

SQL Capstone Templates

You can use these templates in the capstone presentation for Learn SQL from Scratch!

Copy the ones you'd like to use and write your own content.



Funnels with Warby Parker

Learn SQL from Scratch

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1. The Quiz Funnel
2. A/B Testing with Home Try-On Funnel

1. Quiz Funnel

1.1 The Survey

The survey table has the following columns:

-- You can put your query here

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

question	user_id	response

1.2 The Survey results

The number of responses for each question,using GROUP BY command

question	Count(DISTICT user_id)
What are you looking for?	500
What's your fit?	475
Which shapes do you like?	380
Which colors do you like?	361
When was your last eye exam?	270

-- You can put your query here

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

1.3 The percentage of users who answer each question.

The question number five "When was your last eye exam?" has a lower completing rates. We see that Questions 2 and 4 have high completion rates, but Questions 3 and 5 have lower rates. This suggests that shapes and last eye exam are more difficult question to answer. People might not remember the date of the last exam or they did not do this exam at all.

Question	Number completing this question	Percent
What are you looking for?	500	100%
What's your fit?	475	95%
Which shapes do you like?	380	80%
Which colors do you like?	361	95%
When was your last eye exam?	270	75%

1.1 Example Slide, type 1

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column1	column2	column3	column4

1. Home Try-On Funnel:

2.1 Column names

Quiz table has the following columns: user_id, style, fit, shape, color

Home_try_on table: user_id, number_of_pairs, address

Purchase table: user_id, product_id, style, model_name, color, price

-- You can put your query here

```
SELECT *  
FROM quiz  
LIMIT 5;
```

```
SELECT *  
FROM home_try_on  
LIMIT 5;
```

```
SELECT *  
FROM purchase  
LIMIT 5;
```

2.1 Home Try-On

We use a LEFT JOIN to combine the three tables. Users who get more pairs to try on at home have the same purchase number as users who try 3 pairs.

```
-- You can put your query here

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;
```

1.1 Example Slide, type 3

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