

Marketing Campaign Success [Simple]

You have a table of in-app purchases by user. Users that make their first in-app purchase are placed in a marketing campaign where they see call-to-actions for more in-app purchases. Find the number of users that made additional in-app purchases due to the success of the marketing campaign. The marketing campaign doesn't start until one day after the initial in-app purchase so users that make multiple purchases on the same day do not count, nor do we count users that make only the same purchases over time. To simplify the scenario, consider users that order multiple products on day 1 and then purchase one of those products in the future as beneficiaries of the marketing campaign (e.g., count users who orders product IDs 1, 2, 3 on day 1 and then orders only product id 1 a few days later).

Table: marketing_campaign

Approach Hints

Expected Output

marketing_campaign 

Preview

user_id	int
created_at	varchar
product_id	int
quantity	int
price	int

user_id	created_at	product_id	quantity	price
10	1/1/2019	101	3	55
10	1/2/2019	119	5	29
10	3/31/2019	111	2	149
11	1/2/2019	105	3	234
11	3/31/2019	120	3	99
12	1/2/2019	112	2	200
12	3/31/2019	110	2	299
13	1/5/2019	113	1	67
13	3/31/2019	118	3	35