Capstone Project

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Funnels with Warby Parker

Question 1

Answer:

The tables columns are "question", "user_id" & "response"

The query I ran:

SELECT * FROM survey;

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

Question 2

Answer:

Query Results	
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

The query I ran:
SELECT question, COUNT(*) FROM survey
 GROUP BY question;

Question 3

Answer:

question	COUNT(*)	users (%) who answered the question
1. What are you looking for?	500	25%
2. What's you fit?	475	24%
3. Which shapes do you like?	380	19%
4. Which colors do you like?	361	18%
5. When was your last eye exam?	270	14%
Total replies	1986	

1. *Which question(s) of the quiz have a lower completion rates?* → latest questions in the survey
2. *What do you think is the reason?* → Possible reasons:
    a. Lose patience
    b. Don't find an option they like to pick out of the suggested options
    c. Got distracted and forgot or couldn't to come back and complete the survey

Question 4

Answer:
quiz table columns are; user_id, style, fit, shape, & color.
home_try_on table columns are; user_id, number_of_pairs, address.
purchase table columns are; user_id, product_id, style, model_name, color, price.

Query Results				
user_id	**style**	**fit**	**shape**	**color**
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black

user_id	**number_of_pairs**	**address**
d8addd87-3217-4429-9a01-d56d68111da7	5 pairs	145 New York 9a
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs	383 Madison Ave
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs	287 Pell St
4e71850e-8bbf-4e6b-accc-49a7bb46c586	3 pairs	347 Madison Square N
3bc8f97f-2336-4dab-bd86-e391609dab97	5 pairs	182 Cornelia St

user_id	**product_id**	**style**	**model_name**	**color**	**price**
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

query:
select * from quiz limit 5;
 select * from home_try_on limit 5;
 select * from purchase limit 5;
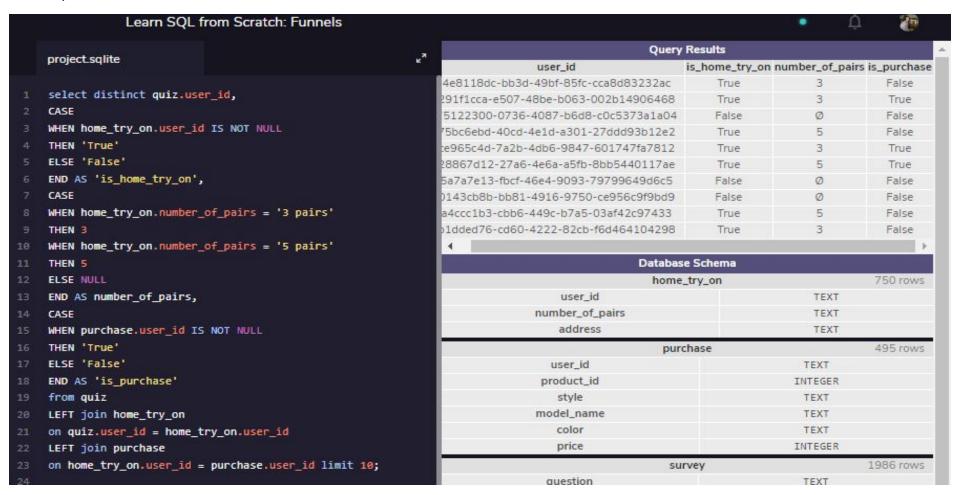
Question 4

Answer:
quiz table columns are; user_id, style, fit, shape, & color.
home_try_on table columns are; user_id, number_of_pairs, address.
purchase table columns are; user_id, product_id, style, model_name, color, price.

