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Learn SQL from Scratch
Warby Parker

Section 1.1

What are the columns of this table?

-question

-user_id

-response

```
SELECT *

FROM survey

LIMIT 10;
```

Section 1.2

What are the number of responses for each question?

question	COUNT(*)
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

```
SELECT question, COUNT(*)

FROM survey

GROUP BY question;
```

Section 1.3

Which question(s) of the quiz have a lower completion rates? ***The 3rd and 5th questions have a marked drop off in participants. 5th has the most.***

What do you think is the reason?

Perhaps the objective question required too much cognitive engagement or the cognitive engagement brought the prospect to conclude disinterest. (no.5)

1. What are you looking for?
500/ 100%
2. What's your fit?
475/ 95%
3. Which shapes do you like?
380/ 76%
4. Which colors do you like?
361/ 72.3%
5. When was your last eye exam?
270/ 54%

Section 1.4

What are the column names?

user_id, style, fit, shape, color

user_id, number_of_pairs, address

user_id, product_id, style, model_name, color, price

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

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

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

Section 1.5

Table created has the columns,

user_id

is_home_try_on

number_of_pairs

is_purchase

```
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;
```

Section 1.6

Querying my new ‘browse’ table, I find

DID purchase totals	no.of pairs tried
201	3 pairs
294	5 pairs

DID NOT purchase totals	no.of pairs tried
178	3 pairs
77	5 pairs

3 pairs tried on = 53% purchased (201 vs.178)

5 pairs tried on = 79.25% purchased (294 vs.77)

This is a 50% increase in sales!

Section 1.6 (con’t)

I ran a query of completed quizzes to see how many proceeded to a home trial,

75% proceeded.

no. of quizzes	Home try on
250	NO
750	YES

Section 1.6 (con’t)

Next, I compared a previous query to see how many home trials purchased,

no. of quizzes	home trials
750	YES

From a previous query, I know the

breakdown of home trials that purchased is,

DID purchase totals	no.of pairs tried
201	3 pairs
294	5 pairs

495 total purchases/ 750 home trials is 66%

overall purchase rate.

Section 1.6 (con’t)

I ran a query from the ‘quiz’ table.

The color preference amongst customers is

dominantly Tortoise and Black. (58%)

customers	color preference
292 (30%)	Tortoise
280 (28%)	Black
210 (21%)	Crystal
114 (12%)	Neutral
104 (9%)	Two-Tone

Section 1.6 (cont)

So, I ran a query from the ‘purchases’ table

and found,

Black products account for 17% of units sold, but account for 28% of customers’ preferred color responses.

There may be an opportunity to offer new and/or promote black colored products.