-- How many sources and campaigns are used?  
SELECT COUNT (DISTINCT utm\_campaign) AS 'utm\_campaign'

FROM page\_visits;

SELECT COUNT (DISTINCT utm\_source) AS 'utm\_source'

FROM page\_visits;

-- How many pages are on the CoolTshirts website?

SELECT DISTINCT page\_name AS 'pages'

FROM page\_visits;  
  
-- How many first touches is each campaign responsible for?

WITH first\_touch AS (

SELECT user\_id,

MIN(timestamp) AS 'first\_touch\_at'

FROM page\_visits

GROUP BY user\_id)

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  
GROUP BY utm\_campaign;

-- How many last touches is each campaign responsible for?

WITH last\_touch AS (

SELECT user\_id,

MAX(timestamp) AS 'last\_touch\_at'

FROM page\_visits

GROUP BY user\_id),

ft\_attr AS (

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign

FROM last\_touch AS 'lt'

JOIN page\_visits AS 'pv'

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

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

GROUP BY utm\_campaign;

-- How many visitors made a purchase?

SELECT COUNT (DISTINCT user\_id) AS 'total count'

FROM page\_visits

WHERE page\_name = '4 - purchase';

-- How many last touches on the purchase page is each campaign?  
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)

SELECT lt.user\_id,

lt.last\_touch\_at,

pv.utm\_source,

pv.utm\_campaign,

COUNT(utm\_campaign) AS 'count'

FROM last\_touch AS 'lt'

JOIN page\_visits AS 'pv'

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

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

GROUP BY utm\_campaign;