

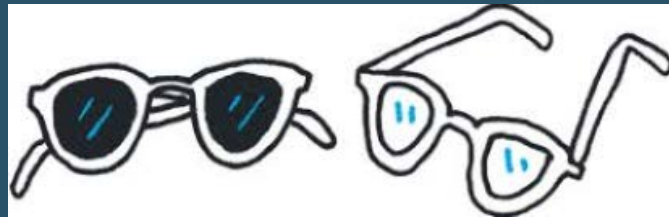


Warby Parker

Learn SQL from Scratch

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WP Quiz Funnel -

Warby Parker Task #1 – Quiz Funnel

For the first step of the project: the main task was to find all the columns from the survey table

- To accomplish this task, the SELECT statement was utilized
- Results display 3 columns used in the “survey” table: question, user_id, response

| question | user_id | response |
|----------|---------|----------|
| | | |
| | | |
| | | |
| | | |

```
-- Quiz funnel
```

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

Warby Parker Task #2 – Quiz Funnel

For the second step of the project: the main objective was to create a quiz funnel to analyze how many users continue from one question to the next using GROUP BY

- The table below shows the number users and where they tend to stop responding in the quiz funnel

| 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 |

```
-- Quiz funnel
```

```
SELECT question, COUNT(DISTINCT user_id)  
FROM survey  
GROUP BY 1;
```

Warby Parker Task #3 – Quiz Funnel

For the third step of the project: the main objective was to identify which question(s) had lower completion rates:

- From the table we see noticeably less responses between question 2 and 3, another one between question 4 and 5
- Out of all the questions, question number 5 significantly had the lowest percentage at 54 percent
- Probable cause to the lowest percentage, would be because those people most likely have not been an optometrist in over the recommended once a year

| Question Number | Responses | Percent Completing this Question |
|---------------------------------|-----------|----------------------------------|
| 1. What are you looking for? | 500 | 100.00% |
| 2. What's your fit? | 475 | 95.00% |
| 3. Which shapes do you like? | 380 | 76.00% |
| 4. Which colors do you like? | 361 | 72.20% |
| 5. When was your last eye exam? | 270 | 54.00% |

Home Try-On Funnel -

Warby Parker Task #4 – Home Try-On Funnel

The fourth step of this project reveals the columns from tables: quiz, home_try_on, and purchase

- Quiz table had the following columns: user_id, style, fit, shape, color
- Home_try_on table had the following columns: user_id, number of pairs, address
- Purchase table has the following columns: user_id, product_id, style, model_name, color, price

```
-- Quiz funnel

SELECT *
FROM quiz
LIMIT 5;

SELECT *
FROM home_try_on
LIMIT 5;

SELECT *
FROM purchase
LIMIT 5;
```


Warby Parker Task #5 – Home Try-On Funnel

The fifth step of the project combines data from tables: quiz, home_try_on, and purchase

- To merge the three tables, left join is used matching information with the other tables to not compromise information from the other tables
- The main objective of this left join was to retrieve the following columns: user_id, is_home_try_on, number_of_pairs, is_purchase

```
-- Home Try-On Funnel

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;
```

Warby Parker Task #6 Part I: Average Price

For the sixth step of the project: the main goal was to find the average price that users spent on glasses depending on the number of pairs they tried

The results show that those who tried 3 pairs, spent slightly more (+\$0.91) than those who tried 5 pairs:

- Users who tried 3 pairs spent on average \$113.25
- Users who tried 5 pairs spent on average \$112.34

```
-- Average purchase price

SELECT number_of_pairs,
       MIN(p.price) AS 'minimum_price',
       AVG(p.price) AS 'average_price',
       MAX(p.price) AS 'max_price'
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
WHERE  p.user_id IS NOT NULL
GROUP BY number_of_pairs;
```

Warby Parker Task #6 Part II: Count of Styles Purchased

For the second part of the sixth step: the main goal was to determine the most common style of purchase made. To accomplish this, Left Join was used along with the Group By statement.

The results show the following:

- The style “I’m not sure. Let’s skip it” sold a total of 0
- The style of “Men’s styles” sold a total of 104,976
- The style of “Women’s styles” sold a total of 118,188

```
-- Count of styles purchased

SELECT q.style,
COUNT (p.style) AS 'purchase_style'
FROM quiz q
LEFT JOIN purchase p
      ON p.style= q.style
GROUP BY q.style;
```