Customer Segment SQL

**RPA Customer Segmentation**

The marketing department of Reputable Product Agency (RPA) is looking to segment the company users by a number of different criteria.

In this context, a *segment* is a subset of users that meet different conditions. Segments are used to send marketing campaigns to users who meet specific criteria or to measure the performance of specific marketing campaigns.

Use SQL queries to generate user lists for the marketing department. The users dataset is imported into the workspace.

The schema of the table is available [here](https://s3.amazonaws.com/codecademy-content/courses/sql-queries-user-segmentation/users.png).

If you get stuck during this project or would like to see an experienced developer work through it, click “**Get Help**“ to see a **project walkthrough video**.

**Tasks**

**7/7Complete**

Mark the tasks as complete by checking them off

**Write the following queries:**

**1.**

Start by getting a feel for the users table:

SELECT \*

FROM users

LIMIT 20;

What are the column names?

Stuck? Get a hint

**2.**

The marketing department wants to send a *Born in the ‘80s* email to the appropriate users.

Find the email addresses and birthdays of users whose birthday is between 1980-01-01 and 1989-12-31.

Stuck? Get a hint

**3.**

We are interested in the cohort of users that signed up prior to May 2017.

Find the emails and creation date of users whose created\_at date matches this condition.

Stuck? Get a hint

**4.**

There was an [A/B test](https://en.wikipedia.org/wiki/A/B_testing) performed on users that used cute animal clipart to encourage users to sign up. We’d like to see how the group that was shown ‘bears’ is performing.

Find the emails of the users who received the ‘bears’ test.

Stuck? Get a hint

**5.**

A total of 4 advertising campaigns were run over this period.

There were two sets of ad copy (set 1 and set 2) and both were run on two search engine sites (AAA and BBB).

The resulting campaign values are:

* AAA-1
* AAA-2
* BBB-1
* BBB-2

Find all the emails of all users who received a campaign on website BBB.

Stuck? Get a hint

**6.**

Find all the emails of all users who received ad copy 2 in their campaign.

Stuck? Get a hint

**7.**

Find the emails for all users who received both a campaign and a test.

These users will have non-empty entries in the campaign and test columns.

select \*

from users

limit 20;

select email, birthday

from users

where birthday between '1980-01-01' and '1989-12-31'

order by birthday desc;

select \*

from users

where created\_at < '2017-05-01'

order by created\_at desc;

select email

from users

where test = 'bears';

select email

from users

where campaign like 'BBB%';

select email

from users

where campaign = 'BBB-2';

select email

from users

where campaign is not null

and test is not null;