



# Usage Funnels with Warby Parker

Learn SQL from Scratch

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# Usage Funnels with Warby Parker, Task 1

The survey table has 3 columns:

- question
- user\_id
- response

The first four rows from the query are shown below

question	user_id	response
1. What are you looking for?	005e7f99-d48c-4fce-b605-10506c85aaf7	Women's Styles
2. What's your fit?	005e7f99-d48c-4fce-b605-10506c85aaf7	Medium
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Round
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Two-Tone

Task 1 Query

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

# Usage Funnels with Warby Parker, Task 2

Task - Create a quiz funnel using the group by command

The results are in the table below

question	count(distinct user_id)
1. What are you looking for?	500
2. What's your fit?	475
3. Which shapes do you like?	380
4. Which colors do you like?	361
5. When was your last eye exam?	270

Task 2 Query

```
select question, count(distinct user_id)
from survey
group by question;
```

# Usage Funnels with Warby Parker, Task 3

Below is the number of users who complete each question with the percentage of users completing each question in the final column.

- Question 3 and question 5 have the lowest completion rates
- A reason question 3 could have a lower completion rate could be users don't like any of the shapes offered and are no longer interested in the glasses
- A reason question 5 might have a low completion rate could be users do not know when they had their last eye exam or they haven't had an eye exam at all

question	count(distinct user_id)	% 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%

# Usage Funnels with Warby Parker, Task 4

These are the 3 tables resulting from the task 4 query below

Task 4 Query

```
select *  
from quiz  
limit 5;
```

```
select *  
from home_try_on  
limit 5;
```

```
select *  
from purchase  
limit 5;
```

Query Results						
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	
user_id		number_of_pairs		address		
d8addd87-3217-4429-9a01-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-2336-4dab-bd86-e391609dab97		5 pairs		182 Cornelia St		
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

# Usage Funnels with Warby Parker, Task 5

Task 5 code is below and the resulting table is to the right

Task 5 Query

```
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 as 'q'  
left join home_try_on as 'h'  
      on q.user_id =  
h.user_id  
left join purchase as 'p'  
      on p.user_id =  
q.user_id  
limit 10;
```

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	Null	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	Null	0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0	Null	0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0

# Usage Funnels with Warby Parker, Task 6

Task 6 code is below and the resulting table is to the right

## Task 6 Query

```
with sales_conversion as (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 as 'q'
left join home_try_on as 'h'
        on q.user_id =
h.user_id
left join purchase as 'p'
        on p.user_id =
q.user_id
)
select count(*) as 'browse',
        sum(is_home_try_on)
as 'try_on',
        sum(is_purchase) as 'purchase'
from sales_conversion;
```

## Resulting Sales Conversion Table

browse	try_on	purchase
1000	750	495

- This table groups the data from the usage table
- By grouping the data this way we are able to see the number of users as they move through the purchase process

# Usage Funnels with Warby Parker, Task 6.1

Task 6 code is below and the resulting table is to the right

## Task 6 Query

```
with sales_conversion as (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 as 'q'
left join home_try_on as 'h'
      on q.user_id =
h.user_id
left join purchase as 'p'
      on p.user_id =
q.user_id
)
select count(*) as 'browse',
       sum(is_home_try_on)
as 'try_on',
       sum(is_purchase) as 'purchase',
       1.0 * sum(is_home_try_on) /
count(user_id) as '%try_on',
       1.0 * sum(is_purchase) /
sum(is_home_try_on) as '%Purch'
from sales_conversion;
```

## Resulting Sales Conversion Table with % Analysis

browse	try_on	purchase	%try_on	%Purch
1000	750	495	0.75	0.66

- This table adds the percent conversion rates as customers move through the purchase process
- The results show of the 1000 customers who browse 750, or 75%, will try on glasses
- 495 customers will make a purchase, or 66% of the number of who try glasses on will end up buying a pair of glasses



# Usage Funnels with Warby Parker, Task 6.2

Task 6.2 code is below and the resulting table is to the right

Task 6.2 Query

```
select *,
count(distinct user_id)
from survey
group by 3
order by 1 asc;
```

## Survey Analysis

- The table that results from this code, shown on the next slide, allows the analyst to see the number of users who selected specific responses to each question in the survey
- The analyst is now able to plug this data into a spreadsheet and find a breakdown of responses as a percentage
- By looking at the survey responses this way the analyst can gain further insights into what the customers are shopping for, what the most popular designs, colors and shapes are, what the most common size is, etc.
- These insights can provide the company with meaningful information that can be used to influence how they manage inventory

# Usage Funnels with Warby Parker, Task 6.2 Table

question	user_id	response	count(distinct user_id)
1. What are you looking for?	ff04eafa-86a2-40b5-baf9-4348958c9dd8	I'm not sure. Let's skip it.	92
1. What are you looking for?	ff48cdf3-e09e-4fb3-a46b-3751c9764dc7	Men's Styles	242
1. What are you looking for?	ff8461f7-e500-458c-9087-98fa63562d99	Women's Styles	209
2. What's your fit?	ff29594b-a211-49c9-9364-7a579dddf031	Medium	132
2. What's your fit?	ff8461f7-e500-458c-9087-98fa63562d99	Narrow	208
2. What's your fit?	fbcb2b1bf-7f06-4b9c-abd1-30e72be5d37f	Wide	88
3. Which shapes do you like?	ff48cdf3-e09e-4fb3-a46b-3751c9764dc7	No Preference	29
3. Which shapes do you like?	ff8461f7-e500-458c-9087-98fa63562d99	Rectangular	141
3. Which shapes do you like?	fdebd048-d177-4e75-ab48-7e0227c886f2	Round	91
3. Which shapes do you like?	faaedc63-30cf-4c1a-998e-2f4269a718aa	Square	119
4. Which colors do you like?	ff48cdf3-e09e-4fb3-a46b-3751c9764dc7	Black	112
4. Which colors do you like?	fa973108-5c1e-42e5-a7b4-338b9343855e	Crystal	69
4. Which colors do you like?	f8ec9613-8ad3-47a8-bfa3-c3e7e7372d67	Neutral	36
4. Which colors do you like?	ff8461f7-e500-458c-9087-98fa63562d99	Tortoise	117
4. Which colors do you like?	f49e0727-1475-405b-acee-2b388cfbf2ea	Two-Tone	27
5. When was your last eye exam?	fdebd048-d177-4e75-ab48-7e0227c886f2	1-3 Years	56
5. When was your last eye exam?	fc526449-a1bc-477e-bbf4-21c13bdc3105	3+ Years	37
5. When was your last eye exam?	ff48cdf3-e09e-4fb3-a46b-3751c9764dc7	<1 Year	141
5. When was your last eye exam?	f96d7b10-ccb8-4dbd-97a7-2bc510292554	Not Sure. Let's Skip It	36