```
SELECT COUNT(*) AS 'Total_units_sold',
SUM(price)AS'total_gross_sales($)'
FROM purchase;

WITH funnel 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 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
)
SELECT number_of_pairs,
COUNT(*) AS 'Quiz Takers',
SUM(is_home_try_on) AS 'People_Received_Try_On',
SUM(is_purchase) AS 'Customers_Purchase',
1.0 * SUM(is_purchase) /
SUM(is_home_try_on) AS 'try_on_to_purchase'
FROM funnel;

SELECT question,
COUNT(user_id)AS number_of_responses
FROM survey
GROUP by 1;

SELECT COUNT (*) AS 'Total_units_sold',
SUM(PRICE) AS 'total_gross_sales($)'
FROM purchase;
```

```
WITH funnel 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 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
)
SELECT number_of_pairs,
COUNT(*) AS 'Quiz Takers',
SUM(is_home_try_on) AS 'People_Received_Try_On',
SUM(is_purchase) AS 'Customers_Purchase',
1.0 * SUM(is_purchase) /
SUM(is_home_try_on) AS 'try_on_to_purchase'
FROM funnel
WHERE number_of_pairs IS NOT NULL
GROUP BY 1;

SELECT color AS 'color',
COUNT(color)'units_sold'
FROM purchase
GROUP BY 1
ORDER BY 2 desc;

SELECT model_name AS 'model_name',
COUNT(model_name)'units_sold'
FROM purchase
GROUP BY 1
ORDER BY 2 desc;
```