Pamella Fox

Learn SQL From Scratch

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1/6

SELECT COUNT(DISTINCT utm\_campaign) AS campaign\_count

FROM page\_visits;

SELECT COUNT(DISTINCT utm\_source) AS source\_count

FROM page\_visits;

SELECT utm\_source, utm\_campaign

FROM page\_visits

GROUP BY utm\_campaign;

2/6

SELECT DISTINCT page\_name

FROM page\_visits;

3/6

WITH first\_touch AS(

SELECT MIN(timestamp) AS first\_touch\_at, utm\_campaign, user\_id, utm\_source

FROM page\_visits

GROUP BY user\_id)

SELECT COUNT(first\_touch\_at) AS Count\_first\_touch, utm\_campaign, utm\_source

FROM first\_touch

GROUP BY utm\_campaign

ORDER BY Count\_first\_touch DESC;

4/6

WITH last\_touch AS(

SELECT MAX(timestamp) AS last\_touch\_at, utm\_campaign, user\_id, utm\_source

FROM page\_visits

GROUP BY user\_id)

SELECT COUNT(last\_touch\_at) AS Count\_last\_touch, utm\_campaign, utm\_source

FROM last\_touch

GROUP BY utm\_campaign

ORDER BY Count\_last\_touch DESC;

5/6

WITH purchase\_count AS (SELECT DISTINCT user\_id, page\_name

FROM page\_visits

WHERE page\_name = '4 - purchase'

GROUP BY user\_id)

SELECT COUNT(page\_name) AS purchases

FROM purchase\_count;

**ALSO for 5/6**

WITH first\_touch\_count AS(SELECT MIN(timestamp) AS first\_touch

FROM page\_visits

GROUP BY user\_id)

SELECT COUNT(first\_touch) AS ft\_count

FROM first\_touch\_count;

SELECT COUNT(DISTINCT user\_id) AS purchasers\_count

FROM page\_visits

WHERE page\_name = '4 - purchase';

SELECT 1.0\* 361/1979 AS percent;

6/6

WITH last\_touch AS (SELECT page\_name, MAX(timestamp) AS last\_touch\_at, user\_id, utm\_source

FROM page\_visits

WHERE page\_name = '4 - purchase'

GROUP BY user\_id)

SELECT COUNT (lt.last\_touch\_at) AS last\_touch\_count, pv.utm\_campaign, pv.utm\_source

FROM last\_touch AS lt

LEFT JOIN page\_visits AS pv

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

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

GROUP BY utm\_campaign

ORDER BY last\_touch\_count DESC;

Typical User Journey, Determine number of last touches per user by page:

WITH page\_grouping AS

(SELECT MAX(timestamp) AS last\_touch, user\_id, page\_name

FROM page\_visits

GROUP BY user\_id)

SELECT page\_name, COUNT(user\_id) AS user\_count

FROM page\_grouping

GROUP BY page\_name

ORDER BY user\_count DESC;

*Determine percent of users ending journey at each page:*

WITH page\_grouping AS

(SELECT MAX(timestamp) AS last\_touch, user\_id, page\_name

FROM page\_visits

GROUP BY user\_id)

SELECT page\_name, COUNT(user\_id) AS user\_count

FROM page\_grouping

GROUP BY page\_name

ORDER BY user\_count DESC;

SELECT ROUND (1.0\* 1066/1979,2) AS checkout;

SELECT ROUND (1.0\* 457/1979,2) AS shopping\_cart;

SELECT ROUND (1.0\* 358/1979,2) AS purchase;

SELECT ROUND (1.0\* 98/1979,2) AS landing\_page;

*User journey at page 2 – shopping\_cart:*

WITH touches AS

(SELECT utm\_campaign, MIN(timestamp)AS ft, utm\_source

FROM page\_visits

WHERE page\_name = '2 - shopping\_cart'

GROUP BY user\_id)

SELECT COUNT(ft)AS touch\_count, utm\_campaign, utm\_source

FROM touches

GROUP BY utm\_campaign

ORDER BY touch\_count DESC;

*User journey at page 3 - checkout:*

WITH touches AS

(SELECT utm\_campaign, MIN(timestamp)AS ft, utm\_source

FROM page\_visits

WHERE page\_name = '3 - checkout'

GROUP BY user\_id)

SELECT COUNT(ft)AS touch\_count, utm\_campaign, utm\_source

FROM touches

GROUP BY utm\_campaign

ORDER BY touch\_count DESC;