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Homework Assignment for Senior Marketing Analyst

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About me

Rafael Fagundes

Data & CRM Analyst with 10+ years experience turning data into growth

- 10+ years in data, CRM & marketing analytics
- Experience at Dell, Nestlé, Samsung, HP in international & multicultural teams
- Skilled in SQL, Python, BI tools (Power BI, Tableau, Looker)
- Strong background in data-driven growth, campaign performance & funnel optimization
- Excited to help Eduki optimize marketing performance and make smarter, data-driven decisions

1) Revenue Contribution by First-Touch Channel

Exercise 1 | Run | Save query | Share | Schedule | Open in | More

```sql
WITH
  first_touch AS (
  SELECT
    user_id,
    traffic_source AS first_touch_source,
    SUM(revenue) OVER (PARTITION BY user_id ) AS user_total_revenue
  FROM
    eduki_test.marketing_analytics
  QUALIFY
    ROW_NUMBER() OVER (PARTITION BY user_id ORDER BY purchase_date ) = 1 )
SELECT
  first_touch_source,
  ROUND(SUM(user_total_revenue), 2) AS total_revenue,
  ROUND( 100 * SUM(user_total_revenue) / SUM(SUM(user_total_revenue)) OVER (), 2 ) AS revenue_share
FROM
  first_touch
GROUP BY
  first_touch_source
ORDER BY
  total_revenue DESC;
```

This query will process 103.71 KB when run.

No cached results

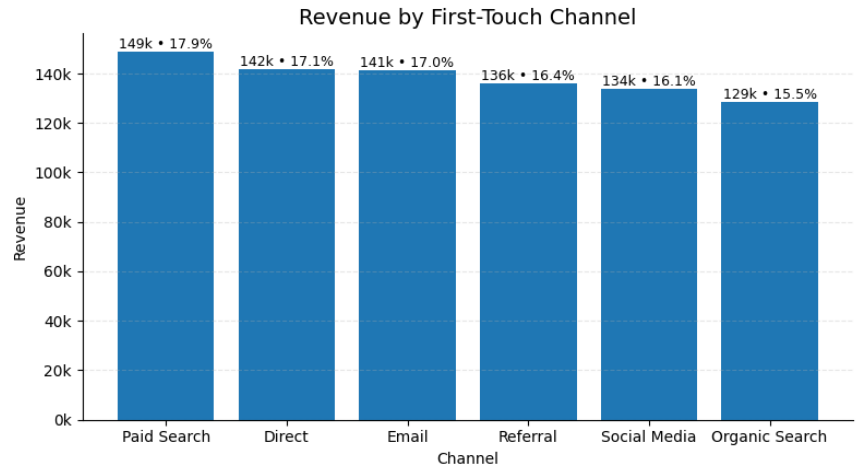
Query results

Job information | Results | Visualization | JSON | Execution details | Execution graph

Row	first_touch_source	total_revenue	revenue_share
1	Paid Search	148772.73	17.9
2	Direct	141955.49	17.08
3	Email	141477.52	17.03
4	Referral	136105.47	16.38
5	Social Media	134015.42	16.13
6	Organic Search	128657.41	15.48

Q1: Calculate the revenue contribution of each traffic source, considering only first-touch attribution. Which traffic source has the highest impact on revenue?

- Paid Search drives the highest revenue (17.9%), but Direct (17.1%) and Email (17.0%) are nearly as impactful.
- This shows multiple channels contribute strongly at the start of the funnel.



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2) Repeat Purchases Within 30 Days

Exercise 2 | Run | Save query | Share | Schedule | Open in | More

```sql
WITH
  first_rows AS (
  SELECT
    user_id,
    purchase_date,
    LEAD(purchase_date) OVER (PARTITION BY user_id ORDER BY purchase_date) AS next_purchase
  FROM
    `eduki_test.marketing_analytics`
  QUALIFY
    ROW_NUMBER() OVER (PARTITION BY user_id ORDER BY purchase_date) = 1 )
SELECT
  ROUND(100 * COUNTIF(TIMESTAMP_DIFF(next_purchase, purchase_date, DAY) <= 30) / COUNT(*), 2) AS pct_second_purchase
FROM
  first_rows;
```

This query will process 46.88 KB when run.

