

# SQL Capstone

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# Warby Parker Funnels

Learn SQL from Scratch

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# Example Table of Contents

1. Get familiar with Warby Parker
2. What is the Quiz Funnel
3. A/B Testing with Home Try-On Funnel

# 1. Example Section Title

## 1.1 Example Slide, type 2

Here we find out the data in the Survey table that contains questions and answers basically. We want to calculate the percentage of users who answered each question given that the first question is answered by everybody we assume. We do that by we divide the number of people completing each step by the number of people completing the *previous* step.

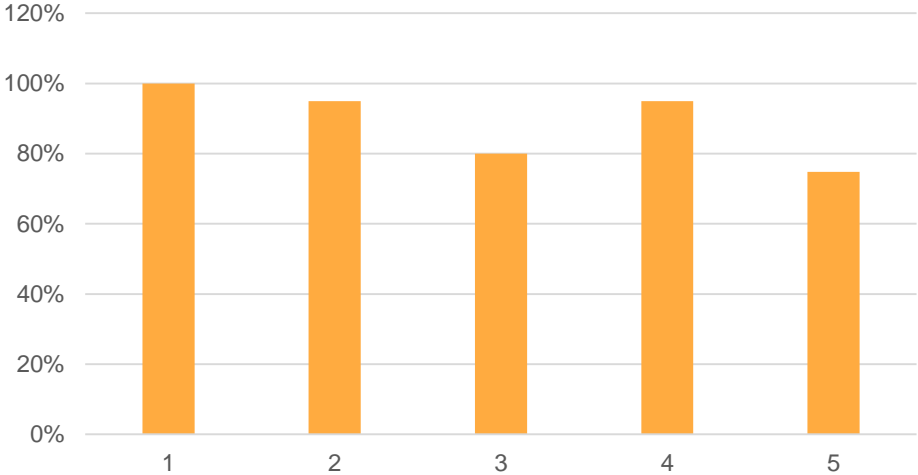
Question	COUNT(DISTINCT user_id)	Percentages Of Users
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	80%
4. Which colors do you like?	361	95%
5. When was your last eye exam?	270	75%

-- You can put your query here

```
SELECT *  
FROM survey  
LIMIT 10;
```

```
SELECT question,  
       COUNT(DISTINCT user_id)  
FROM survey  
GROUP BY question;
```

Chart Title



## 1.1 Example Slide, type 3

- The way that Warby Parker's funnel works is that you take first the survey and/or quiz then you pick the number of glasses you want to try for free before potentially purchasing some glasses. 50% of users will try on 3 pairs while another 50% with for 5 pairs in trial period and we want to figure out whether those who get more pairs are more likely to purchase more glasses. We have to merge data from 3 following tables to be able to find out the answer to this problem. QUIZ, HOME TRY-ON, PURCHASE

We run the query to create a new table with following criteria:

- If the user has any entries in home\_try\_on, then is\_home\_try\_on will be 'True'.
- number\_of\_pairs comes from home\_try\_on table
- If the user has any entries in is\_purchase, then is\_purchase will be 'True'.
- For what is desired the following query to the right should suffice:

```
SELECT DISTINCT q.user_id,  
    h.user_id IS NOT NULL AS 'is_home_try_on',  
    h.number_of_pairs,  
    p.user_id IS NOT NULL AS 'is_purchase'  
FROM quiz q  
LEFT JOIN home_try_on h  
    ON q.user_id = h.user_id  
LEFT JOIN purchase p  
    ON p.user_id = q.user_id  
LIMIT 10;
```

# Result

From the result achieved some viable advice for Warby Parker is to continue with the home try on and enhance that as those who went through the home try on are very more likely to continue with some purchase than those who didn't at all. So make that home try on stage of your business very appealing and rewarding to the customer.

user_id	is_home_t ry_on	number_of _pairs	is_purc hase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	1	3 pairs	0
291f1cca-e507-48be-b063-002b14906468	1	3 pairs	1
75122300-0736-4087-b6d8-c0c5373a1a04	0		0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1
28867d12-27a6-4e6a-a5fb-8bb5440117ae	1	5 pairs	1
5a7a7e13-fbcf-46e4-9093-79799649d6c5	0		0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0		0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0