



~ Warby Parker ~

Learn SQL from Scratch

CAPSTONE PROJECT

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1. Names of the columns in the survey table.

- ▶ The names of the columns in the 'survey' table are 'question', 'user_id', and 'response'.

question	user_id	response
<question>	<id number>	<response>

2. Number of Responses for each Question.

- ▶ Question 1 had 500 responses.
- ▶ Question 2 had 475 responses.
- ▶ Question 3 had 380 responses.
- ▶ Question 4 had 361 responses.
- ▶ Question 5 had 270 responses.

Question	Users that Answered
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

3a. Question Completion Rates

- ▶ Users seemed to lose interest as they made their way through the quiz.
- ▶ From Question 1 to Question 2, 5% of users had abandoned the quiz.
- ▶ By Question 3, 24% of users had abandoned the quiz.
- ▶ At question 4, almost 28% of users had left the quiz, and then by question 5 almost 50% of the users who answered question 1 had completely abandoned the quiz.

Number of Question	Completion Percentage
1	100%
2	95%
3	76%
4	72.2%
5	54%

3b. Why do users abandon the quiz?

- ▶ This could be because of the short attention span that most people seem to have today, or users may have just lost interest while trying to answer the questions.
- ▶ The questions may need to be ‘spiced up’ so to speak. This means perhaps making the questions more compelling to the average person so that their interest remains piqued.
- ▶ It may also help to possibly reduce the total amount of questions so as to reduce the risk of losing the user’s attention.

4. What are the column names of the three tables?

- ▶ The ‘quiz’ table has the columns ‘**user_id**’, ‘**fit**’, ‘**shape**’, and ‘**color**’.
- ▶ The ‘home_try_on’ table has the columns ‘**user_id**’, ‘**number_of_pairs**’, and ‘**address**’.
- ▶ The ‘purchase’ table has the columns ‘**user_id**’, ‘**product_id**’, ‘**style**’, ‘**model_name**’, ‘**color**’, and ‘**price**’.

user_id	style	fit	shape	color
<i>text</i>	<i>text</i>	<i>text</i>	<i>text</i>	<i>text</i>

user_id	number_of_pairs	address
<i>text</i>	<i>text</i>	<i>text</i>

user_id	product_id	style	model_name	color	price
<i>text</i>	<i>text</i>	<i>text</i>	<i>text</i>	<i>text</i>	<i>text</i>

5. The New Table from section 5 of the Capstone

Using this new table, we can now easily access information such as the most common results of the tables, and we can find information that we otherwise would not be able to easily access previously.

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

*1 – True | 0 - False

6-1. Common Results of the Style Quiz

- ▶ There are three results for the style quiz, with Women's Styles being the most common result at 469, Men's Styles being at 432, and the rest of users went with the choice - "I'm not sure. Let's skip it."

Quiz Choice	User Count
Women's	469
Men's	432
I'm not sure. Let's Skip it.	99

6-2. Common Types of Purchases Made

- ▶ The three most common purchases are the Men's Driftwood Fade Dawes, the Women's Rosewood Tortoise Eugene Narrow, and the Women's Rose Crystal Eugene Narrow. Other than that, all of the purchases are pretty evenly distributed among the various styles.

style	Model	color	Purchase Count
Men's	Dawes	Driftwood Fade	63
Women's	Eugene Narrow	Rosewood Tortoise	62
Women's	Eugene Narrow	Rose Crystal	54
Men's	Brady	Layered Tortoise Matte	52
Women's	Olive	Pearled Tortoise	50
Men's	Dawes	Jet Black	44
Women's	Lucy	Elderflower Crystal	44
Men's	Brady	Sea Glass Grey	43
Women's	Lucy	Jet Black	42
Men's	Monocle	Endangered Tortoise	41

6-3. Purchase Conversion Information

- ▶ One of the goals of the Capstone Project was to find out whether users who received more pairs to try on at home would be more likely to make a purchase.
- ▶ 379 people were sent 3 pairs to try on. Of these ones, 201 of them purchased an item, while 178 of them still did not purchase anything. This means that only 53% of users who received 3 pairs actually ended up making a purchase.
- ▶ 371 people were sent 5 pairs to try on. Of these ones, 294 of them purchased an item. Only 77 of these did not purchase anything. Overall, 79% of users who received 5 pairs ended up making a purchase.
- ▶ Based on these statistics, it seems as if those who received more pairs to try on were more likely to make a purchase.

is_home_try_on	number_of_pairs	Total Users
1	3 pairs	379
1	5 pairs	371

is_home_try_on	number_of_pairs	is_purchase	Total Purchases
1	3 pairs	1	201
1	5 pairs	1	294

is_home_try_on	number_of_pairs	is_purchase	Users that did not purchase
1	3 pairs	0	178
1	5 pairs	0	77

7. Conclusion

- ▶ Overall, by using SQL to navigate through the Warby Parker Database, a lot of useful information has been discovered, and this may help the company with their performance in customer interaction.
- ▶ Information such as common results of quiz questions, common types of purchases made, and purchase conversion rates of people who received pairs to try on at home can be used to help grow as a company and also to figure out where improvements can be made to keep the customers happy.



Thank you for your time.

- Jake Molina