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# SQL_project
SELECT COUNT (DISTINCT user_id) AS 'HTO'
FROM home_try_on;

SELECT COUNT (DISTINCT user_id) AS 'Purchase'
FROM purchase;

SELECT COUNT (DISTINCT user_id) AS 'Quiz'
FROM quiz;

SELECT COUNT (DISTINCT user_id) AS 'Survey'
FROM survey;

SELECT
    COUNT (DISTINCT CASE
        WHERE home_try_on.number_of_pairs = '5 pairs'
        THEN user_id END) AS '5 Pairs',
    COUNT (DISTINCT CASE
        WHERE home_try_on.number_of_pairs = '3 pairs'
        THEN user_id END) AS '3 Pairs'
FROM home_try_on;

WITH funnel AS (
    SELECT p.user_id,
           number_of_pairs
    FROM purchase AS 'p'
    LEFT JOIN home_try_on AS 'h'
        ON h.user_id = p.user_id)

SELECT
COUNT (DISTINCT CASE
    WHEN number_of_pairs = '5 pairs' THEN user_id END) AS '5 pairs',
COUNT (DISTINCT CASE
    WHEN number_of_pairs = '3 pairs' THEN user_id END) AS '3 pairs'
FROM funnel;

WITH quiz_to_purchase AS
(SELECT 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 count(*),
SUM(is_home_try_on),
SUM(is_purchase)
FROM quiz_to_purchase;

WITH q_p AS (
    SELECT *
    FROM purchase AS 'p'
    LEFT JOIN quiz AS 'q'
        ON q.user_id = p.user_id)

SELECT style,
    COUNT (DISTINCT user_id)
FROM q_p
GROUP BY style;

WITH q_p AS (
    SELECT *
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        FROM purchase AS 'p'
        LEFT JOIN quiz AS 'q'
            ON q.user_id = p.user_id)
SELECT price,
       COUNT (DISTINCT user_id),
       model_name
FROM q_p
GROUP BY price;

WITH q_p AS (
    SELECT *
    FROM purchase AS 'p'
    LEFT JOIN quiz AS 'q'
        ON q.user_id = p.user_id)

SELECT model_name,
       COUNT (DISTINCT user_id),
       style
FROM q_p
GROUP BY model_name;

WITH funnel AS (
    SELECT DISTINCT q.user_id,
        h.user_id IS NOT NULL AS 'is_checkout',
        p.user_id IS NOT NULL AS 'is_purchase'
    FROM quiz AS 'q'
    LEFT JOIN home_try_on AS 'h'
        ON h.user_id = q.user_id
    LEFT JOIN purchase AS 'p'
        ON p.user_id = h.user_id)
SELECT COUNT (*) AS 'num_quiz',
SUM (is_checkout) AS 'num_hto',
SUM (is_purchase) AS 'num_purchase',
    1.0 * SUM (is_checkout) /
        COUNT(user_id),
    1.0 * SUM (is_purchase) /
        SUM (is_checkout)
FROM funnel;
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