List of SQL Queries – Project #3 - CoolTShirts

SELECT COUNT(DISTINCT utm\_campaign) AS '# of Campaigns'

FROM page\_visits;

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SELECT COUNT(DISTINCT utm\_source) AS '# of Sources'

FROM page\_visits;

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SELECT DISTINCT utm\_campaign AS 'Campaigns', utm\_source AS 'Sources'

FROM page\_visits;

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SELECT DISTINCT page\_name AS 'Page Names'

FROM page\_visits;

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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 AS ‘ft’

JOIN page\_visits AS ‘pv’

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

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

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

ft\_attr.utm\_campaign AS 'Campaign',

COUNT(\*) AS 'Count'

FROM ft\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;

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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,

pv.page\_name

FROM last\_touch AS 'lt'

JOIN page\_visits AS 'pv‘

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

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

)

SELECT lt\_attr.utm\_source AS 'Source',

lt\_attr.utm\_campaign AS 'Campaign',

COUNT(\*) AS 'Count'

FROM lt\_attr

GROUP BY 1, 2

ORDER BY 3 DESC;

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SELECT COUNT(DISTINCT user\_id)

FROM page\_visits

GROUP BY page\_name = '4 - purchase';

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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,

pv.page\_name

FROM last\_touch AS 'lt'

JOIN page\_visits AS 'pv'

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

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

)

SELECT lt\_attr.utm\_campaign AS 'Campaign',

COUNT(\*) AS 'Count'

FROM lt\_attr

GROUP BY 1

ORDER BY 2 DESC;