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| #1. FINDING TOP TRAFFIC SOURCES |
|  | SELECT |
|  | utm\_source, |
|  | utm\_campaign, |
|  | http\_referer, |
|  | COUNT(DISTINCT website\_session\_id) AS sessions |
|  | FROM website\_sessions |
|  | WHERE created\_at < '2012-04-12' |
|  | GROUP BY |
|  | utm\_source, |
|  | utm\_campaign, |
|  | http\_referer |
|  | ORDER BY sessions DESC |
|  |  |
|  | #2. TRAFFIC CONVERSION RATES |
|  | SELECT |
|  | #website\_sessions.utm\_source, |
|  | #website\_sessions.utm\_campaign, |
|  | COUNT(DISTINCT website\_sessions.website\_session\_id) AS sessions, |
|  | COUNT(DISTINCT orders.order\_id) AS orders, |
|  | COUNT(DISTINCT orders.order\_id) / COUNT(DISTINCT website\_sessions.website\_session\_id) AS session\_to\_order\_conv\_rt |
|  | FROM website\_sessions |
|  | LEFT JOIN orders |
|  | ON orders.website\_session\_id = website\_sessions.website\_session\_id |
|  | WHERE |
|  | website\_sessions.utm\_source = 'gsearch' AND |
|  | website\_sessions.utm\_campaign = 'nonbrand' AND |
|  | website\_sessions.created\_at < '2012-04-14' |
|  | GROUP BY |
|  | utm\_source, |
|  | utm\_campaign |
|  |  |
|  | #3. TRAFFIC SOURCE TRENDING |
|  | SELECT |
|  | #YEAR(created\_at) as year, |
|  | #WEEK(created\_at) as week, |
|  | MIN(DATE(created\_at)) AS week\_start, |
|  | COUNT(DISTINCT website\_session\_id) AS sessions |
|  | FROM website\_sessions |
|  | WHERE |
|  | created\_at < '2012-05-10' AND |
|  | utm\_source = 'gsearch' AND |
|  | utm\_campaign = 'nonbrand' |
|  | GROUP BY |
|  | YEAR(created\_at), |
|  | WEEK(created\_at) |
|  |  |
|  | #4. TRAFFIC SOURCE BID OPTIMIZATION |
|  | SELECT |
|  | website\_sessions.device\_type, |
|  | COUNT(DISTINCT website\_sessions.website\_session\_id) AS sessions, |
|  | COUNT(DISTINCT orders.order\_id) AS orders, |
|  | COUNT(DISTINCT orders.order\_id) / COUNT(DISTINCT website\_sessions.website\_session\_id) AS session\_to\_order\_conv\_rate |
|  | FROM website\_sessions |
|  | LEFT JOIN orders |
|  | ON website\_sessions.website\_session\_id = orders.website\_session\_id |
|  | WHERE |
|  | website\_sessions.created\_at < '2012-05-11' AND |
|  | utm\_source = 'gsearch' AND |
|  | utm\_campaign = 'nonbrand' |
|  | GROUP BY |
|  | website\_sessions.device\_type |
|  |  |
|  | #5. TRAFFIC SOURCE SEGMENT TRENDING |
|  | SELECT |
|  | MIN(DATE(created\_at)) AS week\_start\_date, |
|  | COUNT(DISTINCT CASE WHEN device\_type = 'desktop' THEN website\_session\_id ELSE NULL END) AS dtop\_sessions, |
|  | COUNT(DISTINCT CASE WHEN device\_type = 'mobile' THEN website\_session\_id ELSE NULL END) AS mob\_sessions |
|  | FROM website\_sessions |
|  | WHERE |
|  | (created\_at BETWEEN '2012-04-15' AND '2012-06-09') AND |
|  | utm\_source = 'gsearch' AND |
|  | utm\_campaign = 'nonbrand' |
|  | GROUP BY |
|  | YEAR(created\_at), |
|  | WEEK(created\_at) |