

attribution table

Column	Type
session_id	INTEGER
channel	VARCHAR
conversion	BOOLEAN

user_sessions table

column	type
session_id	INTEGER
created_at	DATETIME
user_id	INTEGER

Attribution Table -> logs a session visit in each row

Conversion → 0 or 1 → true or false → converted to buying on that session

Channel → ad platform the user was contributed to specific session

User_sessions table → many to one session visits back to one user

FIRST TOUCH ATTRIBUTION → the channel with which the converted user associated when first discovered website

Q) Calculate the first touch attribution for each `user_id` that converted.

Solution

Re-read the question very carefully

Converted users's first touch attribution is calculated

How to identify converted users ?

Session table logs each session and conversion so we can join user sessions and sessions table and find all DISTINCT converted users

How to get first touch attribution?

Converted users who discovered website first.

How do you know that they discovered first?

--> created date is the way then you will know discovered first

Join user_session and converted users and even attribution (to get channel)

User id from converted users cte table

Partition by user id order by created date → touched user → who is first to touch

Channel from attribution table

Also this touched user should be 1(first touched user that's why)