1.1 <https://gist.github.com/78d1e6c99c4658ecff63cb0e902b0135>

1 SELECT COUNT(DISTINCT utm\_campaign) AS 'Campaign Count'

2 FROM page\_visits;

3

4 SELECT COUNT(DISTINCT utm\_source) AS 'Source Count'

5 FROM page\_visits;

6

7 SELECT DISTINCT utm\_campaign AS Campaigns,

8 utm\_source AS Sources

9 FROM page\_visits;

1.2 <https://gist.github.com/b8ad37bdef48a96119cd6489bbf32fc8>

1 SELECT DISTINCT page\_name AS 'Page Names'

2 FROM page\_visits;

2.1 [https://gist.github.com/aaa1f361b95f27f3604c36fd9363520d](%20https:/gist.github.com/aaa1f361b95f27f3604c36fd9363520d)

1 WITH first\_touch AS(

2 SELECT user\_id,

3 MIN(timestamp) AS first\_touch\_at

4 FROM page\_visits

5 GROUP BY user\_id),

6 ft\_attr AS (

7 SELECT ft.user\_id,

8 ft.first\_touch\_at,

9 pv.utm\_source,

10 pv.utm\_campaign

11 FROM first\_touch ft

12 JOIN page\_visits pv

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

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

15 )

16 SELECT ft\_attr.utm\_source AS Source,

17 ft\_attr.utm\_campaign AS Campaign,

18 COUNT(\*) AS COUNT

19 FROM ft\_attr

20 GROUP BY 1, 2

21 ORDER BY 3 DESC;

2.2 <https://gist.github.com/fdd4daedd79cc9ce808094e10b3ec999>

1 WITH last\_touch AS(

2 SELECT user\_id,

3 MAX(timestamp) AS last\_touch\_at

4 FROM page\_visits

5 GROUP BY user\_id),

6 ft\_attr AS (

7 SELECT lt.user\_id,

8 lt.last\_touch\_at,

9 pv.utm\_source,

10 pv.utm\_campaign

11 FROM last\_touch lt

12 JOIN page\_visits pv

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

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

15 )

16 SELECT ft\_attr.utm\_source AS Source,

17 ft\_attr.utm\_campaign AS Campaign,

18 COUNT(\*) AS COUNT

19 FROM ft\_attr

20 GROUP BY 1, 2

21 ORDER BY 3 DESC;

2.3 <https://gist.github.com/codecademydev/19ba83aab28ff9ecb157e0ae2610a1d0>

1 SELECT COUNT(DISTINCT user\_id) AS 'Customers that Purchase'

2 FROM page\_visits

3 WHERE page\_name = '4 - purchase';

2.4 <https://gist.github.com/codecademydev/4e4e31c3b7fd3ac102ffba8101e10f70>

1 WITH last\_touch AS (

2 SELECT user\_id,

3 MAX(timestamp) AS last\_touch\_at

4 FROM page\_visits

5 WHERE page\_name = '4 - purchase'

6 GROUP BY user\_id),

7 ft\_attr AS (

8 SELECT lt.user\_id,

9 lt.last\_touch\_at,

10 pv.utm\_source,

11 pv.utm\_campaign

12 FROM last\_touch lt

13 Join page\_visits pv

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

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

16 SELECT ft\_attr.utm\_source AS Source,

17 ft\_attr.utm\_campaign AS Campaign,

18 COUNT(\*) AS COUNT

19 FROM ft\_attr

20 GROUP BY 1, 2

21 ORDER BY 3 DESC;