



# CoolTShirts Capstone

Learn SQL from Scratch

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- Which campaigns should CoolTShirts pick and why

# 1. CoolTShirts Company

# 1.1 Campaigns

There are 8 campaigns:

1. cool-tshirts-search
2. getting-to-know-cool-tshirts
3. interview-with-cool-tshirts-founder
4. paid-search
5. retargeting-add
6. retargeting-campaign
7. ten-crazy-cool-tshirts-facts
8. weekly-newsletter

```
select distinct utm_campaign from page_visits group by  
utm_campaign;
```

## 1.2 Sources

There are 6 sources

1. buzzfeed
2. email
3. facebook
4. google
5. medium
6. nytimes

```
select distinct utm_source from page_visits group by  
utm_source;
```

## 1.3 Pages

There are 4 pages

- 1 - landing page
- 2 - shopping\_cart
- 3 – checkout
- 4 - purchase

```
select distinct page_name from page_visits group by  
page_name;
```

## 2. UserJourney

## 2.1 First Touches per campaign

Not all campaigns resulted in a first touch. In fact, only 4 did.

Campaign	Number of First Touches
cool-tshirts-search	169
getting-to-know-cool-tshirts	612
interview-with-cool-tshirts-founder	622
ten-crazy-cool-tshirts-facts	576

```
WITH first_touch AS (  
  SELECT user_id,  
         MIN(timestamp) as first_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT count(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  
group by pv.utm_campaign;
```



## 2.2 Last Touches per campaign

All Campaigns resulted in a last touch

Campaign	Number of Last Touches
cool-ts hirts-search	60
getting-to-know-cool-ts hirts	232
interview-with-cool-ts hirts-founder	184
paid-search	178
retargetting-ad	443
retargetting-campaign	245
ten-crazy-cool-ts hirts-facts	190
Weekly- news letter	447

```
WITH last_touch AS (  
  SELECT user_id,  
         max(timestamp) as last_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT count(ft.user_id),  
       ft.last_touch_at,  
       pv.utm_source,  
       pv.utm_campaign  
FROM last_touch ft  
JOIN page_visits pv  
  ON ft.user_id = pv.user_id  
 AND ft.last_touch_at = pv.timestamp  
group by pv.utm_campaign;
```

## 2.3 Visitors who make a purchase

There was loss of users as they made their way to the purchase page, resulting in only 361 users making a purchase

Page Name	User ID Count
1 - landing_page	1979
2 - shopping_cart	1881
3 - checkout	1431
4 - purchase	361

```
select count(distinct user_id), page_name from  
page_visits where page_name like '4%';  
select count(distinct user_id), page_name from  
page_visits group by page_name;
```

## 2.4 Last touches on the purchase page, per campaign

All Campaigns resulted in a last touch on the purchase page

Campaign	Last Touch on the purchase page
cool-tshirts-search	2
getting-to-know-cool-tshirts	9
interview-with-cool-tshirts-founder	7
paid-search	52
retargeting-ad	112
retargeting-campaign	53
ten-crazy-cool-tshirts-facts	9
Weekly- newsletter	114

```
WITH last_touch AS (  
  SELECT user_id,  
         max(timestamp) as last_touch_at  
  FROM page_visits  
  GROUP BY user_id)  
SELECT count(ft.user_id),  
       ft.last_touch_at,  
       pv.utm_source,  
       pv.utm_campaign,  
       pv.page_name  
FROM last_touch ft  
JOIN page_visits pv  
  ON ft.user_id = pv.user_id  
 AND ft.last_touch_at = pv.timestamp  
where pv.page_name like '4%'  
group by pv.utm_campaign;
```

## 2.5 Typical User Journey

The Typical User Journey starts with the First touch for theCoolTShirts website. Every campaign used for the first touch had a small percentage go to the purchase page.

The users would leave the site at the checkout step, which should be revamped so there is not so much loss at that step. The additional campaigns would catch their attention again.

What brought in the most purchases was the retargeting ad and the weekly newsletter.

Page Name	User ID Count
1 - landing_page	1979
2 - shopping_cart	1881
3 - checkout	1431
4 - purchase	361

# 3. Optimize Campaign Budget

## 3.1 Which 5 Campaigns should CoolTShirts pick and why

The 5 Campaigns CoolTShirts should pick are:

- getting-to-know-cool-tshirts
- interview-with-cool-tshirts-founder
- retargeting-ad
- ten-crazy-cool-tshirts-facts
- Weekly- newsletter

These campaigns either bring in first touches or they bring in last touches. While some campaigns may have purchases, without the first and last touches you will lose purchases. These five will bring in the best mix of visits and transactions.

Campaign:	getting -to-know- cool-tshirts	interview -with- cool- tshirts -founder	retargeting-ad	ten-crazy-cool- tshirts-facts	Weekly- newsletter
First Touches	612	622	0	576	0
Last Touches	232	232	443	190	447
Purchase Page	9	7	112	9	114