

# First- and Last-Touch Attribution Queries

## Task 1

```
select count(distinct utm_campaign)
```

```
from page_visits;
```

```
select count(distinct utm_source)
```

```
from page_visits;
```

```
select distinct utm_campaign, utm_source
```

```
from page_visits;
```

## Task 2

```
select distinct page_name
```

```
from page_visits;
```

## Task 3

```
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;
```

## TASK 4

```
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;
```

## Task 5

```
select count(distinct user_id)
from page_visits
where page_name is '4 - purchase';
```

## Task 6

```
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;
```