**Instructions for Using SQL and Excel for Marketing Campaign Analysis**

1. Data Extraction with SQL

Every week, run the provided SQL script to extract the latest data from your database. Ensure that the data includes all relevant fields such as user\_level, source, purchased\_item\_num, status, state, and the date of the orders.

2. Updating the Excel File

- Open the Excel file designed for analysis.

- Navigate to the "raw\_data" sheet.

- Copy the data extracted from the SQL script.

- Paste the data into the "raw\_data" sheet in the Excel file, ensuring that it overwrites the old data.

3. Refreshing Pivot Tables

- After pasting the new data, go to each sheet that contains a pivot table.

- Update the pivot tables to reflect the new data by selecting "Refresh All" from the "Data" tab in Excel.

- Ensure that each pivot table is correctly updated and reflects the most recent data.

4. Switching to the Latest Week

- On each sheet where the pivot tables are used, manually switch to the latest week. This can be done by selecting the appropriate filter or slicer in the pivot table that corresponds to the most recent week of data.

5. Analyzing Marketing Campaign Effectiveness

- With the data updated and the latest week selected, review the analysis to compare the effects of the marketing campaign. Look for key metrics such as active user numbers, retention rates, and any other relevant performance indicators.

6. Support

- If you encounter any issues or have questions about the process, please contact Grace Gao at yg3113@nyu.edu for assistance.

By following these steps, you will be able to monitor and analyze the effectiveness of your marketing campaigns using the provided SQL script and Excel tools.