



Capstone Projects

Learn SQL from Scratch

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Example Table of Contents

1. Get familiar with CoolTShirts
2. What is the user journey?
3. Optimize the campaign budget

1. Get familiar with CoolTShirts

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

- The UTM Source identifies which site sent the traffic (i.e., google, newsletter, or facebook_ad); the UTM Campaign, however, identifies the specific ad or email blast (i.e., june-21- newsletter or memorial-day-sale);
- In that sense, CoolTShirts uses 8 distincts UTM Campaigns and 6 different UTM Sources.
- The UTM Source are related to the UTM Campaign as the table beside.

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

1. 2. What pages are on the CoolTShirts website?

- The CoolTShirts website has four main pages:
 1. landing_page;
 2. shopping_cart;
 3. checkout;
 4. purchase.

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

2. What is the user journey?

2.1 How many first touches is each campaign responsible for?

- The campaign “interview-with-cool-tshirts-founder” was responsible for 622 of the first touches, followed by “getting-to-know-cool-tshirts” with 612, “ten-crazy-cool-tshirts-facts” with 576 and “cool-tshirts-search” with 169;
- All the information are summarized at the table beside.

First Touch Source	First Touch Campaign	Total
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

2.2 How many last touches is each campaign responsible for?

- The campaign “weekly-newsletter” was responsible for 447 of the last touches, followed by “retargeting-ad” with 443, “retargeting-campaign” with 245, “getting-to-know-cool-tshirts” with 232, “tem-crazy-cool-tshirts-facts” with 190, “interview-with-cool-tshirts-founder” with 184, “paid-search” with 178 and “cool-tshirts-search” with 60;
- All the information are summarized at the table beside.

Last Touch Source	Last Touch Campaign	Total
email	weekly-newsletter	447
facebook	retargeting-ad	443
email	retargeting-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

2.3 How many visitors make a purchase?

- 361 visitors made a purchase;
- The code is explicated at the box beside;
- The results are shown at the table above.

```
SELECT page_name AS 'Page Name',  
       COUNT (DISTINCT user_id) AS 'Total Users'  
FROM page_visits  
GROUP BY page_name;
```

Page Name	Total Users
1 - landing_page	1979
2 - shopping_cart	1881
3 - checkout	1431
4 - purchase	361

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

- The campaign “weekly-newsletter” was responsible for 114 of the last touches on the purchase page, followed by the “retargeting-ad” with 112, “retargeting-campaign” with 53, “paid-search” with 52, “tem-crazy-cool-tshirts-facts” with 9, “getting-to-know-cool-tshirts” with 9, “interview-with-cool-tshirts-founder” with 7 and “cool-tshirts-search” with 2.
- All the information are summarized in the table beside.

LT Purchase Page Source	LT Purchase Page Campaign	Total
email	weekly-newsletter	114
facebook	retargeting-ad	112
email	retargeting-campaign	53
google	paid-search	52
buzzfeed	ten-crazy-cool-tshirts-facts	9
nytimes	getting-to-know-cool-tshirts	9
medium	interview-with-cool-tshirts-founder	7
google	cool-tshirts-search	2

2.5 What is the typical user journey?

- Usually the typical user journey starts with a first touch provided by the campaigns: “interview-with-cool-tshirts-founder”, “getting-to-know-cool-tshirts” and “ten-crazy-cool-tshirts-facts”;
- The journey are followed by last touches provided by the “weekly-newsletter”, “retargeting-ad” and “retargeting-campaign” campaigns;
- The last touches on the purchase page are the same: “weekly-newsletter”, “retargeting-ad” and “retargeting-campaign”;
- All the information are summarized at the table beside.

Source	Campaign	Firts Touch	Last Touch	LT Purchase Page
email	weekly-newsletter	-	447	114
facebook	retargeting-ad	-	443	112
email	retargeting-campaign	-	245	53
google	paid-search	-	178	52
buzzfeed	ten-crazy-cool-tshirts-facts	576	190	9
nytimes	getting-to-know-cool-tshirts	612	232	9
medium	interview-with-cool-tshirts-founder	622	184	7
google	cool-tshirts-search	169	60	2

3. Optimize the campaign budget

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

- As the table besides show, the campaigns “interview-with-cool-tshirts-founder”, “getting-to-know-cool-tshirts” and “ten-crazy-cool-tshirts-facts” are responsible for mostly of the first touches;
- However, the campaigns “weekly-newsletter” and “retargeting-ad” are mainly responsible for the last touches, including at the purchase page.
- In that sense, the 5 campaigns that should be re-invest are:
 - interview-with-cool-tshirts-founder;
 - getting-to-know-cool-tshirts;
 - ten-crazy-cool-tshirts-facts;
 - weekly-newsletter;
 - retargeting-ad.

Source	Campaign	Firts Touch	Last Touch	LT Purchase Page
email	weekly-newsletter	-	447	114
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