Query Results				
user_id	**style**	**fit**	**shape**	**color**
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black

user_id	**number_of_pairs**	**address**
d8addd87-3217-4429-9a01-d56d68111da7	5 pairs	145 New York 9a
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs	383 Madison Ave
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs	287 Pell St
4e71850e-8bbf-4e6b-accc-49a7bb46c586	3 pairs	347 Madison Square N
3bc8f97f-2336-4dab-bd86-e391609dab97	5 pairs	182 Cornelia St

user_id	**product_id**	**style**	**model_name**	**color**	**price**
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

query:
select * from quiz limit 5;
 select * from home_try_on limit 5;
 select * from purchase limit 5;

Question 5 Answer:

project.sqlite

```sql
1   select distinct quiz.user_id,
2   CASE
3   WHEN home_try_on.user_id IS NOT NULL
4   THEN 'True'
5   ELSE 'False'
6   END AS 'is_home_try_on',
7   CASE
8   WHEN home_try_on.number_of_pairs = '3 pairs'
9   THEN 3
10  WHEN home_try_on.number_of_pairs = '5 pairs'
11  THEN 5
12  ELSE NULL
13  END AS number_of_pairs,
14  CASE
15  WHEN purchase.user_id IS NOT NULL
16  THEN 'True'
17  ELSE 'False'
18  END AS 'is_purchase'
19  from quiz
20  LEFT join home_try_on
21  on quiz.user_id = home_try_on.user_id
22  LEFT join purchase
23  on home_try_on.user_id = purchase.user_id limit 10;
24
```

Query Results

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	True	3	False
291f1cca-e507-48be-b063-002b14906468	True	3	True
5122300-0736-4087-b6d8-c0c5373a1a04	False	0	False
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	True	5	False
te965c4d-7a2b-4db6-9847-601747fa7812	True	3	True
28867d12-27a6-4e6a-a5fb-8bb5440117ae	True	5	True
5a7a7e13-fbcf-46e4-9093-79799649d6c5	False	0	False
0143cb8b-bb81-4916-9750-ce956c9f9bd9	False	0	False
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	True	5	False
b1dded76-cd60-4222-82cb-f6d464104298	True	3	False

Database Schema

home_try_on	750 rows
user_id	TEXT
number_of_pairs	TEXT
address	TEXT

purchase	495 rows
user_id	TEXT
product_id	INTEGER
style	TEXT
model_name	TEXT
color	TEXT
price	INTEGER

survey	1986 rows
question	TEXT

Question 6 Answer:

```sql
with conclusions AS (
select distinct quiz.user_id,
home_try_on.user_id IS NOT NULL AS
'is_home_try_on',
CASE
WHEN home_try_on.number_of_pairs = '3 pairs'
THEN 3
WHEN home_try_on.number_of_pairs = '5 pairs'
THEN 5
ELSE NULL
END AS number_of_pairs,
purchase.user_id IS NOT NULL AS 'is_purchase'
from quiz
LEFT join home_try_on
on quiz.user_id = home_try_on.user_id
LEFT join purchase
on home_try_on.user_id = purchase.user_id)
select  -- * from conclusions;

1.0 * sum(is_home_try_on) / count(*) as
'%_home_from_quiz',
1.0 * sum(is_purchase) / count(*) as
'%_Purchase_from_quiz',
1.0 * SUM(CASE WHEN number_of_pairs = 3 THEN 1
END) / COUNT(*) AS '3_pairs_grp_purchase%',
1.0 * SUM(CASE WHEN number_of_pairs = 5 THEN 1
END) / COUNT(*) AS '5_pairs_grp_purchase%',
1.0 * SUM(is_purchase) / sum(is_home_try_on) AS
'%_purchase_from_home_try'
from conclusions limit 10;
```

project.sqlite

Query Results

%_home_from_quiz	%_Purchase_from_quiz	3_pairs_grp_purchase%	5_pairs_grp_purchase%	%_purchase_from_home_try
0.75	0.495	0.379	0.371	0.66

Database Schema

home_try_on		750 rows
user_id		TEXT
number_of_pairs		TEXT
address		TEXT

purchase		495 rows
user_id		TEXT
product_id		INTEGER
style		TEXT
model_name		TEXT
color		TEXT
price		INTEGER

survey		1986 rows
question		TEXT
user_id		TEXT
response		TEXT

quiz		1000 rows
user_id		TEXT
style		TEXT
fit		TEXT
shape		TEXT
color		TEXT