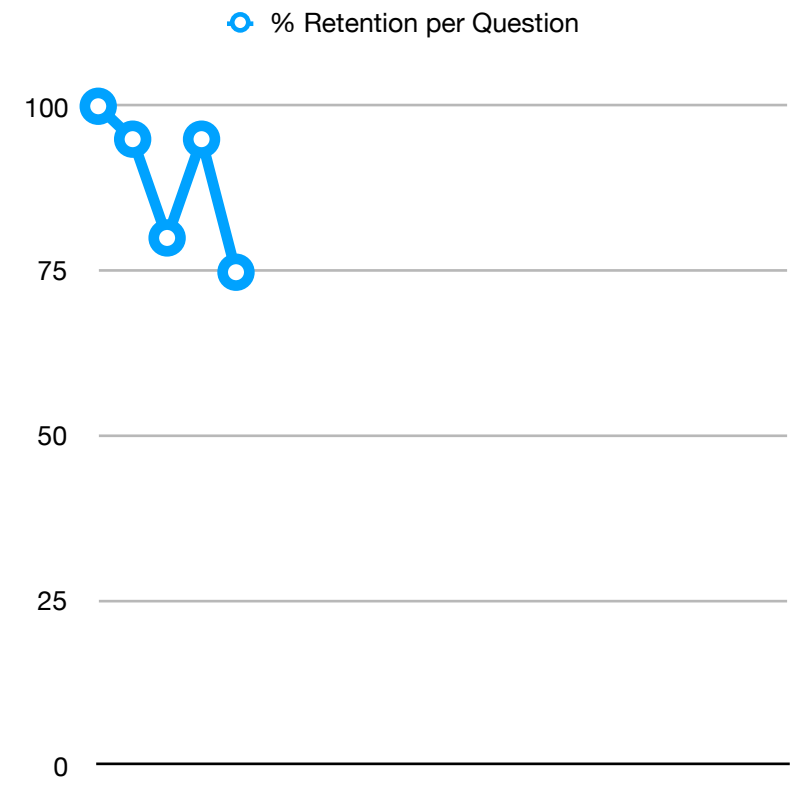


Quiz Funnel Completion (Drop-out rates)

[illegible]

Quiz Funnel - 'How often which response?'

Question	Response	COUNT(response)	
1. What are you looking for?	I'm not sure. Let's skip it.	96	547 Responses to Question 1
1. What are you looking for?	Men's Styles	242	
1. What are you looking for?	Women's Styles	209	
2. What's your fit?	Medium	132	428 Responses to Question 2
2. What's your fit?	Narrow	208	
2. What's your fit?	Wide	88	
3. Which shapes do you like?	No Preference	29	380 Responses to Question 3
3. Which shapes do you like?	Rectangular	141	
3. Which shapes do you like?	Round	91	
3. Which shapes do you like?	Square	119	361 Responses to Question 4
4. Which colors do you like?	Black	112	
4. Which colors do you like?	Crystal	69	
4. Which colors do you like?	Neutral	36	
4. Which colors do you like?	Tortoise	117	
4. Which colors do you like?	Two-Tone	27	270 Response to Question 5
5. When was your last eye exam?	1-3 Years	56	
5. When was your last eye exam?	3+ Years	37	
5. When was your last eye exam?	<1 Year	141	
5. When was your last eye exam?	Not Sure. Let's Skip It	36	

Quiz Funnel : How many response types per question?

question	COUNT(DISTINCT response)			
1. What are you looking for?	3			
2. What's your fit?	4			
3. Which shapes do you like?	4			
4. Which colors do you like?	5			
5. When was your last eye exam?	4			

quiz table - 1st 5 Rows

user_id	style	fit	shape	color
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black

home_try_on table 1st 5 Rows

user_id	number_of_pairs	address
d8add87-3217-4429-9a01-d56d68111da7	5 pairs	145 New York 9a
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs	383 Madison Ave
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs	287 Pell St
4e71850e-8bbf-4e6b-acc-49a7bb46c586	3 pairs	347 Madison Square N
3bc8f97f-2336-4da b-bd86-e391609dab97	5 pairs	182 Cornelia St

purchase table - 1st 5 rows

user_id	product_id	style	model_name	color	price
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

Home-Try-On Funnel -1st 10 rows (quiz + home_try_on + purchase)

user_id	is_home_try_on	number_of_pairs	is_purchase
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

Conversion rates (converts temporary table)

try_on_converts	purchase_converts	Quiz to Home Conversion	Home to Purchase Conversion
750	495	0.75	0.66

A/B Test

ab_test	Purchase Made
3_pair_control	379
5_pair_test	371

A/B Test Mark 2

number_of_pairs	3 vs 5 pair Trials
	0
3 pairs	201
5 pairs	294