELECT  
DISTINCT page_name AS 'Website Pages'  
FROM page_visits;
```

Website Pages
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

Exercise 3

```
WITH first_touch AS (  
  SELECT  
    user_id,  
    MIN(timestamp) AS first_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT  
  utm_campaign as 'Campaign',  
  count(ft.user_id) AS 'Number of First Touches'  
FROM first_touch ft  
JOIN page_visits pv  
  ON ft.user_id = pv.user_id  
  AND ft.first_touch_at = pv.timestamp  
GROUP BY 1  
ORDER BY 2 DESC;
```

Campaign	Number of First Touches
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

Exercise 4

```
WITH last_touch AS (  
    SELECT  
    user_id,  
    MAX(timestamp) AS last_touch_at  
    FROM page_visits  
    GROUP BY user_id)  
SELECT  
    utm_campaign AS 'Campaign',  
    COUNT(lt.user_id) AS 'Number of Last  
Touches'  
FROM last_touch lt  
JOIN page_visits pv  
    ON lt.user_id = pv.user_id  
    AND lt.last_touch_at = pv.timestamp  
GROUP BY 1  
ORDER BY 2 DESC;
```

Campaign	Number of Last Touches
weekly-newsletter	447
retargeting-ad	443
retargeting-campaign	245
getting-to-know-cool-tshirts	232
ten-crazy-cool-tshirts-facts	190
interview-with-cool-tshirts-founder	184
paid-search	178
cool-tshirts-search	60

Exercise 5

```
SELECT  
COUNT(DISTINCT user_id) AS 'Visitors  
who made a purchase'  
FROM page_visits  
WHERE page_name = '4 - purchase';
```

Visitors who made a purchase
361

Exercise 6

```
WITH last_touch AS (  
  SELECT  
    user_id,  
    MAX(timestamp) AS last_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT  
  utm_campaign AS 'Campaign',  
  COUNT(lt.user_id) AS 'Purchases per  
campaign'  
FROM last_touch lt  
  
JOIN page_visits pv  
  ON lt.user_id = pv.user_id  
  AND lt.last_touch_at = pv.timestamp  
WHERE pv.page_name = '4 - purchase'  
GROUP BY 1  
ORDER BY 2 DESC;
```

Campaign	Purchases per campaign
weekly-newsletter	114
retargeting-ad	112
retargeting-campaign	53
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
interview-with-cool-tshirts-founder	7
cool-tshirts-search	2