Code for SQL from Scratch Course Final

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SELECT COUNT(DISTINCT utm\_campaign)

FROM page\_visits;

SELECT COUNT(DISTINCT utm\_source)

FROM page\_visits;

SELECT DISTINCT utm\_campaign

FROM page\_visits;

SELECT DISTINCT utm\_source

FROM page\_visits;

SELECT DISTINCT utm\_campaign, utm\_source

FROM page\_visits;

SELECT DISTINCT page\_name

FROM page\_visits;

WITH first\_touch AS (

SELECT user\_id,

MIN(timestamp) as first\_touch\_at

FROM page\_visits

GROUP BY user\_id),

ft\_attr AS (

SELECT

ft.user\_id,

ft.first\_touch\_at AS 'first\_touches',

pv.utm\_source,

pv.utm\_campaign

FROM first\_touch AS ft

JOIN page\_visits AS pv

ON ft.user\_id = pv.user\_id

AND ft.first\_touch\_at = pv.timestamp)

SELECT utm\_campaign,

COUNT(first\_touches) AS 'first\_touch\_by\_campaign'

FROM ft\_attr

GROUP BY utm\_campaign

ORDER BY first\_touch\_by\_campaign DESC;

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) AS last\_touch\_at

FROM page\_visits

GROUP BY user\_id),

lt\_attr AS (

SELECT lt.user\_id,

lt.last\_touch\_at AS 'last\_touches',

pv.utm\_source,

pv.utm\_campaign

FROM last\_touch AS lt

JOIN page\_visits AS pv

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp)

SELECT utm\_campaign,

COUNT(last\_touches) AS 'last\_touch\_by\_campaign'

FROM lt\_attr

GROUP BY utm\_campaign

ORDER BY last\_touch\_by\_campaign DESC;

SELECT COUNT(DISTINCT user\_id) AS 'Total\_purchases'

FROM page\_visits

WHERE page\_name = '4 - purchase';

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),

purchases\_by\_campaign AS (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_campaign

last\_touch AS lt

JOIN page\_visits AS pv

ON lt.user\_id = pv.user\_id

AND lt.last\_touch\_at = pv.timestamp)

SELECT utm\_campaign,

COUNT(last\_touch\_at) AS Purchases\_By\_Campaign

FROM purchases\_by\_campaign

GROUP BY utm\_campaign

ORDER BY Purchases\_By\_Campaign DESC;