Questions 1-5: Quiz Funnel

https://www.firmoo.com/browline-glasses.html

Warby Parker is a transformative lifestyle brand with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Founded in 2010 and named after two characters in an early Jack Kerouac journal, Warby Parker believes in creative thinking, smart design, and doing good in the world — for every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need.

Question 1: Quiz Funnel

With the asterisk in the ‘select * ‘ statement we’ll be selecting all the columns within the table survey from the ‘from survey’ command (question column, user_id column and response column)

‘limit 10’ is the command needed to limit our results to 10 rows in our table

question	user_id	response
1. What are you looking for?	005e7f99-d48c-4fce-b605-10506c85aaf7	Women's Styles
2. What’s your fit?	005e7f99-d48c-4fce-b605-10506c85aaf7	Medium
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Round
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Two-Tone
1. What are you looking for?	00a556ed-f13e-4c67-8704-27e3573684cd	I'm not sure. Let's skip it.
2. What’s your fit?	00a556ed-f13e-4c67-8704-27e3573684cd	Narrow
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27e3573684cd	<1 Year
3. Which shapes do you like?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Square
5. When was your last eye exam?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	<1 Year
2. What’s your fit?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Medium

```
Project.sqlite


select *
from survey
limit 10;
```

Question 2: Quiz Funnel

Typing ‘select question’ will bring up the question column from the survey table, typing ‘count (distinct user_id)’ will count up each and every unique (using the word distinct) user_id that corresponds with a question from the question column, ‘from survey’ takes this from the survey table, ‘group by 1’ groups the information by the first column

question	count(distinct user_id)
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

Project.sqlite

```
select question,
       count(distinct user_id)
  from survey
  group by 1;
```

Question 3: Quiz Funnel

Which question(s) of the quiz have a lower completion rates?

The questions involving 'what colors you like' and 'when was your last eye exam'.

What do you think is the reason?

First these questions come towards the end of the exam so some people don't feel like answering any more questions. Also, these questions don't seem as important to getting your glasses as the first few questions.

question	count(distinct user_id)
1. What are you looking for?	100%
2. What's your fit?	95%
3. Which shapes do you like?	76%
4. Which colors do you like?	72%
5. When was your last eye exam?	54%

Project.sqlite

```
select question,
       count(distinct user_id)
  from survey
  group by 1;
```

Question 4: Quiz Funnel

These are the column names for the tables: quiz, home_try_on, and purchase. ‘Select *’ means to select all the columns within that specific table. All three tables have all the columns selected. ‘from _____ selects the table name for that query. Lastly the ‘limit 5’ limits the number of rows/entries for each selection to 5.

user_id	style	fit	shape	color

user_id	number_of_pairs	address

user_id	product_id	style	model_name	color	price

Project.sqlite

```
select *
from quiz
limit 5;

select *
from home_try_on
limit 5;

select *
from purchase
limit 5;
```

Question 5: Quiz Funnel

Select distinct q.user_id through p.user_id selects the columns from the different tables that are to be shown in the final table, the IS NOT NULL as means to select rows that contain information in the user_id column, null rows are to be excluded and 'as _____' gives the final table column it's new title, the left join statement joins the quiz q table as the left table and home_try_on h as the right table, they both match values in the user_id column for the final table, the process repeats for p and q tables with the user_id column joining too

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	Null	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	Null	0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0	Null	0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 Pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 Pairs	0

Project.sqlite

```
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;
```