Capstone

Funnels with Warby Parker

What columns does the table have?

```
SELECT * FROM survey
LIMIT 10;
```

The reason for this question is to just get a feel for the columns in this specific table, You limit 10 since it would take a long time to get the columns returned.

Those columns are:

- question
- user_id
- response

What are the number of responses for each question?

```
SELECT question, COUNT(*)
 FROM survey
 GROUP BY question;
```

This returns the questions asked, with the corresponding count as seen here:

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

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

“When was your last eye exam?” Had the worst completion rate of 74.79%

“Which shapes do you like?” Had the second worst completion rate of 80%

What do you think is the reason?

What's your fit?
95.00% I would assume they did not want to reply to this kind of personal question

Which shapes do you like?
80.00% This one had a larger number of customers drop, I guess they don't like to reply to what shape they like

Which colors do you like?
95.00% Less people had a problem with this question than the shape

When was your last eye exam?
74.79% By now we have lost almost half of our user_id. they obviously don't want to give their last eye exam.

What are the column names?

quiz table:
user_id, style, fit, shape, color

home_try_on:
user_id, number_of_pairs, address

purchase:
user_id, product_id, style, model_name, color, price

What are some actionable insights for Warby Parker?

The 379 customers which were shipped 3 pairs, 201 completed a purchase
The 371 customers which were shipped 5 pairs, 294 completed a purchase

Even Jack Kerouac can recognize shipping 5 pairs of glasses resulted in a 68% higher purchase rate.

Our determination is to ship 5 pairs to increase volume of glasses sold.

Final SQL code to determine funnel

```
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,
        SUM(is_home_try_on),
        SUM(is_purchase)
FROM funnel
GROUP BY number_of_pairs;
```