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),

lt\_attr AS (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign

FROM last\_touch lt

JOIN page\_visits pv

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

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

)

SELECT lt\_attr.utm\_source,

lt\_attr.utm\_campaign,

COUNT(\*)

from lt\_attr

group by 1, 2

order by 3 desc;

select count (page\_name)

from page\_visits

where page\_name = '4 - purchase';

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,

pv.utm\_source,

pv.utm\_campaign

FROM last\_touch lt

JOIN page\_visits pv

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

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

)

SELECT lt\_attr.utm\_source,

lt\_attr.utm\_campaign,

COUNT(\*)

from lt\_attr

group by 1, 2

order by 3 desc;

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,

pv.utm\_source,

pv.utm\_campaign

FROM first\_touch ft

JOIN page\_visits pv

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

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

)

SELECT ft\_attr.utm\_source,

ft\_attr.utm\_campaign,

COUNT(\*)

from ft\_attr

group by 1, 2

order by 3 desc;

select distinct page\_name

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;