# codecademy

Capstone Project
Learn SQL from Scratch
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# Get familiar with the company

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

- CoolTShirts has 8 campaigns and 6 sources.

- Each campaign is being ran on one of the 6 different sources.

| COUNT (DISTINCT utm_campaign) |
| --- |
| 8 |

| COUNT (DISTINCT utm_source) |
| --- |
| 6 |

| utm_campaign | utm_source |
| --- | --- |
| getting-to-know-cool-tshirts | nytimes |
| weekly-newsletter | email |
| ten-crazy-cool-tshirts-facts | buzzfeed |
| retargetting-campaign | email |
| retargetting-ad | facebook |
| interview-with-cool-tshirts-founder | medium |
| paid-search | google |
| cool-tshirts-search | google |

# How are utm_source and utm_campaign different?

- Utm_source is the channel that is sending the ad or email

- Utm_campaign is the actual ad or email that is being sent out

# What pages are on their website?

- The website has 4 different pages that show the stages of the buying process.

| page_name |
| --- |
| 1 - landing_page |
| 2 - shopping_cart |
| 3 - checkout |
| 4 - purchase |

# What is the user journey?

# How many first touches is each campaign responsible for?

- Each campaign is responsible for 622, 612, 576 and 169 first touches respectively.

- Each value represents the number of times that a customers initial contact was with the respective campaign.

| ft_attr.utm_source | ft_attr.utm_campaign | COUNT (*) |
|---|---|---|
| medium | interview-with-cool-tshirts-founder | 622 |
| nytimes | getting-to-know-cool-tshirts | 612 |
| buzzfeed | ten-crazy-cool-tshirts-facts | 576 |
| google | cool-tshirts-search | 169 |

# How many last touches is each campaign responsible for?

- Each value represents the number of times that each campaign was shown again to a customer and it led them to the purchase page.

| lt_attr.utm_source | lt_attr.utm_campaign | COUNT(*) |
|---|---|---|
| email | weekly-newsletter | 447 |
| facebook | retargetting-ad | 443 |
| email | retargetting-campaign | 245 |
| nytimes | getting-to-know-cool-tshirts | 232 |
| buzzfeed | ten-crazy-cool-tshirts-facts | 190 |
| medium | interview-with-cool-tshirts-founder | 184 |
| google | paid-search | 178 |
| google | cool-tshirts-search | 60 |

# How many visitors make a purchase?

- 361 visitors on the CoolTShirts website have made a purchase.

| COUNT (DISTINCT user_id) |
|---|
| 361 |

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

- Each number listed represents the number of times that each campaign was shown again to a customer and it resulted in a purchase.

| lt_attr.utm_source | lt_attr.utm_campaign | COUNT(*) |
|---|---|---|
| email | weekly-newsletter | 115 |
| facebook | retargetting-ad | 113 |
| email | retargetting-campaign | 54 |
| google | paid-search | 52 |
| nytimes | getting-to-know-cool-tshirts | 9 |
| buzzfeed | ten-crazy-cool-tshirts-facts | 9 |
| medium | interview-with-cool-tshirts-founder | 7 |
| google | cool-tshirts-search | 2 |

# What is the typical user journey?

- The typical user journey shows how many people make it to each step of the buying process on the CoolTShirts website.

- Overall, 2000 customers made it to the landing page but only 361 people made a purchase.

| page_name | COUNT (*) |
|---|---|
| 1 - landing_page | 2000 |
| 2 - shopping_cart | 1900 |
| 3 - checkout | 1431 |
| 4 - purchase | 361 |

# Optimize the campaign budget

# Which 5 campaigns should CoolTShirts re-invest in? Why?

- CoolTShirts should reinvest in
- Weekly Newsletter
- Retargeting Ad
- Retargeting Campaign
- Paid Search
- NY Times Campaign

- All of the campaigns listed resulted in customers visiting the purchase page and making a purchase.

| lt_attr.utm_source | lt_attr.utm_campaign | COUNT(*) |
|---|---|---|
| email | weekly-newsletter | 115 |
| facebook | retargetting-ad | 113 |
| email | retargetting-campaign | 54 |
| google | paid-search | 52 |
| nytimes | getting-to-know-cool-tshirts | 9 |
| buzzfeed | ten-crazy-cool-tshirts-facts | 9 |
| medium | interview-with-cool-tshirts-founder | 7 |
| google | cool-tshirts-search | 2 |