Create table to compare is\_purchase or not (funnels for test) - **FUNNELS**

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;

|  |  |  |  |
| --- | --- | --- | --- |
| **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 |

Create table to count total number of another table

WITH q AS (

SELECT '1-quiz' AS stage, COUNT(DISTINCT user\_id)

FROM quiz)

SELECT\*

FROM q;

Create table combine all the count total number of all the table

WITH q AS (

SELECT '1-quiz' AS stage, COUNT(DISTINCT user\_id)

FROM quiz),

h AS (

SELECT 'home\_try\_on' AS stage,

COUNT(DISTINCT user\_id)

FROM home\_try\_on),

p AS (

SELECT 'purchase' AS stage,

COUNT(DISTINCT user\_id)

FROM purchase

)

SELECT\*

FROM q

UNION ALL SELECT \*

FROM h

UNION ALL SELECT \*

FROM p;

|  |  |
| --- | --- |
| **stage** | **COUNT(DISTINCT user\_id)** |
| 1-quiz | 1000 |
| home\_try\_on | 750 |
| purchase | 495 |

Final step

WITH base\_table AS

(SELECT DISTINCT q.user\_id,

h.number\_of\_pairs AS 'AB\_variant',

h.user\_id IS NOT NULL as 'is\_home\_try\_on',

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 q.user\_id = p.user\_id)

SELECT AB\_variant,

SUM(CASE WHEN is\_home\_try\_on = 1

THEN 1

ELSE 0

END) 'number\_try\_on',

SUM(CASE WHEN is\_purchase = 1

THEN 1

ELSE 0

END) 'number\_purchase'

FROM base\_table

GROUP BY AB\_variant

HAVING number\_try\_on > 0;

|  |  |  |  |
| --- | --- | --- | --- |
| **AB\_variant** | **number\_try\_on** | | **number\_purchase** |
| 3 pairs | 379 | | 201 |
| 5 pairs | 371 | | 294 |
| **style** | | **COUNT (\*)** | |
| I'm not sure. Let's skip it. | | 99 | |
| Men's Styles | | 432 | |
| Women's Styles | | 469 | |
| 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 | |