

[Warby Parker](https://www.warbyparker.com) 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.

In this project, you will analyze different Warby Parker’s marketing funnels in order to calculate conversion ratesHere are the funnels and the tables that you are given:

**Quiz Funnel:**

* survey

**Home Try-On Funnel:**

* quiz
* home\_try\_on
* purchase

Let’s get started!

Then, create a set of slides using Google Slides, Microsoft PowerPoint, or some other presentation software. Your presentation should answer all of the questions in the project. Each answer should include a text explanation and data to support your claim. The queries used to find that data should be included in a separate **.sql** file.

* [**Template:**](https://s3.amazonaws.com/codecademy-content/programs/learn-sql-from-scratch/SQL+Templates+ADwSQL.pptx) We recommend that you use the template linked here. This template contains examples of the types of slides you’ll want to use.
* [**Rubric:**](https://s3.amazonaws.com/codecademy-content/programs/learn-sql-from-scratch/funnels-rubric-for-learners-ADwSQL.pdf) You can share your work with your peers on Codecademy, who can give you feedback based on this rubric. Make sure to check your work before submitting!

**Note:** This project is a collaboration with Warby Parker’s Data Science team (thank you!) and uses fictional data.