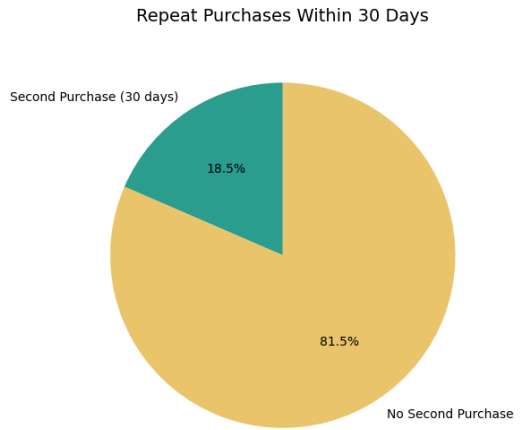
Query results

Job information | Results | Visualization | JSON | Execution details | Execution graph

Row	pct_second_purc...
1	18.51

Q2: Identify customers who made a second purchase within 30 days after their first purchase. What percentage of total customers do they represent?

- 18.5% of customers made a second purchase within 30 days of their first order.
- This shows that nearly 1 in 5 customers return quickly, highlighting an opportunity to focus on early retention campaigns (e.g., post-purchase email flows, cross-sell offers).



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3) Campaign Performance by ROAS

Exercise 3 | Run | Save query | Share | Schedule | Open in | More

```sql
SELECT
  campaign_id,
  campaign_name,
  ROUND(SUM(ad_spent),2) AS ad_spent,
  ROUND(SUM(revenue),2) AS revenue,
  ROUND(SAFE_DIVIDE(SUM(revenue),SUM(ad_spent)),2) AS ROAS,
  CASE
    WHEN SAFE_DIVIDE(SUM(revenue),SUM(ad_spent)) < 1 THEN 'Optmize or Pause'
    ELSE 'Performing well'
END
  AS Recomendation
FROM
  `eduki_test.marketing_analytics`
WHERE
  campaign_name IS NOT NULL
GROUP BY
  campaign_id,
  campaign_name
ORDER BY
  ROAS DESC;
```

This query will process 87.69 KB when run.

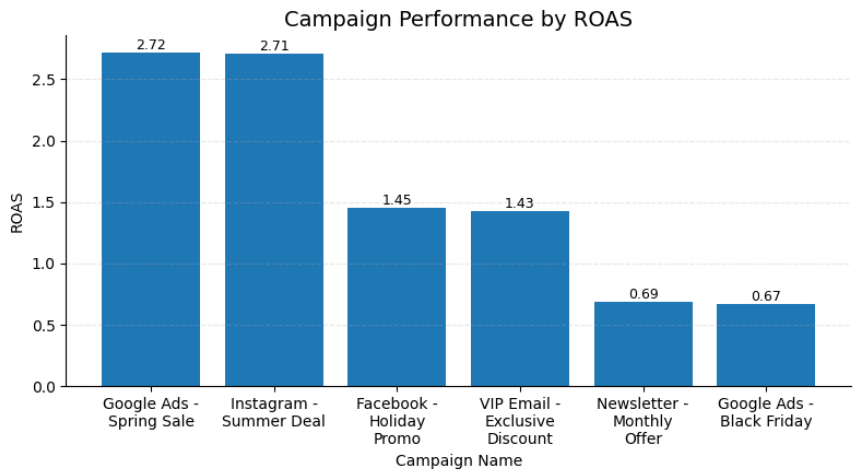
Query results

Job information | Results | Visualization | JSON | Execution details | Execution graph

Row	campaign_id	campaign_name	ad_spent	revenue	ROAS	Recomendation
1	101	Google Ads - Spring Sale	28297.52	76971.18	2.72	Performing well
2	202	Instagram - Summer Deal	25303.84	68617.28	2.71	Performing well
3	201	Facebook - Holiday Promo	42161.41	61287.46	1.45	Performing well
4	302	VIP Email - Exclusive Discount	47631.24	68170.07	1.43	Performing well
5	301	Newsletter - Monthly Offer	98896.04	67744.99	0.69	Optmize or Pause
6	102	Google Ads - Black Friday	117236.17	78600.42	0.67	Optmize or Pause

Q3: Compute the ROAS (Return on Advertising Spend) for each campaign. Which campaigns are below the break-even point and should be optimized or paused?

- Two campaigns, Newsletter (ROAS 0.69) and Google Ads Black Friday (ROAS 0.67), are below break-even and should be optimized or paused.
- Other campaigns, such as Spring Sale (ROAS 2.72) and Instagram Summer Deal (ROAS 2.71), are performing strongly and should continue to receive investment.



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